

Brain Train interviews Andy Black 2016-06-01

Mary: Hello and welcome to The Brain Train. My name is Mary Darby Byrne, and today's guest in the studio is Andy Black. So here we're. Talking about how to get started in business. And this was inspired because I started to start your own business course. I was talking to other people on the course and there was some gaps that we were looking for help.

Mary: So, Larry McGuire introduced me to you, so this is why you are here. Andy. Thanks for having

Andy: me, Mary.

Mary: Hello and welcome. So, you help people get started in businesses, but you look at the world in a very different way than other people from the conversation we've had. So talk to me about how you got started.

Mary: , and how you actually view thing and how you can see the gaps that people don't see.

Andy: Okay. Yeah. Well. I originally was in it for maybe 15 years. I found it quite a boring role. I also knew I was, I was seen as a cost. Every business after a while would want to get rid of me once I'd sorted their systems out.

Andy: so, and the other thing is, if I was going to a wedding or something and people asked, what do you do? I was always a bit embarrassed to say, well, I look after databases. How boring is that? So I wanted to do something a bit more sexy, a bit more front end, something that, businesses could see the value of rather than just the cost.

Andy: So I wanted to learn how to build websites, but I know the way I learn, I don't learn by just picking up a book and trying to go through it from start to finish. I would just get instantly bored. So what I did was I looked around with all the people I knew. And wondered, is there anybody I could help by creating a website?

Andy: And a friend was an electrician, and this was back in 2009. And his business had just, all the business, the work had just dried up. 'cause the economy was tanking. And this guy had a wife, he had two kids, he had a baby on the way and he had to give his van back. So this is an electrician giving his van back.

Andy: So I, , I feel. Oh, even now I can imagine the stress He was under doing that. And I remember talking to him and saying, look, I wanna learn how to build websites. And he just bit my hand off down to my ankle straight away. I didn't even have to say, can you be my Guinea pig? He said, yep, done. Let's do it.

Andy: So I went away and built a website. I learned from books to build a website. I didn't go to learn, go and get books from the library to learn how to build a website. I wanted to build a website. So I therefore picked up books and learned how to do it. I got the website created. He's an electrician and kil there.

Andy: I learned, oh, I need to get him ranked on Google, so he's top for when people search for kill their electrician. I got him ranked top. He still had no phone calls. And that's the whole purpose of me doing this was to get him business. So one day a voucher fell out of a book and it was about AdWords. This which is where if somebody's searching on Google and they're looking for kill their electrician, you can create a little ad you bid on those words, kill their electrician, and your ad would display and it would say, kill their electrician.

Andy: Great. Contact us. Now people click on that ad, come through to the website. I, previously, I didn't want to try it because it costs money when people click on these ads, but when this voucher fell out with book, I thought, , let's throw it into an account. Let's go. And I remember being on a client site doing their IT systems, and my friend rang me and he says, Andy, I've had a phone call.

Andy: I was like, are you serious? Wow, this is amazing. I actually stood up and started walking around the office with a phone to my ear going, you've, you've had a phone call? He says, yeah, yeah. Somebody wants, . A washing machine repaired in Dublin. I was like, wow, this works. And like, I was really excited that this actually worked.

Andy: But can you imagine my friend, , I'd gi, I'd thrown him a lifeline and he had some hope that all of a sudden he could get some work in. And this is how I fell into my business. So I fell into my business by trying to help somebody I already knew. I didn't decide, oh, I need to learn how to build websites.

Andy: I didn't say I need, I need to create a website. I had a goal to help somebody. First of all, and this is how I got started in my own business, and we'll come back to that in a second, but this, the good, the happy story for my friend is that in, say his second month of these ads running, I analyzed the data and said, well, you've had your ads have shown 10,000 times.

Andy: We've had 300 clicks and it's cost you 75 euro. You've had enough business out of that to actually get a bit of money in this month. You're delighted. He was delighted. And then when I analyzed the 10,000 searches I said, I said, well. 2000 of those searches are to do with people looking for an electrician in Dublin.

Andy: previously he'd say he'd been, he'd been very interested in people searching for smoke detector installation in Dublin because of all the landlords. And I said, well, unfortunately, there's only been 12 searches. Your ads showed 12 times for that. So forget that. That's not really gonna fly. But 5,000 of your searches, half of them are to do with appliance repairs, either washing machine repairs, cooker repairs, or oven repairs.

Andy: So we threw away this electrical website that was building and just created washing machine repairs, website cooker repairs, and a oven repairs website, and just directed all those ads to the appropriate website. So if you are looking for doubling washing machine repairs. The ad would say, Dublin washing machine repairs, and you'd get sent to the Dublin washing machine repairs website.

Andy: And this worked really well for him, and it's got him going. And the sort of lesson for your listeners about that particular story is we found out what people were searching for and then we built websites to match what they were searching for. And so what really upsets me is if I hear somebody's got.

Andy: 5K, 10 K redundancy and they've got a business idea and then all of a sudden they're gonna get, invest it into some, , five grand of their redundancy into a website. And then they find out that nobody's actually searching for what they're trying to sell. So they've wasted their money, and it's a lot easier to start by selling things to people if they're already searching for it.

Mary: Yeah. Oh yeah. So you look at a different angle for people. Very much so.

Andy: Yeah. Some people think it's backwards, but I think it's the most, it makes perfect sense to me. It makes more sense, yeah, to find out what people are searching for first Bill, maybe traits and see if

Mary: you have that service, obviously, if you have that service.

Mary: Yeah.

Andy: Yeah. So I've had plenty of clients and they might be selling Blue Ridge blue Widgets, and they ask me to sell more blue widgets for them. So I create ads for people looking for blue widgets, and then I'll come to them a month later and say, yeah. There's a lot of people searching for blue widget widgets, but there's even more people searching for red widgets.

Andy: Would you not want to create a pre a page or would you not even, , wanna try start selling red ones? -hmm. And the smart businesses would go, oh, that's brilliant. I didn't know that. Let's go start selling red widgets. -hmm. Others businesses will actually tell me, no, we don't sell red ones. We only sell blue.

