

### Transcription - Josh Elledge Part 3

Welcome back, I'm Kim Baillie, she's Fulyana Orsborn and this is Inside Exec. Today we're continuing our discussion with Josh Elledge and we going to look at how you position yourself as a leader, both individually and in a business sense.

Just in that and watching you over the last half hour or so, you are high energy, what do you do for down time? See I live in Orlando, Florida and normally, I would say, well I go to Disney World and I go to Universal Studios and Sea World. Not so much this year. This year has been a lot of, you know, working around the house kind of stuff unfortunately, no vacation. My wife and I are going to be celebrating our 25th wedding anniversary, so yeah, we love going on walks and love taking the doggy on walks and I've got three kids and spending time with them, you know, certainly been streaming a lot of movies. Normally, my wife and I love it, we enjoy going to the movies but again, that's another thing we really can't do. So, we're just adapting as best we can.

I'm interested too in the switching off phase. So obviously, it's your passion, you love what you do, you love the team, you can see that you are making a difference, so do you switch off? Yeah, you know, my personality type I really have to take that very seriously and I think that I'm also at the stage professionally where I really do look forward to turning it off. But I'd say, you know, in the early stages of business, you don't really have that luxury. Because what you got to do at the beginning is you got to spin things up. Now, eventually, I think the dream is, for many of us, is that we are able to bring other people in, that we're able to build a team. We've got advisors, we've got, you know, lots of people to help run things, so that eventually we don't have to work as hard. So I've got a plan, you know, I've got a vision and purpose for me. I've got one for our clients, absolutely. And I've got that for our team as well. I'm really looking forward to being less and less and less involved in operations. I've got great leaders that allow me that freedom, but then again, I'm looking forward to when I can go from 50, 60 hours a week, down to 40 then to 30, then 20 some and then you be able to take off entire weeks and just be able to go hang out hiking in the woods with my dear wife.

Another one of the questions that we were interested in, is there any other area of work or of service that you would like to pursue if you had that time? Yeah. So, clearly where I know I need to go is, as a leader I know that my personality type is very much that I do like my variety, I like being able to go and experience new things. From a leadership perspective, I'm very much of a visionary. So, me teaching, me serving, me going on more and more and more platforms, just

giving value and giving it away and trying to change the world toward a better direction. So, you know, right now, at the top of the show I was clearly talking about some of my soapbox items. I think that, you know, there were so many foolhardy marketers out there that really ruined it. Marketers flock to great ideas until they ruin it. So whether it's chatbots or email drip or any of that nonsense, consumers can see right through that today. And so I just think that it's best that we start lowering the facade and just be much more transparent with people and let the chips fall where they may.

I think it's about respect too. It's about respecting that someone is going to hand over money so you need to respect not just the money but the person as well. It is and if you ever are hearing somebody in sales and/or marketing and they start talking about, well, it's just a numbers game, it's just a numbers game. Doggone it, these are people, people just like you and these are people that are, at least, your audience is at least as smart as you are. And in fact, I would argue more so because they're the market. So I'd say, you know, my big passion right now is just, you know, just getting companies, getting business leaders to honor their audiences and treat them just like they would like to be treated. And just know that, listen, if you wouldn't respond to this email sequence or you wouldn't respond to this, you know, push notification marketing junk, why would your audience? So if you're wondering why it's not working, it's because of that. Again, this solution is, because I want to focus on solution, is what I want leaders, whatever you're doing right now, I want to do two to four times more vulnerability. Like I want you to be two to four times more vulnerable next week, whatever that looks like for you. And by the way, it's not just about sharing your attractive character. So people will come to you, maybe for your success or for your confidence or whatever it is. But they'll stick around for your realness, for your vulnerability, for your authenticity. You know, for your hey, you know, we really struggled with x today, I could really use some suggestions right now, you know. We're looking for this, does anybody have any ideas? That's cool, you know, being able to call out your quote unquote competitors and say, you know, we really like how these guys did this. This is very, very cool. We admire them. Just say, you know we're kind of geeks on this whole industry like you are and here's what we like about what they do. It's not what we do, it's a little different. But that level of transparency is just so attractive today.

Josh on the vulnerability bit, you mentioned in your profile you has a particularly low period way back, can you please share with us what motivated you during that tough time? Which time, because I've had a lot! I think about if I just use your words, I found myself between jobs staring into the abyss of financial ruin. That's a big one. Yeah. And so I failed in business 6 times. Some of them I failed

