

# 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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## 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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# Hello...Are You Listening?

As we're in the midst of the holidays, most of you are probably caught up in food, football, and visiting family that you likely only see this time of year. Many of us talk about the importance of family time and bonding, but I wonder how effective we are at that in the small amount of time we get to spend with our families. Between eating, opening presents, watching football, and maybe even a few movies...how do we really engage them to build better relationships? From what I have been learning, the answer seems to be through communication.

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## How Important is the WHY in your "Why?"

My entire life there's always been this ingrained curiosity about the world, people, how things work and especially about business. "Why?" is and always has been commonplace in my vocabulary, asking anyone about anything I came across. My family, business partners and team hammer back...."WHY! WHY! WHY! Why do you ask why so much"?!



It makes me pause and wonder why it bothers them at times or

why they joked about it, because I see it as something so natural that everyone should do it.

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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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## **What are your dreams?**

What an interesting week! Last week, I traveled to New York City to participate in the [Entrepreneurs' Organization](#) Injected Campus event, which brings the regional E0 Forums together. We met in lower Manhattan to be close to the [New York Stock Exchange](#).

This year during our event, the NYSE opening bell was rung by [InvenSense](#), a company that makes the motion possible in the

Wii and in smartphones. InvenSense was launching their IPO and was going public. I had always wanted to be there in person to see the opening bell, but it also made me think of my own dream of being up there to ring the bell with the IPO launch of my own company. That evening, it felt a little closer as my friends on the Global E0 Board got to be on stage and ring the closing bell! WOW! Click [here](#) to see the video I took of the opening bell.

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## **Creativity... how do we get more?**

Many people say they are happiest when they are creating. Maybe it's because we are made in the likeness of our creator and are doing what comes naturally. Just like an artist or musician, entrepreneurs are creating and bringing things to life, out into the world and the marketplace to solve problems.

I've spent the last few days in Asheville, NC on an [E0](#) Forum retreat with my long time Knoxville Forum. Asheville is known for its community of artistic people, and like artists and musicians, we like to be in places that stimulate us to create. Many of us know that being in environments like the islands or the mountains stimulate us to create, but do we know why?

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# 4 Ways to Know (and Live) Your Purpose

For various business reasons, I've been traveling quite a bit lately. I've visited many cities, attended several events, and had the pleasure of learning from a variety of well known speakers. Recently I've heard from the likes of [Tony Hsieh \(Zappos\)](#), [John Assaraf](#) (from the movie [The Secret](#), and author of [The Answer](#)), [Guy Kawasaki \(Apple\)](#), [Sir Richard Branson \(Virgin\)](#) and even [George W. Bush](#) (need I elaborate?). All of their messages were very educational and insightful, but there is one in particular I want to share with you.

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## So Why Read My Blog?

I was born an entrepreneurial spirit, an inherent desire to create opportunities and realize them. My journey has led me around the world, given me the opportunity to learn from some remarkable people, and experience leadership on a whole new level.

In my life I have gone from pumping gas, delivering newspapers, and making clown shoes to creating a mutual fund from scratch that helped carry my firm to \$1Billion in assets. I then created the first mutual fund in the world run solely by its shareholders. I have seen my ideas and investments flounder, and I have also seen them thrive. I have felt stupid and genius at the same time, and discovered the world of Dyslexia. I have identified the difference between my strengths and my weaknesses, and learned to use them to my advantage. I have found a world of people who share my

entrepreneurial spirit within the [Entrepreneurs Organization \(EO\)](#), and with them I have been everywhere from the Pentagon to the Playboy Mansion.

Today I run a custom software development company called [Efficiency](#), with offices in both the United States and India ([Effindi](#)). My team and I have realized success and failure, and from that have developed an effective form of execution that we call [FlockGPS](#).

I know that I did not get here alone, and I feel that my path to success is ongoing. My point is this: I got here from what I learned from other people, and it's only fair that I pass along my awareness and experiences. Our economy suffers right now. We are the only ones who can fix it. I want to succeed, and I want to see Entrepreneurs around the world succeed, as well. We are the ones providing the innovation and job growth in our economies.

I was told a long time ago that if you really want to know something, you teach it. So if sharing this blog exposes you to ideas that will help you grow your business and inspire the entrepreneur inside of you, then I think they refer to that as a win-win.

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## **Freedom to Create, Share and Grow**

More and more we hear the term Entrepreneur in the media and from politicians these days. They are saying that Entrepreneurs are the primary creators of jobs in the economy, and I agree completely. But what is it that these

Entrepreneurs are doing different? What is an entrepreneur made of and what really describes one?

Growing up I was always looking for opportunities, and I thought it was just because I wanted to be successful and make money. I didn't realize until later in life that what I was really seeking was more than just money and success. I was fulfilling an inner desire to take an idea, mold it, push on it, worry about it, get excited to tell others about it, and jump up and down at each sign that it was slowly manifesting into existence. Creation seems to be the key here, just like an artist or musician.