Andy: Okay. For whatever reason, I

Mary: mean, so tell me what type of people approach you, , businesses, has there been, it's a very eclectic, is it quite unusual?

Andy: I've had, gosh, I've had businesses all around the world as clients, like wedding planners in Miami, nutritionists really in Sydney. So you're based here

Mary: in Dublin and you've had somebody from Miami contact you over here?

Mary: Yeah. , how did that happen for you? So obviously somebody was searching. For somebody like you. So how do they

Andy: That's a good question. I actually don't advertise my services online for people searching. Okay. I get my business through word of mouth, so like, so I've been doing it since 2009. So some people have had success, like, , they hired me, I've managed to grow their business.

Andy: They get more sales leads and revenue, and that's, that's basically what my job is and. They will then tell some of their friends and it's just been word of mouth and it's managed to travel around the world where somebody in Brisbane contact sent me an email and I was like, I don't know anyone in Brisbane.

Andy: And then I contacted one person I know nearby and he said, Nope, wasn't me. And I believe that's possibly from sort of I'm in an entrepreneurial forum and I post lots of like helpful tips and tricks about what I do. And I believe some of the people in there. I've told other people because it's not somebody even in the forum, I asked around there as well.

Andy: -hmm. So I believe it's just sort of word of mouth that's, that's causing me to get extra clients.

Mary: But I'm still intrigued with this wedding planner from Hawaii because Hawaii's gonna be have a completely different psyche than, yeah. Than the, than Europe. So how did you go about that?

Andy: It's the same thing if you are searching, okay, so we're in Dublin.

Andy: If you were in Dublin and your window was broken. You might type in window repairs, okay. Into Google as your search. That search term indicates that you wanna learn about fixing a window or you want to find a local service. I. Okay. You could be typing that in to find a u some YouTube videos to learn how to fix the window yourself.

Andy: Or you could be looking for a local glacier. Now if you type in window repairs Dublin and add the location to your search term, you're no longer looking for a YouTube video on how to do it yourself. You are looking for a local business to do it. So wedding, if somebody was searching for wedding planners, and they are in Miami or Hawaii.

Andy: They could be looking for a local wedding planner, or they could be looking maybe they're a student thinking of becoming a wedding planner and they're doing a project and they wanna find out information. What about about what wedding planners do? But if somebody types in wedding planners Miami, they're looking for a local business, and that's the same round the world, it doesn't matter.

Andy: You could be looking for a tax attorney, Chicago. -hmm. A carpet cleaner in Brisbane. I've had all these types of clients and what I specialize in is businesses that have a local demographic that they serve, and then the people who are searching for them, the best visitors to their website have typed in whatever their service is, plus the location that they cover.

Andy: I.

Mary: Yeah. So

Andy: it doesn't matter where in the world, it probably doesn't matter which language you, but

Mary: is that like different search engines or something? Do the way you'd have, au for Australia? , do you have to jump onto different search engines to look for these? Most people are

Andy: using Google.

Andy: A lot of people are also, oh, Dr. Google, thank God. There's Google, there's people are using Bing as well. And then there'll be specific search engines for different countries. Chinese have a different search engine. Russia has a particular search engine. I just specialize in doing Google stuff and just the English language.

Andy: 'cause it's the only language I know. . People in Australia will go to Google au, I guess. -hmm. In Ireland, we go to Google, IE. And UK google.co.uk. It's just a search engine. -hmm. We type in our search, Google brings it back the most relevant results, for us. And also all these ads, these little Google AdWords ads.

Andy: So if I was, look, if I was in Edinburgh looking for, , a bookkeeper, I might type in bookkeepers, Edinburgh. . Google's gonna show the most relevant results on the page, plus anybody who happens to be bidding on bookkeepers, Edinburgh.

Mary: Okay, and what's the guy in Brisbane want?

Andy: the carpet clean.

Mary: Oh, really? Okay. So, , so, okay, gimme an example. How do you go about finding who's searching for carpet cleaners, or how is it like

Andy: how Google provides a tool called the Keyword Planner? You have to go and create an AdWords account, a Google AdWords account. You have to put your credit card details in, you have to create an ad, but then you immediately just delete the ad, so you have no spend.

Andy: Once you've done that, you're then able to go into the tools and find the keyword planner. The keyword planner is great tool where you can sort of plug into a lot of Google's data and type in, you can set your criteria to being Ireland and you, and you type in a keyword. I call them search terms.

Andy: Keywords are very similar. You type in a keyword like window repairs, Dublin, and then Google will tell you the estimated monthly search volume in Ireland for pe, for people typing. Window repairs, Dublin, that exact phrase there.

Andy: Google. Then also show you a big list could be 100, 200 of related searches, and you might look at them.

Andy: So for instance, washing machine repairs, Dublin. Other other search terms that might show up would be Bosch washing machine repairs. And they'll get, you'll start seeing this big list. Of search terms, and it's a great tool for business owners who are already in business or people who are thinking of getting into business to go and type in, like you might have a load of ideas, oh, I've got an idea for a dog walking business, or maybe I'll do car balloting, or car detailing or whatever, car cleaning and loads of other things.

Andy: You could type all of those in and target just Dublin and see which has the most search volume on Google. Then when you see, oh, okay, there is a lot of people searching for dog walking. By the way, I haven't done this. I have no idea if there is a reason -hmm. I'm just gonna

Mary: say, will you ever set up a dog walking business and gimme some Yeah.

Mary: Peace of mind. But you might,

Andy: you might be, say you're in Dun drum and you're thinking, I'll set up a dog walking business in Dun drum. You could, you could target, get the keyword planner. Say how, and try and find out how many people within Dublin are typing in dog walking. Okay. And then how many people are typing dog walking, done drum.

Andy: Obviously Dun dog walking, dun drums is gonna have a very low search volume. But if somebody's searching for that and you are in Dun drum and you are a dog walker, then that's your ideal visitor to your website. Not somebody typed in dog walking Dublin because they could be in swords. Okay? So you get these I you get the data and then you just go and type it into Google yourself, right?

Andy: So Google say actually four times as many people search for. Electrician kil air, then kil air electrician. That's just the way we type things in. Okay. It's, it's from using Yellow Pages. We type in what we're looking for and where, so we go to Google, we do the same thing. I'm looking for electrician kil air.

Andy: So when you look at these search volumes, you find out which was the highest search volume that you think is related. If this person visited my website, I would like to speak to them. Then you type it in yourself and you start looking at the ads and dog walking done drum. You type that in. And you look at the ads and guaranteed there won't be one that mentions Dun drum in it.

Andy: There might be dog walking in Dublin, but you typed in Dun drum, you want someone local to you. So when you spot that there's search volume there and then you spot that the competing ads are not very relevant, then you've got an opportunity to create an ad that people are gonna click on. So in this case, and it's the same pretty much like if you look, if you typed in tax attorneys Chicago, that's like a very expensive.

Andy: , search term, you'd pay a lot per click to get those visitors to your website. You look at all the ads, half of them don't even mention Chicago. They just talk about tax attorney, da da da. And you're like, yeah, but I typed in Chicago. Are you even in Chicago? And then when you click on those ads and go to the landing page, sorry, the page on the website that you land on, we call that landing page.

Andy: You get to that page and you look around and go, well, I. You're an attorney, but do you do tax law? You haven't mentioned that you're a tax attorney. I can't see that on the page. Or are you in Chicago? Your ad said Chicago, but I can't see anything on the page that says you're in Chicago. And the ideal headline, so if somebody's looking for tax attorney Chicago, the ad should say Chicago tax attorney.

Andy: Yeah. And the landing page, the headline on it should say, are you looking for a tax attorney in Chicago? Question mark. So that the visitor lands on it goes, oh yes, thank God.

Mary: Yeah, thank, exactly. Thank God. That's common sense really, isn't it? It's common sense listening to you, but not everybody has,

Andy: not everybody does it because what we're doing here is we're putting ourselves in the shoes of the person searching on Google.

Andy: I'm pretty sure all your listeners have searched on Google. The elephant in the room is that we all love Google. It's great, but the experience actually is really hard work because we can never find what we're looking for and we have to keep searching and clicking through to websites and going, no, I'm looking for a tax attorney in Chicago.

Andy: I dunno, I don't wanna know that you, that you were set up in 1975 and you've got a hundred people in your practice. I wanna know if you do tax law and you're in Chicago. Okay, so what businesses are doing, and it's, it's not, when I say business, it's people like business. -hmm. Businesses like, , people buy from people.

Andy: Business is just about people and relationships anyway. People always think about themselves and what's in it for them. That's actually the most, instead of thinking

Mary: of their customer.

Andy: Yeah. That's the most popular radio station in the world, I'm afraid. Mary is like, we FM what's in it for me? Yeah. Okay,

Mary: so I'm gonna change the name of my radio program to that now.

Mary: Yeah. Thank

Andy: you so. The business owner is talking about, well, we've got 10 vans on the road. We're a great plumbing firm. Look at our white vans, they're so clean. And look at our guys with the shirts and the, and the logo and everything. And we've been around 30 years. So when someone lands on our website, we need to tell them that.

Andy: So you're thinking about your own stuff, but you're not realizing that the person who landed on the, your website was looking for, , drainage specialist swords or emergency plumber done drum. If they were looking for an emergency plumber done drum and they see this page and it and they can't tell you're in done drum, you've got a very little chance of them ringing you.

Andy: They're looking around the page to find out if you covered on drum and if you can do drainage or emergency plumbing or whatever. They don't wanna see. They don't wanna know about you and your 1975 number of certifications and whatnot. And that's the biggest problem with lots of websites is people talk about themselves and they don't think, what are people looking for and what should I give them?

Andy: , the sim, the simple trick to give them what they're looking for.

Mary: Exactly. Well, listen, we're gonna stop for we FM break.

Andy: Yeah.

Mary: And we'll talk some more when we come back.

Andy: All.

Andy: Time you straighten right out creating problems.

Andy: A message to you.

Andy: A message to you

Andy: right.

Andy: A message.

Andy: Stop your messing around.

Andy: Better think of your future.

Andy: A.

Andy: Broadcasting to South Dublin on 93.9. This is Dublin, south F fm.

Mary: Hello and welcome back after the break if you've just joined me. Today's guest in the studio is Andy Black, and we're talking about getting started in business. So Andy, before the break was very interesting. , really what we were talking about was common sense

Andy: about you'd, you'd think

Mary: you, you would.

Mary: Think that isn't so common as Mike, the engineer said, basically looking up what people are searching for.

Mary: Do , and winding it down, winding it down, and winding it down till you get, oh look, people are searching for this and this is how they find you.

Mary: But again, you're talking about things like, we were talking about, , people saying, I recommend you if you're polite, if you're manually, if you're turn up.

Andy: Yeah. Do,

Mary: do , a lot of people don't get that.

Andy: Yeah. A lot of people are gonna talk technically about their work and what they do, and as if. The customer is gonna understand. Yeah, which they often don't. And then as if they think that actually, well, they're very proud of their certifications and their knowledge and their technical knowledge and all those sorts of things.

Andy: But we were just chatting a second ago, like, if I was looking for a plumber, or sorry if you were looking for a plumber, I would not recommend a good plumber to you. Like they're good. Technically, I wouldn't recommend to you if they didn't turn up on time, and I wouldn't recommend them to you if they were rude.



Andy: So like the most important things that make you referable in your business are that you've got good manners. You say, please, and thank you Grandma was right.

Andy: Yeah, please. And thank you. And that you turn up on time and that you say you do what you said you were gonna do. Or at least let the client know I was gonna do this by this date, but something's come up and we're gonna, we're, , we've got some problems.

Andy: You, you inform the customer. -hmm. And often. Be just being informed of what's, why something's delayed is enough. And then the fourth piece is that you're competent and can do it. Like, I don't, I would look through a list of plumbers in nace and I would just pick one who's in NACE and assume that they can fix my radiator.

Andy: -hmm. I would assume that any plumber could fix my radiator. . And once they've been in and out, I might go, well actually he wasn't very good that guy, or he was really good and he ti it up afterwards. , these are the things that make somebody referable, is that they turned up on time, they did the job pay and it was a fair price.

Andy: The other thing is a lot of businesses will put we're the cheapest or this and that and the next thing on their website. And they'll play the price game and every, , it's a race to the bottom, but really, I just wanna find a locksmith now who covers my location, who can come out. I don't care at this moment about the price I need to get in the house.

Andy: -hmm. Yeah. So it's, it's all about putting yourself in other people's shoes and helping them. If your goal is to help the visitor to your website, you wouldn't be talking about your established since 1975. It's the same as when I helped my friend create. Get going in his business and get more work as the electrician.

Andy: That's how I got started in my business. I got started in my business by trying to help somebody else. One of my favorite quotes is from Mother Theresa, and it's, never worry about numbers. Help people one at a time and start with a person nearest to you and lots of businesses go chasing numbers and they forget what's right under their nose.

Andy: And that's people they already know. Who, who could be helped. Okay. And the other thing that's right under your nose is your mouth. You can use that and just talk to people, hi, do you need any help, Mary? What can I help you with, Mike, what can I help you with? And if once you find that out, you help people sometimes to get started in business, you just help people with no expectation of anything coming back.

Andy: And if you find, oh, that was, I managed to do that. And there's other people now coming through, Mike's recommended some other people. To, I can help them with the same thing. Then before it, you're starting to get a business. You haven't got a business unless you get customers. Okay? So a lot of people will go off and do what we call action faking.

Andy: They'll go and create a domain name and they'll spend an agonize over what domain name should I have? What name should I have for a business? What logo should I have on my business card? I'll go and create a business. I've been in business since 2000 and, well, year two thousands. It, in 2009 doing this.

Andy: I don't have a business card. Why do I need a business card? I talk to people, I'll swap phone numbers. They, I'm Andy Black. There we go. I don't need a business card. My business name, , my business website has nothing on it really. I know it's a bit ironic considering I help businesses get, but , it's all about like I said, what are, what's under your nose is people you already know that could, you could help and then you just use your mouth.

Andy: Talk to them. And, business is all about creating relationships with people. And if you are, if you have good manners and do what you say you're gonna do, turn up on time, that's like most of what makes you referable anyway.

Mary: -hmm. Well, it's, it's like I often say since Super Quinn, do you remember Super Quinn?

Mary: Yeah. , since Super Quinn is gone, that certainly would lead the way. And a lot of customers would remark, well, Quin will do this, and , you have somebody to aim for. It's like, now we don't have. Anybody that you can refer to. Like if you went into Dons or Tesco and you mentioned Super Quinn, they would change their attitude and how they treated you.

Mary: Do what ? It's like there's nobody in a way to, I'm sure there are companies, but there's nobody as obvious.

Andy: Yeah.

Mary: Do with that lovely service and looking after companies, well probably local

Andy: stores. Do

Mary: .

Andy: Yeah. Where you might pay a little bit more, but you pay because of that service.

Andy: It's its local. Yeah. Yeah. It's local and for the service. -hmm. And a lot of, a lot of people think that it's all down to price. It's not.

Mary: No, it's not. Absolutely not. Well, that's where Ferg Quinn, he made us millions in the eighties. Yeah. Do he had like, you could, a little crash where you could leave your kids in to go shopping in peace.

Mary: He would have a, every week he had customers on the panel to say, what do you want? What don't you want? We want the suites away from the checkout. So we took them away. He listened. To his customers and what they wanted.

Mary: So he was a few pence more at the time, but worth it.

Andy: Yeah.

Mary: You got the best of food, the best of service, the best of everything.

Mary: And you walked away happy.

Andy: Interesting. I think you're hitting the nail on the head. He listened. I said Yeah, use what's under your nose, your mouth. But actually we have two ears and one mouth, don't we? So we should spend twice as much time. They're not,

Mary: they're just on the, on the sides. Well, mine are.

Andy: We should spend more time listening, observing, watching, and , a lot of people.

Andy: they think they don't have much to offer, but you've been alive for a good while on this planet and you've, you're experiencing issues and problems and gosh, it wouldn't be nice if there was a crash at this place. Well, there you go. These, these like pains that you are experiencing other people might be experiencing as well, and that could become a business.

Andy: And it all stem stems from having an attitude of trying to help people and also observing people, like even. So my little kids, I'm trying to get 'em to say thank you. They're not, they're not the best at it yet. -hmm. Say thank you all the time, but even the act of saying thank you requires that when somebody come, a waiter comes over and brings over the food that they've observed, somebody come over and put it down, they're actually observing what's going on around them.

Andy: Just to even be able to say thank you. You have to observe that somebody's given something to you and just, it just means they're. I hopefully gonna grow up observing and caring and -hmm. About people,

Mary: well, , they were just basic manners, you see? Yeah. They were once upon a time.

Andy: Yeah.

Mary: Now they're, they're, they're very seldom there. Yeah. ,

Andy: , we, a lot of people will know the sort of adage that you have to give to receive, , you give first and then. It will come back like tenfold or whatever your beliefs are. But really, you ha you do have to go out there, offer value first, and then people will pay for it.

Andy: If I was to say, oh, Mary, , this would be 300 euro for this radio interview is, it wouldn't have happened and I wouldn't been able to help people and, , so my philosophy is just to help people. With my knowledge for free. And just assume I've created an imbalance in the world and it will come back to me eventually.

Andy: -hmm. Somehow some, one of your view viewers might go, that guy seems to know his stuff. I like his values. He's does that AdWords thing. I'm not in business. I don't do AdWords, but maybe in a few months time somebody will say, oh, I'm having such a problem with me ad Edwards account, I'm losing loads of money.

Mary: -hmm.

Andy: And he'll be like, oh, I know a guy, what was his name again? Okay.

Mary: Yeah, it goes on. But there's that expression, A friend of mine, Chanel's reminded me of it. Give me a penny and I'll give you a pound.

Andy: Yeah.

Mary: Gimme nothing and I'll give you back a thousand percent of what you gave me.

Andy: Yeah, yeah. Do , you have to give to receive whatever you give, you're gonna get back, but you

Mary: have to do it genuinely, ?

Mary: Yeah. I think as well, and

Andy: I, what I've found in the last couple of years, it's, it's an interesting one. I'm, I'm, I'm in an entrepreneurial forum and have been for the last couple of years. I like forums. I like being online and, , just helping people on the forums. And it could be anywhere in the world and.

Andy: Something I was doing, it was just pure old manners. If somebody in the forum followed me or sent me a bit of, . , forum currency to thank me for writing a nice post or something. I would just, I started just by, replying to them, sending a little message, a personal message saying Thanks for following me, or thanks for the rep that you've given me.

Andy: And then I'd have a little note in there saying, oh, how's business going? Or how's things going? How are you finding forum? Welcome to the forum. Just a little one liner. And I've had 700 of these little conversations in the last two years. And what I've realized is I have got more out of this, , for my, the amount of time I've put into it.

Andy: I've just had all these little com little conversations with people and it's brought stuff back to me. I wasn't expecting it, but I've had lots of work come through this forum where people I've communicated with, or people who've read stuff that I've just given away for free, they then refer me on to people outside the forum.

Andy: So, and a lot of these people will come through to me. And I'll be, how have you found me? Because I'm not advertising online. I don't even have a website. And they're like, well, somebody in the forum found recommended you. So I liken that to, I've been giving thanks to people I've, , when we say give to receive, I actually give thanks.

Andy: , that phrase that we've all, oh, give thanks. -hmm. That's actually the first thing and the most powerful thing you can give somebody. It's gratitude, isn't it? Gratitude. Gratitude, yeah. -hmm. Yeah. And then another thing is I'm. So I deal with lots of business owners and like if I'm sorry, I don't see myself as a salesperson.

Andy: I see myself as a person trying to help them. And the best way for me to help them is to shut up and listen and find out what their problems are. And the best way to get them to talk about the problems is just to go, Hey, how's business going? And I sit and just sit back and then boom, they're gonna unleash because nobody asks 'em, how's businesses going?

Andy: Or if they do, they just, how's business going? And then they start talking about the problems and issues they have and people just glaze over. So a lot of business owners feel very, , lonely and, , that's why off, that's why I probably, I'm in a forum as well, , communicate with other business owners.

Andy: -hmm. It's a bit of support. Yeah. A bit of support. Okay. So just. I think that the takeaway from this little part that we're talking about is put yourself in other people's shoes. Try and help other people see them as people as well. That's one of my big bug bears, is that people talk about clicks and traffic to your website.

Andy: It's like, it's not a click, it's a person visiting your website. It's a person, it's not a click. Oh, I had 10 clicks yesterday. No, no. You had 10 visitors yesterday. Start see, seeing people as people.

Mary: We're kinda like the Americans. That's, , this place, this country used to be terrific. Remember ANets, this was years ago as a kid, , they time for their customers.

Mary: You were contacted, you, , your letters were written to you to say your product was in or how did you find it? And , this is when time see people seem to have more time. Yeah. But it, a huge amount was back to manners. It's back to manners and having time for people and appreciation.

Mary: , and give them what they want.

Mary: Not what you want really, isn't it?

Andy: Yeah.

Mary: And you can go home now. It's fine. I have it. So,

Andy: but it's also back to that Mother Teresa quote. Never worry about numbers. Yeah. I personally like that. And this, which is really weird 'cause I've got a degree in maths. Spent 15 years in it looking after data, managed a team, spent 120,000 euros a day on this AdWord stuff and it's all like ROI and numbers and spreadsheets and I was their analyst and manager team.

Andy: And I keep talking to business owners. And, and say stop worrying about the numbers and just help people. And the rest will sort of fall into place.

Mary: It'll fall into place. So what we're gonna do is we're gonna stop for a short break, and when we come back we wanna talk about your maths side of things and how you're helping some of the, some young lads.

Mary: Oh, okay. Okay.

Mary: My heart is sad and lonely for you. I sigh for you dear. Only. Why haven't you seen it?

Mary: I am all for you body and soul.

Mary: I.

Mary: I can't believe it. It's hard to conceive it that you turn away wrong and so. Are pretending.

Mary: One more chance

Mary: my life. A wreck you are making.

Mary: Are you pretending? It looks like the ending, unless I can have one more chance to.

Mary: , I'm your, for just the taking, I gladly surrender.

Mary: Hello and welcome back to The Brain Train. My name is Mary Derby Byrne, and if you've just joined us, Andy Black is in the studio and we were talking about getting start, starting your own business. . But in the course of our conversation, you mentioned that you had a degree in maths.

Mary: Yeah. But, I was having a chat with you about maths and you don't make maths sound boring or rigor mortis. So you talk to me, you're talking about your coaching a few, a few young kids. Well, yeah. I

Andy: mean, this time of year there's a lot of kids about to do their leaving certs, having a panic about it.

Andy: I am doing mass grinds. I did some last year for three people, and I'm doing. Three people this year help helping them doing. We're doing grinds Monday night, Wednesday night, maybe Friday night. I've even created a little video, like a two minute video that I've posted up on Facebook to help them so that they can see them again.

Andy: But hopefully, like, , if people share it on Facebook and just one person passes who wasn't gonna pass, then that's just the ROI return on investment on my time to create that. It would be phenomenal just to get some kids. But this is like your

Mary: entrepreneur brain just moving somewhere else.

Andy: Yeah, I'm

Mary: really, do I, there's

Andy: something I can do to help these people.

Andy: -hmm. Because I've got a degree in maths and I can explain it. In such a way that they get it and all of a sudden this is all you need to know to pass your exam, then you can forget about it afterwards. Just it's a little game. Just play this little game. -hmm. Put all your equal signs underneath each other.

Andy: Be neat. Allow the examiner to be able to follow it. Little tips like that. . Pass it. And I, some of them are now going, oh, I get it. I never got this before. And so it's something I can help people with. Now, how do I scale that? I, there's only three people can fit in the kitchen. ? -hmm. And with me in the flip chart, well, I can record me with the flip chart and then just post it and hopefully some other people can learn it.

Andy: Now, to date, I've only done one two minute video, and it's like exam tips, three exam tips, maths exam tips that are gonna help you when you sit in your exam, and hopefully practice them now so that they're, they habit for when you sit the exam. Like, like one of them, I'll, I'll just give you it quickly now.

Andy: When somebody writes out like a bit of algebra, then they've written it out. This equals this. And then they just sit staring at the page. 'cause there's a blank page. It's a blank line underneath. And what I've been saying to these people, I'm helping with the grinds is, as soon as you've written this equals this, put an equal sign immediately underneath.

Andy: That's how you finish writing. What? Your previous line, you put that there. Now you're not staring at a blank line. Okay? If you stare at a blank line, your mind is gonna go blank. And then I'm looking at 'em going, so what are you gonna do next? And they're like, whoa. They do. They come back, they've gone blank for a second.

Andy: Then they've gotta read through everything they've done to try and work out where they were and they're wasting time and they're gonna start panicking. 'cause they keep going blank. But if you put that equal sign immediately. This equals this and put an equal sign underneath. Now your brain is tethered to the page and you're looking at the equal sign and thinking, oh, I'm supposed to do something with this equal sign.

Andy: It looks very lonely on the page with nothing either side. I obviously need to do something with the previous line and get it to this line, and then that you, and you write your next one. You put an equals immediately and you keep doing that until you get to the end and the solution, and that's what keeps you going, right?

Andy: The trick with like maths, the trick with business, the trick with anything is get started and then keep going. And if at every point you just go blank, that's not good. That's not good. So that's a tiny little tip I just put into this video. And if anybody passes that on to somebody and they just pick up that little tip and it helps them to not go blank in the exam, then that's, , that's brilliant.

Mary: So these were obviously the methods in which you learned, but were you aware they were, the methods you were doing until you were helping somebody one day and they pointed out to

Andy: you? I, it wasn't until I was, this is the. Stuff I developed myself when I was doing it. I just, but I did it subconsciously, or unconsciously, which, and then I was just watching them writing stuff down and then just sitting, staring at the page and I realized they weren't putting the equal sign down.

Andy: I was like, right. Put the equal sign down, and I could see that they got better at solving the questions just by putting the equals on the next line.

Mary: So it wasn't nearly like, wasn't nearly like a key to open.

Andy: Yeah. But I had to see what they were doing. -hmm. And how they were doing it different from me, because everybody we're all good at.

Andy: Things often, we don't even know what we're good at, and it takes somebody else or to tell you, oh, by the way, you're very good at searching. Oh, am I? I thought everyone could do this. Or you look at someone else struggling with it and you go, oh, okay. There's things I do that I just didn't realize it did. I should pass that on to you.

Andy: But what take, taking this back to business is I'm trying to help people. There's something I can do and I could help them. I'm not trying to get money out of it. My goodness. If they just pass the exams, that's like, that's reward. That's like for the rest of their lives. ? If they can pass, you don't actually pass your, even if you don't pass maths, I believe.

Andy: Really? Something like that. I'm sorry. I'm English. Don't really know.

Mary: I dunno. It's new to me. It's new to me. Okay. But it's

Andy: really, it's an important subject to pass to get into college and all the rest of it. And if I can help people do that's great. And I'm trying to now scale it to help more people.

Andy: And who, see, who knows. That's not

Mary: entrepreneur brain in a way really. Do what ? Your ideas, but I dunno what way to, I dunno. Trust to label you.

Andy: Okay. Right. My,

Mary: well, I dunno, entrepreneur. It's just you have a way of viewing the world that you're able to help.

Andy: Yeah.

Mary: Do , , what possessed you to grind these three children in the first place?

Mary: These kids?

Andy: well, last year one of them was my stepson. Okay. And the two of his buddies. And then this year it's, it's my niece. And then as soon as people, oh yeah. Andy's doing grinds quick, send two people around. Okay. There's other people. So you go, like the

Mary: business help the person nearest to you? Yes.

Mary: So you're doing exactly the same formula or method. Yeah. Do , just in different areas, which you can use them.

Andy: Yeah. You don't have to look really far afield to find people -hmm. Who could do with some help.

Andy: Yeah. Even just the lady over the road who's, who's older and can't do a lawn.

Andy: -hmm. You could go over and do that. Someone else then goes, oh, could you do mine? And before it.

Mary: Yeah. You



Andy: know,

Mary: so that's very, that's brilliant. The, so what do people look up on the YouTube clip?

Andy: Oh, to find that on you. You could Google for Andy talks. That's all one word. Space 0 4 2.

Mary: That's not very easy to remember, is it? I know,

Andy: I know. I'm just a number. Minimal. Why is it like that? Because I haven't, okay, because I haven't checked this. But you could also talk search for Andy talks or one word space, three exam tips.

Mary: Well, why can't I just go to the YouTube thingy and just do Andy talks?

Andy: You could go into there as well.

Mary: Yeah, that's, , that's the way I do. Just the simple way you go into YouTube, I go, I just don't bother doing Dr. Google.

Andy: I go into YouTube. That's interesting. 'cause YouTube's the second biggest search engine in the world.

Mary: Boom. Oh yeah, I just cooking anything I wanna know, , I've got some black rice.

Mary: I wanna know how to cook it. 'cause somebody, I'm gonna have a choice of people with different methods from different cultures and how they do it.

Mary: , I might want a quick one or I might want to sav everyone. Do ? It'll just, or I might find out which one I like best.

Andy: Yeah. Yeah. So you could do that search on Google or on Facebook.

Andy: Yeah. Sorry. YouTube.

Mary: YouTube. So they're the leaving cert. So what about the inter cer. Or you have you, have you not been approached there yet?

Andy: I dunno. Which, what is, I dunno what that's, that's

Mary: before I, what's it called? An junior search, I think it was C Junior, but what's it called? Is it GSCs when you're 14 or 15, right?

Mary: Yeah. You do that first. Yeah. And then you're, you're leaving search the A Levels. Is the final A levels, is that it A levels before you go into college?

Andy: Yeah. Yeah. Well, what goals me, I suppose, is that I've caught these people so late. Yeah. Would be great. It's a few weeks before would be great. I would like to catch people earlier.

