

# 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: