Welcome to right here in Mass. We're a weekly podcast that features individuals throughout the Bay State who are on our radar and should be on yours from the Berkshires to Boston, Cape Cod in the Islands. Tune in to learn about who you should know right here in mass.

Welcome back to another episode of Right here in Mass. Joining me today is Jeff Gordon, who is the proud owner of Ideal Video Strategies, a video marketing agency, as well as Home Video Studio, which is located in Metro West, and it's a business dedicated to preserving family memories by converting old media into digital formats.

Jeff, welcome to the show. Oh, thanks for having me. Excited. It's my pleasure. Yes. You have a very impressive and extensive bio that is in your, your show notes for our listeners to look through and get the whole spiel of everything that you're doing. But I'd love to start off by giving you the opportunity to just tell us more about yourself, what you're doing with these two companies, how you got to where you are today, all of that good stuff.

Well, that's a loaded question. Idea video strategies has been going since 2018. Um, I started that really kind of outta necessity to looking for something else. Um, I've been in video for a long time, but where I was, it just wasn't working out. Um, so we ended up starting that one. And we, you know, our mission is, is, well, our, our key features are storytelling, right?

Mm-hmm. So, um, our main products are interview-based videos. Um, where we let the owners or leaders or or whoever, um, are higher up in the company, really kind of tell their story and, um, why people would wanna work for them. And so that, that's kind of what we primarily do with that. So then there's, um, home Video Studio, Metro West, which we are just starting up this year.

It's, it's actually a, a nationwide company. We're licensing a, um, branch here in, uh, Metro West. Mm-hmm. Um. That is gonna be primarily preserving people's memories. Um, so, you know, whether that's old VHS or old film, or even if they've already transferred to DVD, I mean like, can you watch DVD on now? You know, um, so all sorts of things.

And, you know, um, then we can also put those, put those images together, some sort of memorial piece, legacy piece. Um, anything to kind of capture or celebrate an event or anything like that in a nutshell. Okay. Yeah, I love that. And I think it's wonderful that both businesses have an emphasis on video, but serving different audiences.

So you have ideal video strategies, of course, working with businesses and organizations, and then home video studio, Metro West, focusing on individuals, families, uh, I guess regular consumers, quote unquote you'd call them. But I love that you kind of hit both groups of people and you're able to serve them in that capacity.

Yeah, I mean, that was kind of the goal. Like we, you know, after I guess almost seven years of ideal, we have, you know, really kind of discovered what we really like to do, and that's getting to

know people, you know, really getting to know people, engaging in what their, what their business is. Um. And then also just creating relationships.

And you know, originally when we started we're like, we're just gonna work with businesses, you know, but now, like as time has gone on, you know, ultimately the main goal is to just make a difference of somewhat in people's lives. You know, I know we're not making like a huge difference, but we can help people like relive those memories and bring those old, old memories back to life and stuff like that, so.

Mm-hmm. Yeah. I love that. And I'm curious to hear what kind of led you into this, like, video career. Like I'd love to hear if it's something you've always done or what inspired your journey with that. You know, it's, it's, it's, it's not really glamorous. Um, you know, so I had gone to college right outta school because that's what you do and right outta high school, I mean, um.

With really no ambition to know what I wanted to do. So I didn't finish the first time around. Um, and then I just kind of, I was working in restaurants for a while and then at the time I was, I had some college buddies who had gotten me into, uh, pro wrestling. I not a fan anymore, but I was at the time.

And so there was this piece, well, there was a wrestler who had passed away and they had put together this tribute piece. Mm-hmm. For whatever reason, it, it really just kind of got to me. Yeah. And I was just like, just the way they put it together, the music, the images, you know, the emotion. Um, and for whatever reason it just clicked.

It just clicked with me. And so from there, that's kind of when I started exploring the video world. Um, you know, started, uh, well I went, I started to volunteer at a, uh, public access station. Mm-hmm. Um, and then after doing that for a while, just decided to go back to school for video and. That's where it goes.

Yeah. And I know you mentioned too, you had had like a previous career in video before you decided it was kind of time to change things up and start your own thing. Is that right? Yeah, I had worked for an educational company, um, so I went to New England Tech for college. Mm-hmm. And I had landed a job right out of there.

There had been a company that came down to them looking for somebody. And I happened to do well in the program and, and so I went for an interview and had the job before I was at school. Which is obviously like the dream, you know? Yeah. And it was a nine to five. It was a corporate gig, it was a nine to five.

I had been doing restaurants nights and weekends for years, probably like seven years or something. So I'm like nine to five, like, let's do it, you know? Yeah. Benefits, benefits, salary. Oh God. Yeah. You know? Um, so we did that and I was there for 12 years and, um, you know. It, it was good because they, I really got to hone in some skills there.

Um, do different, different styles of video, figure out what I really liked. You know, they ended up paying for a good portion of a master's degree. Mm-hmm. Um, met some cool people, um, did some traveling. Uh, but ultimately it was after, after 12 years, it was kind of time to, I. Figure something else out. Yeah.

And so what was that process like of starting your own company? Did you feel prepared? Were you a little bit scared? Maybe a little bit of both. I mean, it was a kind of a shoot from the hip type of deal. Um, I had been not happy there for a while. Um, I had been applying for their jobs, you know, some big corporations and some I had got offered but didn't accept some.

I didn't get in, but turns out there was. 200 plus people applying for these jobs and I'm like, oh my God, this is crazy. Like, so I don't know, just, yeah, contemplated the idea of starting the business and had support from my family and just kind of did it. You know, there wasn't really like a, it was never a goal of mine to actually start a business.

Mm-hmm. Um. But you know, it just kind of happened and you know, I love it. And I think the biggest thing is just the people that you meet, you know, and absolutely. I had no idea when I started just how many small businesses there are. Um, none. There were so many. I, I had no idea. There was so many different small businesses doing all sorts of different stuff.

And I just, it kind of blew my mind. 'cause I just, I don't know. I don't know how, I didn't realize, but I didn't, yeah. Pretty that, that's probably my favorite. Yeah, and you are very involved in a business organization in Hudson, so I'd love to hear more about that. And I'm sure that's how you made many of those connections of it is other local businesses, business owners, and seeing what other people are up to.

Uh, yeah, so Hudson Business Association was probably the first group that I joined. Um. And it was just, you know, it was cool. It, I, what I really liked about it was 'cause I got to know the town more. Like the town departments came, um, the planning office came, you know, there's another group in town they came and so I really learned more about just what's going on in town and being a resident.

So that was helpful. Um, and obviously it took time to make those, make the business connections 'cause it does. Um, but then eventually once Covid hit, they kind of were like, I. Nobody, nobody wanted to run it. And I think I, I was still pretty new and they're like, well, if nobody takes this over, then it's kind of gonna go away.

Mm-hmm. So me and and another, another business owner kind of took it over and. You know, rekindled it, I guess you could say, kind of changed, tried to change some of the atmosphere. Um, so now it's a, you know, we, we pride ourselves on being like a real welcoming group. Um, any business, you know, you don't have to have a storefront.

You don't, you know, you can work from your home, any type of business whatsoever, more than welcome to join it. And we're Hudson centric, but we're not exclusive. So you're more than

welcome to come if you are in Marlborough or, or wherever. Um, you know, and ultimately the goal is just like any networking thing, is to build relationships and, you know, hopefully work together, keep, keep the work relatively local if you can.

Mm-hmm. Absolutely. And I love that you mentioned that you're not exclusive of, of any type of business and people don't need to necessarily have a physical storefront because there are what I've seen in many towns and cities like the Main Street associations, where any of those businesses on Main Street can be a part of it, but then it leaves the other business owners through, like you said.

Work from home or something else kind of out of it. And so I love just that emphasis on including everyone being able to provide support and help people build connections. Yeah. And, and you know, and I think, you know, that's one of the great things about Hudson and this kind of started before I was around, is that mm-hmm a lot of the business owners and companies and town organizations, everybody works pretty well together.