Andy: And so I was helping one guy, I went round. We went through, but everyone's gonna, like, their stomach's gonna not as soon as I say this word, but we went through calculus.

Mary: I'm just jumping over the moon here. Yeah, yeah. I can feel it. It's just wonderful. We

Andy: went through it and he was like, oh, no. And at the end of an hour I'd explained it to him and I looked at his eyes were a light.

Andy: He was just, he looked at me, oh, I get it. I left, I'd left my phone. I came back to get the phone. His mother opened the door and said, oh, he's delighted with himself. He gets it now.

Mary: You see that's, it's down to how your tutor or how your tutor sees it, because ,

Andy: it's partly, but also it's, remember it's one-on-one, so, and it's, I can observe.

Andy: You could do that in the class though.

Mary: You, there's no doubt. You could, you could. Observe quite a few. Possibly you could do it. Yeah. It's a

Andy: tough job to do it like 30 people, but when I, when it's one-on-one, I can explain things one way and observe that he doesn't get it and try it another way and just keep watching him to see where he's getting it.

Andy: It's like when I tried, I was learning to ride a motorbike and we had to learn to do U-turns, which is where one way. It's the same as a U-turn in the car, but you face one way, you look over your shoulder, you up the revs and let the butch out and smoothly come round, stop, put your foot down, don't fall over.

Andy: And I remember one morning there was about six or seven students out with six or seven instructors, and we were just revving the hell out of these bikes and crashing and falling over trying to do these U-turns. And the instructor kept, he was explaining it to me. I was a slow learner in this group and everyone else was managing it and I just couldn't do it.

Andy: I kept hitting the curb. Didn't fall over, thankfully. And. Finally, he said, Andy, get on the back. So he got on the bike, I got on the back and he did a U-turn and I was like, oh, I get it. I got on and I did it. And he said to me, Andy, I've got six ways of explaining how to do a U-turn. The last one is get on the back and we'll do it One of those ways is gonna work and each person learns differently.

Andy: So for me, I had to go through the physical. The physical, yeah. I had to physically feel what was happening and go, oh, I get it. Like the physics of it was no, whatever, not registering. And I don't visualize this, but bang on the back. Oh, got it. So that's why, , it's a tough job being a teacher. Were like that 30 people in a class trying to, trying to work out how each person learns and trying to explain it to them.

Andy: Whereas like if you do it one-on-one. Obviously I can detect, oh, he didn't get this and I can draw it a different way or, -hmm. No, he doesn't like drawings. He prefers speaking.

Mary: I'll put a wager on this. -hmm. This time next year you will have developed that and you'll be teaching bigger groups.

Andy: I'm gonna shove 'em on YouTube.

Mary: Yeah. Yeah. But what . You, , if you were to do it in a class, I could just easily see you doing that. Do ? You get it and you'll see, you'll just get, you'll just get it and you'll click and you'll see certain people do things certain ways and you'll see it within your group.

Mary: Yeah. ? Oh yeah, absolutely. Yeah. The more you

Andy: learn, the more ways you have to explain it. Yeah. But this

Mary: is, but you can see the way this is the lead and this is the way, how you view business and how you, and how you view the world as such. Really? Yeah. Do ?

Mary: So it's not just business.

Mary: It's like say you're in a way, I can see you're applying the same method across the board.

Andy: Yeah. Okay. Exactly. So I've helped one electrician until there electrician. Yeah. So I want from my learnings for that, I want to help electricians in every city in Ireland, uk, us. That's how I could scale. -hmm. Okay.

Andy: So help one child pass their mass exam. Yes. I would like to help 'em at 14, , catch 'em earlier as well. Help one, work out how I did that. Work how to scale now and there's loads of other businesses do this. That's great. But maybe I have a particular way that can help and if I can, , bottle that and repeat, it

Mary: sounds like you need to go into the colleges where the teachers are learning in the first place.

Mary: do , , I just know from my experience in school, , I went through a lot of teachers. I'd only rate two of them.

Andy: I'd say, , it's a very tricky, very hard job.

Mary: Do ? But these two were on it. These two had it. Yeah. They just were on it. And they started off the first 20 minutes of a class was a chat on how was your weekend?

Mary: Talking about the charts and that. Yeah, yeah. What was going on top of that span? Ballet were number one or something, do ? That was the technique, and everybody was happy and chilled. And then the next 20 minutes of class was the English.

Andy: Yeah. Yeah.

Mary: Do and. Off we went. Okay. Part

Andy: of, my method, , so I'm 45 now.

Andy: I've got loads of stories to tell and I can, somebody's stuck with something. I can tell a story on it, right? Oh, I had a client and they did this, this, and this. And then the numbers told us that. And people, they're interested in that. I remember my, in university, they, oh, this formula, oh, that's the like, that's the turbulence that comes off the wing or this, the tip of the wing for the spitfire.

Andy: It's like. Whoa. Are you serious? That's the only thing I remember that year. There is little stories. Yeah. And like we're people, we tell stories all the time and that's how knowledge is passed on. But we get a buzz listening to somebody else's story. And like even business owners, you tell your founding story.

Andy: So my founding story is how I helped a guy, an electrician who's handed his van back. I even say that phrase. Everybody gets it. They can see the abyss. So you tell the story of your business or you tell a story of how you helped a client, or I helped a kid pass, actually. So my stepson and a friend, they didn't like maths.

Andy: We'll never touch maths again. They passed it. They're both doing business degrees now, like that's got accounting and maths and stuff in it. I was like, are you serious? I thought they didn't wanna do this anymore. Yeah, yeah. So that's a little story I can tell. We we're collecting stories all the time, and this is where a lot of people undervalue, oh, I haven't got enough value.

Andy: I couldn't add value. Hold on. You're older than that person. You can, you've got stories that you can tell them to help them to overcome that problem.

Mary: Yeah. Experience, which is stories.

Andy: Yeah. And on it goes. See these gray hairs?

Mary: Yeah. See a few.

Andy: What is it? Wisdom is earned.

Mary: Is it? Is that what they say as opposed to passed on?

