

# Effective Online Video Marketing

One of the benefits of being an Entrepreneur and being in [EO](#) is that you get to hang out with interesting people that are creating new and better ways of doing things that make the world a better place. I am in Grand Cayman with internet guru [Ridgely Goldsborough](#) who is doing some super cutting edge stuff online. [Take a look](#) as I pick his brain on the special sauce that makes it all work:

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## My 9/11

I wrote a story that sat in my inbox for about 4 years before it was finally lost in the abyss, but I never forgot it. The story was about that day 10 years ago, when I was on my way to the Hudson River Club on Vesey Street, right across the street from the [World Trade Center](#). I thought back then, given the time and insignificance relative to others caught inside the buildings, it was best not to share my story of why or what put me in the path of the terrorists.

Being the 10<sup>th</sup> year of remembrance of 9/11, I have decided to share my story, because to me it relates to freedom and the ability to create, which are key components to entrepreneurship. The WTC also represented commerce, successful business, capitalism and diversity.

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# Changing the World

I am currently at the [EO Amsterdam University](#), which is a 5 day conference packed with amazing speakers (even 2 Nobel Prize Winners), incredible, fun loving, successful entrepreneurs and exciting activities and venues. One of the most interesting things we've done is take a canal ride through the city, making our way through the canal system and on to dinner, where we wore Dutch Clogs. The really cool thing about this conference, though, is that it's centered on changing the world and how each of us can do our part to make a difference. The only thing stopping us is our own self imposed limitations.

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## Creating a Jobs Economy

Our nation is struggling to create jobs. You've likely heard that regulations have limited businesses' capital, making it difficult for them to hire or expand. Have you wondered what types of changes to these regulations would help this economy create more jobs? Let's discuss a few key changes that have worked in the past to encourage companies to grow and hire more people.

Many regulations create a big problem for the economy. Which regulations and policies are stopping us from creating the jobs that we are missing? Amity Shlaes writes an interesting article in the Wall Street Journal, [Three Policies That Gave Us the Jobs Economy.](#)"

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# How Do You Get Great Ideas?

Many of us out there hold a strong aversion and distaste for meetings. You have heard it before, or possibly even said it yourself: “We do nothing but have meetings around here, so how am I to get any work done?” Why do we have such negative feelings in regards to getting a group of people together to discuss issues and create solutions to move forward?

I believe strongly in the power of the group and think it is vital to bring people together to create the best ideas. If you have read this blog for any amount of time, you have seen me discuss my belief in collective intelligence, an ideal I trust in so much that I even started a mutual fund managed around the philosophy.

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## 3 Keys to Business Greatness!

If you asked me the business authors out there who I think provide the most value, I would have to say [Jim Collins](#) and [Peter Drucker](#).

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## SWOT your Way to Focus and

# Flow!

When you run a business, various opportunities often present themselves and persuade you to run off in different directions, pulling you away from your focus. This happens to me frequently, and I find it difficult to avoid being sucked down a path that sounds like the next great avenue for huge success.

Thankfully, my partners, [E0 Forum](#), or my team usually slap me back into reality. Taking a closer look at what you are doing can also help you discover if these opportunities are worthy or if the current focus is best.

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## Sometimes only a clown shoe fits...



When I was about 13 years old I had a neighbor named John Buckholtz. Mr. Buckholtz made clown shoes for a living, a family business that dated back to 1873. His grandfather was [Raymond Griffin](#), the son of [James R. Griffin](#), who originally founded [Griffin Theatrical Shoe Co.](#) By the time the business was handed down to Mr. Buckholtz, he was one of less than a handful of clown shoemakers in the world, and arguably the only one who still custom made them by hand.

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# Designing Your Life at E0 Barcelona

I've attended [E0](#) Universities for several years now, but this year was unlike any I've ever attended. I went for the first time to Barcelona, Spain. The theme of the University was "Design Your Life". The idea was to focus on what you really want out of life, and what you're doing to get there. It's like choosing a personal BHAG – your very own [Big Hairy Audacious Goal](#).

As entrepreneurs, we set goals all the time, but experience has taught me that we tend to view business goals and life goals as one in the same; that by reaching our business goals we receive all we want out of life. Shouldn't our businesses really be the means to our personal goals and the life legacies we want to create? This isn't the case, in that, more often than not we let our businesses consume our lives and distract us from our families, spousal relationships, and our own personal paths.

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## 3 Keys to Business Greatness!

If you asked me the business authors out there who I think provide the most value, I would have to say [Jim Collins](#) and [Peter Drucker](#). Both of these guys have provided huge insight to the business community on how to run a successful company. Like most businesses, we at Efficiencie are starting the year formulating strategies and goals to make forward progress

toward our destination, and reading Collins' and Drucker's material has always been good preparation.