Um, and for the ultimate goal of the success of the town, um, so that, you know. Was just something we were tapping into. Um, it did already kind of exist, um, but we just kind of wanted to keep it going. Yeah, definitely. And from what I've seen online, Hudson has been doing a ton of revitalization throughout the past few years, like really building up, getting a lot of great businesses in.

And I think that is really cool to see. And for you be a part of just being able to see it all happen. It is. Um, so we moved in in 2011 and that was. Uh, so my, our realtor kind of hijacked us and she's like, I'm gonna take you to Hudson. 'cause at the time, we, both, my wife and I worked south on four 90 fives and we had moved up here 'cause of my family, um, some, you know, just to be a little closer.

Mm-hmm. And. She's like, I'm gonna take you to Hudson. I'm gonna take you to Hudson. And I'm like, no, I don't wanna go to Hudson because I, I grew up only like 20 minutes away and I just, you know, Hudson had a bad rap. Um, so, but, and we ended up moving in. Um, and then in 2012, that's when, you know, a couple of the major, well one of the major businesses came in, railroad flatbread company.

And then from there, Medusa came in, um, brewing company. Mm-hmm. And then. It just completely 180. I mean, there was nothing downtown in 2011, like Salvation Army was kind of the flagship store and a couple restaurants, but it was really kind of a ghost town. Yeah. Um, and then just over the couple years it 180 and that was even before I was a business owner, you know, um, and, you know, who could, who would've known, but we're thankful that it's happened and, you know, the town is thankful that it's happened and it's been fun.

Yeah, I love that. And of course you contribute to it in many ways, only being a part of the uh, organization that helps to bring all these business owners together, but also now being a

business owner of two businesses. And I think it's so funny that you mentioned you never saw yourself starting a business and now you have two.

Like, you must think about that and be like a second. I would agree. I would agree. And there's times where I'm like, man, I should just go back to the corporate world because you know, running a business is challenging. Yeah. Um. But ultimately, you know, it's, it's what you create. It's mm-hmm. You know, your own schedule.

And I've got kids and. You know, I've, I want to be there for the kids and coach the sports and go to the events and, um, you know, maybe that limits a little bit of the revenue that I could bring in, but that's okay for now. You know, um, it's more important to be there in, in my opinion, for them and not miss the stuff.

I don't, you know, I don't look back later and be like, oh, I should have went to more games, you know? Yeah. Stuff like that. So, um. Yeah. I mean, yeah, I do. I'm, I, I don't really know how it kind of came to be and I can't believe it's already been almost seven years now. Um, but, you know, it, it, it is a lot of fun and I, I just, like I said, I really enjoy just connecting and meeting all the different people that do the different things and, 'cause you just never know when you're gonna need somebody, um, or just.

Meet somebody and, and learn about a fascinating story. Yes, seriously. I mean, there's so many cool people out there, cool places, and I think that's one of the, I think, most gratifying things about being a business owner is just meeting people that you maybe would've never met otherwise. Like if they, if you hadn't had a business, like you may have never crossed paths with them anyway, so it's very cool to kind of think about that.

No, for sure. Um, yeah, there's so many people that I, I, I was thinking about this the other day. Um. You know, LinkedIn, I'm up over, I don't know, I don't know how many connections I am now, but when I started a business I had like a hundred connections. Mm-hmm. You know, but then obviously you use LinkedIn to, to build those relationships.

And now that's like, I don't know, over a thousand and stuff. And it's like, that's really just 'cause of owning your business and networking and um, you know, some of my good friends now, or other business owners or, you know, work for somebody who we've networked with. Thin. Mm-hmm. Um, you know, and it's kind of kind of like being the person to be like, oh, hey, I know somebody's looking for something.

I know somebody that can help you with that. Like, I got a lot of people like, Hey, you must know somebody, you know? Yeah. You know, I just, I just had one from LinkedIn, somebody I haven't talked to in a while. Hey, you're active in Hudson. You must know. You must know who's involved in this. And it's like, I do pull out your digital Rolodex.

Yep. Yeah. Yeah. And, and I think that's one of the best feelings too, when, like, someone views you as someone who. Knows people has connections and can be a resource for them, and that

they turn to you to ask for stuff like that, or people or connections like that. Yeah. And it's kinda like a what goes around comes around type of thing, you know?

Yes. Um, give out somebody else's name, hopefully that comes back to you, whether it's now or whether it's two years, you know? Mm-hmm. Um, hey, you know, I, I got this person for you now, and it's like, great, and, and you know, I don't go in. I think it's a mistake for people to go into groups expecting that they're just gonna get like referrals.

And that's just like that, like, I mean, networking is a job you gotta put in the work. Yeah. You know, it really is to, you have to put in the work, um, and eventually it comes around. So, you know, I, that's, that's why I think, um, you know, opening this second, second, uh, stream of business is. You know, I'm kind of a little bit ahead of the game.

Mm-hmm. Um, you know, so I was just at a training for, uh, this past weekend for, um, for the company, and it was an advanced training, so there was, there was probably like 30 other studio owners across the country that were there, and some that were just starting. Mm-hmm. And. But they're coming from no business background.

Like they're starting from scratch, where at least where I have a video background, a storytelling background, um, I have the equipment and then, well, not all the equipment, I gotta get the transfer equipment and stuff, but, and then, but I have a network, you know? Mm-hmm. I have the network already that I can hopefully tap into and be like, Hey guys, I'm now offering this.

Need it, you know? I, I think with, you know, I do look back now and it's like, man, it was hard to start when you're first starting out and don't know many anybody. Um, so, so I'm, I'm very positive thinking about the new endeavor just because I've already got all that foundation built. I. Yes. And I think that's a great way to put it.

And I also think one thing that's really interesting about, um, your businesses is that you kind of have like the best of both worlds. So you have ideal video strategies, which you started just as like a sole proprietor, but then you also have, I guess it sounds like home video studios like a franchise.

Is that right? I mean, technically I'm just licensed, not technically a franchise. I'm licensing to use their materials. But yes, in essence. Yeah. So I think it's so interesting how you have both business models, so to say, and, and I'm curious to hear, um, if there was a reason why you went that route of purchasing a license from them instead of just having, I guess, full ownership, if that's the best way to put it.

So, um, I know I am the business owner. Mm-hmm. And they have guidelines that they would like you to follow, but you don't have to. Um, now one of the reasons I decided to go with them was just the knowledge that they've already, that they already have. Yeah. And you know, the, the, the gentleman who started it, Robert, he's been doing it since 1994, I think.

So this is their 30 year anniversary. So. So, um. He just knows. He knows all the different, I mean, there's so many different types of media out there, old media, so many different types, and he knows everything, you know? Mm-hmm. So, and then all the other studio owners that, most of them that I just met this weekend, you know, a lot of 'em have been doing it for 15, 20 years.

I'm just spend a couple years, you know, but there's just so much knowledge out there and it really does feel like a team. Mm-hmm. Which I do kind of miss. With ideal video, you know? 'cause ideal video is real. Yeah. It's just me and some and you know, contractors who I trust and I've got my network and stuff, but.

You know, this one is really kind of like a team, you know? Mm-hmm. So it's kind of cool to go that route. It's almost getting back into the corporate world, but not really, you know? Um, so that ultimately, and just all the equipment that's needed and they already know what works. Um, I would've had to spend hours and hours and hours trying to figure out what equipment worked, what I needed to get.

Yeah. You know? Um, were these. This, this team already they know, so. Mm-hmm. Sure. There's an upfront cost to that, but. And then, you know, an annual cost to it. But I think it's worth it. Absolutely. And like you said, I mean, it's, it's purchasing a license to, you do have those guidelines, but you do have what it sounds like a good authority on control of what you do and whatnot.

And, and I think it's wonderful that, like you said, you're surrounded by like-minded people that you can ask questions to or get advice. From, or just have a group of people who get it, so to say, with the other licensees and have that comradery, which, like you said, um, you don't always get as a solo business owner.

No. It, sometimes it's a struggle. Yeah. Um, you know, so that's, I've definitely built up my, you know, there's other. People that do exactly what I do. Mm-hmm. Um, I've built up some relationships with them, um, through the Husband Business Association. I've made some strong relationships with other people that are business owners.

Um, but you, you still have to find a way to surround yourself with people that you can trust, um, you know, people that you like, you know? Yeah. Um, obviously seriously, that's really, you know, what, what the world's kind of about, you know, surround yourself with. The people that are gonna lift you up and all that, all that kind of, you know, cliche kind of stuff.

Yes. Um. I mean, all those people that, like, I hadn't, I only met a couple of them there this weekend and everybody was just so welcoming and so willing to just be like, Hey, call me if you need something. You know, and that kind of stuff. And, and I can already contribute based on my experience and knowledge.

'cause there is some, some people that only do the transfers and don't do the video side. So, um, I'm always there to, to help as well. So it's kind of a good fit. Yeah. Yes, absolutely. And so as of the time of this recording, we're at the beginning of March and it's the perfect time because like you mentioned, you just launched this new Venture home video studio, and of course you have ideal video strategies, but as we're still kind of in the beginning of the new year, I'd love to hear what your plans are for the next year for both businesses.

If there's anything exciting coming up or cool projects that you're working on, feel free to shout them out. Well, um, so technically home video isn't really launching until May one. Um, so we're just starting to get the word out there. Um, but we're not fully installed with all the equipment yet. Mm-hmm. Um, we could try to start to take orders and stuff, but we wouldn't be really getting to those until the 1st of May.

Um, but, um, plans for that. I mean, obviously the plans for that is just to build it, you know? Yeah. And, and the plans for Ideal, you keep doing what we do. Um, you know, I've got a, a list of repeat clients that I still plan to work with. Um, obviously trying to get new ones and, and most of my business from Ideal comes from networking.

Mm-hmm. Um, I don't do much advertising when it comes to that. However, on the flip side. Home video is going to be a lot of advertising and targeting the general public, which I'm not Yeah. Used to doing. So I've got a lot of learning to do when it comes to that. Um, but it'll be interesting to see kind of what works and what doesn't.

And, um, I don't wanna say that we're, I mean, we do have a plan of how we're gonna release stuff, but obviously you never know what's gonna work and what doesn't. And so the plan is just to. Get through the first six months with getting some new business and then leaning on what's working. Yes, definitely.

And I, and I'm always so inspired by seeing other people like yourself who have the two businesses, because personally, when I started Massachusetts Business Network after starting DA Dash of Social, I was like, oh my gosh. It's like so much harder to start a business the second time around than it is the first time, and it's.

Like just going through the process again, it makes you realize and remember everything that you went through that first time. Well, yeah. I mean, everything's a learning experience and it's a matter, it's a matter of time really. Yeah. Like how much time do you have? What can you do to save yourself time?

Mm-hmm. Um. You know, so the future, you know, the future would be right. And so we're gonna be outta my house for now, you know? Mm-hmm. Um, the future would be to have a store on Main Street, you know, um, where people can just kind of come in. Um, there's another, there's another third idea going on, you know, where, um, you know, I don't wanna be preemptive, but you know, my son is really getting into, um, trading cards, sports cards.

Mm-hmm. So. You know, if we can really get into that buying and selling and that kind of stuff. Memorabilia, I don't, I don't know that we will, but it's an idea. Yeah. Um, you know, to open a store that does the video transfers test has a card section. Yeah. You know, that kind of cool, that kind of thing would be kind of cool.

Uh, yes. So I think it is very cool that you're very mul, multi-passionate, I mean, between the two businesses, between what you're doing with Hudson businesses. Uh, it's very cool and it makes me wonder like, how do you balance your time between it all? Like you have so many different things that you feel excited about and I'm so curious to hear.

How do you make time for it all? I mean, sure, some stuff drops. Every once in a while, like, so, you know, a lot of the times the networking will drop off a little bit. Um, yeah. Once you get busy and that, you know, that tends to be the one thing that goes away. Mm-hmm. Um, one of the goals with home video is to, you know, ideal can be like up and down, up and down.

Mm-hmm. Up and down. Um, home video, the intention is to fill those gaps. Mm-hmm. Um. I guess going back to the plans, I do want to try to hire somebody, whether that's contractor based or that's, you know, part-time to really kind of work on editing for me. Um mm-hmm. Because that it takes up a lot of time.