Andy: Yeah.

Mary: What we're gonna do is we're gonna stop for a short break and we talk some more when we come back.

Mary: have people.

Mary: I am driving something. Open the knuckles.

Mary: I could just, it.

Mary: But this.

Mary: Hello and welcome back after the break if you've just joined me. Today's guest in the studio is Andy Black. So Andy, before the break we were talking about, you have a degree in Mathson. You were actually teaching. Kids you're giving, it just happened.

Mary: Maths grinds. Yeah. Math, maths grinds, ? Yeah. It just

Andy: happened. I fell into it.

Mary: You fell into it, like you fall into everything.

Andy: Yeah.

Mary: But , it's how you view what people are doing and how you actually help them. So you also, you have a YouTube, little snip to help the kids? I do. Yeah. Could you call out the details for that again?

Mary: If anyone has ever done Okay. Go onto YouTube or

Andy: Google and you search for Andy Talks. It's all one word. Andy talks without space. Space. Three maths exam tips.

Mary: Okay. And the other one, for people, getting started in businesses, how do people contact you for that?

Andy: I have a website, Andy black.net. And if people wanna contact me, it's andy@andyblack.net.

Mary: Okay. Just say that one more time.

Andy: Yep. My name's Andy Black, so Andy black.net is my website and my email address is Andy at. Andy black.net.

Mary: Okay, so tell me, if somebody wants to, pick out a business, how do they pick out a business that's gonna work for them? What advice? Suppose I was coming to you.

Mary: Would you, would you advise me to say, well, look, how many ideas do you have? Let's, let's pick this one and this one's gonna work because, or do you do search engines on that? Or what do you do? I'd be

Andy: interested in fi what your ideas were first. Okay. Maybe you come with like five ideas or three ideas.

Andy: -hmm. You go, well, there's dog walking, there's this, there's selling, , got all these in the garage, people like them. I'll sell these.

Andy: And maybe do a bit of research and find out, well, are people searching for what you're trying to sell this product or service? If there's nobody searching, it doesn't mean you can't do it.

Andy: There's other ways, but it just makes it slightly harder. , I prefer if I was to start a brand new business, I'd prefer it to be something that people are searching for already

Mary: or what have you, something you're creating and you just see a gap.

Andy: you might create something and see a gap, but if you can't sell it.

Andy: God, you're so clever, aren't you? No, it's not. It's not about you and your products, remember?

Mary: No, but it's common sense. It's

Andy: not you, your product and your service. It's about whether anybody wants it. Yeah. And actually it's not whether they need it. It's whether they want it.

Mary: Whether they want it like it.

Mary: Yeah. Or have, yeah.

Andy: It's not whether they need it. Like I don't need a new car. I don't need my five, a five series BMW. I might want one. -hmm. Right. And the, when I go into the dealership, they're selling to my want, aren't they? -hmm. I need to go to the gym and do more back exercises for my back, but I don't want to enough to actually go and do it.

Andy: ? So there's things I need. You can't sell to the need. You sell to the want. There's things that you want and don't even need, but they can sell to that. So back to, okay. An analogy I talk about when somebody wants to get started in business or something is if you want to make a nice apple pie and there's, you've got an apple tree in your back garden, you could go out with your basket and everyone know, everyone's heard of the phrase, the low hanging fruit.

Andy: You don't wanna go try and get the apples at the top of the tree. You wanna get the low hanging fruit. It's easier, but I always say so. But what's better? What is better than low hanging fruit? So I asked that question, and what's better than low hanging fruit is the fruit that's already falling out of the tree.

Andy: You don't even have to put your hand up. All you have to do is put your basket underneath it, and that's what Google AdWords is. If you advertise on Google, you are getting the apples who are already falling out the tree, who are already searching for a dog walker in done drum. You're getting them to land in your basket.

Andy: So all you have to do is put your basket there, let the apples fall into the tree. But what a lot of people wanna do is they want to go out and put flyers around every, which, which will work, put an ad up on Facebook targeting all the people in Dublin say, right. Have you considered. Dog walking.

Andy: So I'll look at her and go, oh, that's, that's interesting. Maybe a week later I go, I must find that dog walker in Dun in Dun drum. I can't remember the ad. Where was that ad? Oh, tell you what, I'll go to Google and I'll search for it now. So they type in dog walker, dun drum. So then they now become an apple falling out the tree.

Andy: But what everyone wants to do is they want to go up to the tree and shake the tree and make apples fall out without putting the baskets underneath first. They wanna generate

demand first when they should be trying to fulfill the demand that's already there. Yes. Put the baskets under the tree if there's apple's already falling out.

Andy: Brilliant. It's better than low hanging fruit. Put the baskets under the tree and then shake the tree and get more to fall out.

Mary: It's like I say, it's how you view the world. It's like it's common sense really. , when you say it like that, do ? Yeah. But it's, it's amazing how, why are we looking at things upside down?

Andy: Yeah. Topsy-turvy. This is what I want to sell, because we're also thinking of ourselves. I've thought of this great idea. I have this great idea. Yeah, I want to sell this. Nobody else is interested. You haven't got a business. Then if you go, if you can't get a customer, e fm I like it. You have, yeah. EFM. If you can't get a customer, you don't have a business, you've got a hobby.

Andy: Sorry. I hope Mike, I hope you do get paid for this. You do, don't you?

Mary: Yeah, of course. We get paid millions and millions and millions. But you, what? You're bang on. You're, you're absolutely right. Can we change it to me fm instead of we fm?

Andy: Everyone would, no. Yeah, we

Mary: fm. It's so good, .

Mary: Yeah, a little slip, but, listen on that note. Andy Black, we are out of time. Okay. But you have to come in again. You're not getting away with only coming in once.

Andy: I loved it.

Mary: Yeah. I

Andy: hope people learn from it.

Mary: Yeah. And especially the kids, , it'd be great if we can get something going there, but maybe Matt's grinds or , how to view Matts differently in the world.

Mary: Matts marketing,

Andy: all these things. Yeah. Yeah.

Mary: Okay. We'll link you in. Andy, thanks for coming in.