just a little bit and kind of exited it as gracefully as I could. Other times were big blow up in your face, just bad, where we lost, not just one house, but two houses, one in a foreclosure, one in a short sale, then declared personal bankruptcy, that was fun, then had to go live with my in-laws for a year. You know, as a dad, with two kids of my own, that's the kind of stuff that I experienced, but I kept at it and I kept learning and I kept, you know, I kept getting better at what I was doing. And then finally, you know, I launched Savings Angel, my other company, 13 and a half years ago and we made over six million dollars. And, you know, we had six-figure months and that's exciting. It's very humbling, you know, to be able to fail that many times. But, you know, you keep getting up. You keep learning, oh, okay, that didn't work. It's like, why do people hire us to build their B2B sales systems today? Well, it's because we've tried thousands of ways that don't work. And we finally, through the process of elimination have just figured it out. So we get this all the time, we'll have these wonderful brands come to us like, hey we're selling these big-ticket items, we're selling to these influential decision-makers with successful companies, help us out. So we're trying this. Yeah, I can tell you why that's not working or they'll come up with ideas while we're working together and I say I appreciate where you're coming from, let me tell you, we've already tried it, here's why that doesn't work. And so that's why you hire consultants and agencies and experts and, you know, you bring experience in because that experience saves you a lot of time, frustration and money. It's the business owners, I think, that are trying to do everything themselves, that just get frustrated with all the stagnation. They're like, dang it, here we are 3 years and I'm at the exact same point. What's wrong? What's wrong is that you're not making big enough investments into disrupting your current flow. Now, if you only want a lifestyle business, cool, you can have a lifestyle business, just working for yourself and providing services. But if you want to scale up so that eventually you could work less or you want to get up to those bigger and bigger and bigger numbers, seven and eight figure companies, I would suggest that you have to start assembling your team of superstars. You imagine that you're assembling the Justice League or the The Avengers right? You need a Hulk. You need a Thor. You need all those guys and with everybody coming together it's amazing what you can do as the team.

We've probably covered all of the questions that we wanted to in that period of time and I know that by your own admission, you've had your soapbox moment, is there anything else that we haven't covered that you feel is important to share with this particular audience? Well I would recommend is that you maybe go spy on me and without even letting me know you're there you can go check out what I do because I think you're going to learn a lot based as you're snooping around, looking at how we do what we do. I talked about using lots of small video

everywhere, it's uncomfortable for me especially in the beginning to do so much video everywhere. You know, it's like this guy's got more videos everywhere. That's intentional. I want people to spend time with me and I want them to get so much value that they're like, look, I don't even know what this Josh guy sells, but I want him to help me. You can look at, for example, how we take care of our own branding, and I think which we do pretty well and how we take care of our digital influence. And so, for example, taking a look at our social media accounts and how we design our profiles, our choices of what I use for head shots and stuff like that. All this stuff really matters today. And unfortunately, you know, we're being judged based on pretty superficial stuff today and so one thing I really encourage people to do is just mind their digital version of themselves because it's kind of all we have to go on in the world of internet business. It's pretty much just digital or internet dating. So you've got to have a great dating profile and you need to have a great business profile, it's the same things.

Everything from LinkedIn to your other social media platforms to your website, it's all fair game in terms of what we're being judged on and so, you know, we just want to be sure that we take care of that stuff. Just on that because we've had other guests on digital profiles and making sure that we protected, are there areas or platforms that you would recommend for a business? Yes. One thing that I would highly recommend for anyone that is customer-facing particularly you know, C-level executives, if you have some out of focus picture or photo of you wearing a football jersey or whatever it is, that's likely not the look that you want to portray. And so you know, even something as simple as your profile image, it's in your email signature, I hope, and it's on all of your social media profiles. Guess what? Your investors, your customers, your partners, your employees, your clients, they're all looking at you and making judgments. So even something as simple as your business profile image, I think you really need to take that very, very seriously. For example, I'm a big fan of LinkedIn and, you know, something as simple as your LinkedIn profile like really take a couple of hours, it is worth two hours of your time this week or next week to just really build that out. Look at my LinkedIn profile. You can find me just search Josh and my last name is Elledge. Go copy what I do. I'll never know and I'm happy to inspire copycats if it helps you get more business.

On a personal note can I say that I think you should update the image that you're using because you look much younger in life than you do in the image. I do? Thank you. Well I'm live and I'm moving right now if they're watching my video. You don't necessarily get the youthful image in a still photo. Thank you. That's very kind of you.

Josh I think we've probably covered everything that we'd like to during this session, so I thank you for your time and your generosity in sharing your experiences and your views. We've certainly enjoyed it and I know that our listeners will. I definitely agree, fantastic. And I would absolutely love, if there's anyone who's listening to our conversation, like, if you're doing well in business, again that's our commitment and our give back, is that we would love to feature you to our audience on our podcast, the Thoughtful Entrepreneur. We've got over 100,000 fans on social media and that's just at Up My Influence.Com/Guest. And if you're doing six figures or more in business we would love to have you as a guest, open invitation, send your friends. My goal is to get to 1000 episodes and then I'll hang up the headphones. I'll pass the headphones to somebody else.

We'll put all those links on to the page and if anyone contacts us directly we'll certainly pass that on, but for now, I'm Kim Baillie, she's Fulyana Orsborn, we've been talking with Josh Elledge from Up My Influence.Com. This is Inside Exec.