Yeah. Um, you know, that would be a goal. And then maybe hiring more people in the future. See what happens. See where it goes. Yeah, definitely. And I mean, speaking of what you mentioned about building more partnerships and whatnot, I'm sure this is something you've already thought of, but just thinking, or something that came to mind for me is like being able to build relationships with estate planning attorneys and perhaps funeral homes.

'cause you mentioned like the legacy stuff and I think finding. Other people like that who share a similar clientele or customer base as you, I think that'd be so cool to form partnerships in some sense and help to be able to really, uh, provide more of your solutions to the area that you're doing with Home Video Studio.

I. I did have a planning session yesterday with, uh, somebody I'm working with on all that stuff. And so we have this list referral partners and of all that stuff, and I'm just like, it was a great session, but I'm like, I am so overwhelmed right now. That's the hard part about being a business owner is that like you get all these great ideas.

Then it's like analysis paralysis where like, I don't even know where to begin now because I just wanna do all of them. I, you know, and that's kind of how I was this morning. Like, 'cause that meeting went up till about four 30 yesterday. So I didn't really do much after that. And this morning I'm just like, where do, what do I start?

So I ended up being like, okay, here's my priority list. Do this, do this, do this, do this. Yes. And then, you know, yeah, it's, uh, yeah, it's overwhelming and, and you know, I will say ideals

probably. Hurting a little bit when it comes to the prospects, the immediate prospects. Um, just because I have been spending a lot of time doing this.

So when it comes, I, I don't know where the time comes from, like the time it just kind of goes, it is what it is, you know? Yeah. Um, I guess as long as you're making enough money to survive with, um. Hopefully intentions for the future, then that's kind of how I'm looking at it. This right now it's like, okay, we might struggle for a little bit, getting the second thing up and running, but there's a lot of potential there.

Mm-hmm. Um, there's a lot of backing. There's a lot of planning. Um. And hopefully it will work out. Yeah, I think that's a great way to phrase it. I mean, just having that positive outcome of like knowing that business businesses have seasons, so like the ebbs and flows, and knowing that kind of maybe hitting a lower point at one point of the year is preparing you for that big high point that's coming.

So of course it's easier said than done to think about that, and it's hard to be in the trenches, but when it comes, you'll, you'll probably have that moment where you're like, this is why I did this. Now it's all making sense. Yeah. And you know, it will take a little while, I'm sure. Yeah. But, um, you know, ultimately the goal is to just be happy and, and hopefully set yourself up for the future.

I mean, my, it's funny 'cause my kids are like, I'm like, Hey, you guys could like work for me, you know, you guys can do some of this transfer stuff. You guys can do that once I show you how. And they're like, really? Like, because I, they don't really do anything else for me for, for ideal. Just 'cause it's more, yeah.

You know, in depth where mm-hmm. Um, you know, some of the transferring stuff, I'm not saying it's not. I'm not saying it's like super easy, but it's, it's more teachable and it's more of a process than the editing, which is much more creative and, and you really have to know the editing programs and all that kind of stuff and um, so you know, they're kind of excited about doing that.

Yeah. That's a lot of fun. Bring in the, bring in the kids and really have it be like a family business and, and, uh, instill those interest in them. I love that. One thing I'm curious to hear is that, 'cause it made me think of this question, I'm curious to hear, for anyone who's listening to this episode and may potentially be interested in getting into a career involving video or videography or um, memory preserving as, as you've shared, what advice would you have to give to them for just getting started?

I mean, start with. Start with the networking. Um, yeah, or start. I mean, if you're not into video and you're interested in getting a video, start with your public access stations. Like they are always looking for help and they're always teaching, you know, so, you know, that's a, a non-financial commitment that you can really see if you like it, you know.

Um, that's kind of what I did and I did that for a long time. Um. Otherwise, you know, just reach out to companies. Like I, every once in a while I'll have like some younger kids reach out to me and be like, Hey, do you have any intern possibilities? And, you know, currently I, I, I don't really have that, but I, I would like to at some point.

Mm-hmm. Um. But there are bigger companies out there that do, do offer those, those kind of scenarios. Um, then there's, you know, I know nobody likes to do it, but there's the, hey, you can volunteer your time to shoot a town event or something like that and, you know, edit it kind of the way you would like to, and then, you know, release it and use it as a demo and that kind of thing.

Mm-hmm.

You know, it's, I don't know that there's one direct, absolute way to go. I mean, really it's just kind of putting yourself out there and, and cold. Not, I don't, not cold calling, but like reaching out. A lot of business owners are very willing to talk. Mm-hmm. Um, to kind of share any knowledge. Or, um, experiences that they might have had.

Yeah. Um, so I'd say, you know, get, kind of get outta your shell. You gotta get outta your comfort zone a little bit. And you know, if you do go to a, this is what I always tell people. If you're new and you go to an event, you have to actually talk to people. Yes. Like, you can't just like hide yourself in a corner over there, you know, and or stick to the one person, you know?

Yeah. Yeah. Yeah, exactly. It's like you, you have to be able to get outta your comfort zone. And it took me a long time to do that. You know, I, I'm much more of an extrovert, extrovert now than I used to be. Um, even when I started the business, like I wasn't much of an extrovert. I was, I always kind of introverted, but I haven't really, haven't really had a choice but kind of changed that.

Mm-hmm. Um, but yeah, just you gotta kind of be willing to put yourself out there and. Somebody eventually will, you know, throw you a line. Yes. Great advice. And uh, this next question may be a tough one for you to narrow down, but knowing how many businesses you know and support in Hudson, I'm curious to hear what your favorite local businesses are to support.

I know you mentioned Rail Trail and it's so funny because I feel like anyone that I've had in the Metro West gives a shout out to Rail Trail and so I love that, that it's such a popular place. But I'm curious to hear what other places you love to go to and frequent and all that stuff. I am not, I'm going to resist my favorite.

I'm, I don't wanna, like, so, so there's preferences, right? Yeah. Atmospheres. Um, so I, I always go to, for coffee, I tend to always meet at Cafe 6 41 Hudson's right on Main Street. Um, all the, the owner's a good guy. I love the atmosphere there, and I just, I feel comfortable there, so. Mm-hmm. Um. That's probably where my, where I would go for, for, um, coffee.

Mm-hmm. Um, I do always like to try to check out the new businesses. Um, obviously it's somewhat, I mean, Hudson's association's a volunteer, so it's not my job, but I should. Yeah. You know, um, so. Just trying to go check out the new businesses. So, and there's a new owner of a, of a framing store in town, so, you know, we met and he's telling me all his plans and I'm like, oh, that's cool.

You know, just like, so I, I wouldn't say that I really have a favorite, um, but I have my preferences. Yeah. Good to know. Jeff, this has been a really interesting episode and I've loved having you on the show to talk about both of your businesses that you have, and especially Home Video Studio, since that's launching May 1st.

And I would love to give you the opportunity to have you share with our listeners where they can find you online in case they'd like to reach out. Sure. Well, I greatly appreciate it. Um. You know, like I said, well, I said before, I think before we started shooting, I'm usually behind the camera. I'm not usually the one like in front of the camera.

So it is a little weird, even though I'm like doing it myself. It is still a little weird. Um, but I. You can find ideal video strategies.com um, is the best place to go to get in touch with me through there. Um, home Video Studio slash Metro West will be the Home Video Studio website. Um, you can always find me on LinkedIn.

Um, I'm happy to connect about anything. Doesn't have to be business related, of course, would love it. Um, but if you, you know, have anybody that is looking to. Revive their old media. Um, any big anniversaries coming up for some grandparents or parents or anything. Um, we're happy to help put something together that's memorable and put a smile on everybody's face.

Amazing. And I'll link to those places in the show notes that our listeners can click through and connect with you from there. But thank you so much again for coming on today's show. All right. Thanks Ashley.

Thank you for tuning into this episode of Right here in Mass. We hope you enjoyed listening to it as much as we enjoyed recording it. Be sure to subscribe, leave a review, follow us on social media and share our podcast with your network. See you next week.