

# a branded world

PODCAST

with  
**Luiza Campos**



009 | DAVE KELLY ON HOW TO TELL  
YOUR STORY

**EPISODE TRANSCRIPT**

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## A BRANDED WORLD PODCAST - 009 | DAVE KELLY ON HOW TO TELL YOUR STORY

Luiza Campos:	00:00	You're listening to a branded world podcast, episode number nine.
Announcer:	00:08	Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks, and guides to create brands that captivate clients and drive growth and revenue. And now your host, Luiza Campos.
Luiza Campos:	00:26	Hello everyone and welcome to a branded world podcasts. In this episode I talked to Dave Kelley, and for those of you who are not from Calgary, Alberta, you may not have heard of Dave, but for those who are from Calgary, I'm sure everyone is very familiar with Dave Kelly. Dave is a huge brand in our community. He is an amazing community builder and accomplished TV hosts, actor Mc, and he has interviewed more than twenty 3000 people in his career. He was nominated for times and [inaudible] twice the MPG awards, which are the Alberta Motion Picture Association awards for Best TV host, and more than anything, Dave is a numbing. Using storyteller, Dave has this ability to really connect with the audience or with the person who's interviewing, really build report and ask the questions, the right questions to really extract engaging, meaningful connecting stories. So in this interview I talked to Dave about his brand, about how to not only tell really connecting stories, but also how to talk about your organization in a way that engages with other people that makes it relevant to your audience and whoever is listening to you.
Luiza Campos:	01:55	Dave is a very personable, funny, and charismatic guy and incredible community builder and connector. And there's great insights in this interview whether you have a personal or an organizational brand, you will learn a lot of great tips, Dave Kelley, and as always, make sure to go to the show notes at a branded world where you'll find links to dave as well as a downloadable pdf of the main points that Dave talks about in this interview. So without further ado, here it is. Dave Kelly. Hi Dave. Why are you? How are you? I'm great. I'm so excited to be talking to you today because while you're Dave Kelly, you're a super strong brand in our community and for those of you who are not in Calgary, are not familiar with Dave, we will give you some links on where they can find out

more because they definitely should find out more about you and for those who are in Calgary, of course everybody knows who Dave Kelly is. So thank you so much. Taking the time to talk to me today and congratulations on the Dave Kelly show, the December, the Christmas show. He was amazing.

- Dave Kelly: 03:11 It's like this big runaway train and I just try to hang on to. So it's been really fun.
- Luiza Campos: 03:17 Yes. And you had a full house.
- Dave Kelly: 03:19 They were saying at the jubilee auditorium that this is the best, or one of the best selling shows they've had in the last six months, which I don't know if that's just an attribute to the team or people were really bored on Saturday night, but I was thrilled to have that many people show up.
- Luiza Campos: 03:37 Oh, that's awesome. I don't think people are bored on a Saturday night in Calgary, not anymore. Now with everything else that is going on, so, congratulations. Dave, as I said, I think you can provide such great insights to the listeners of the podcast because you of course has such a strong personal brand and you have also your own business with the Kelly brothers. So you help other brands strengthening their brands and telling their stories. So I think having new speak from both of those perspectives will be really useful for, for the listeners. And you know, I just like to preface that everybody, whether you like it or not, you have a brand because your brand is your reputation. So even if you're not particularly focused on having a personal brand or your business is not around you personally, your brand is too important. And of course your business brand is also important. So do you still get a lot of insights from, from this conversation? You are, and I should let everybody know. Of course you are a TV host, a very accomplished actor, an amazing Mc. And you have interviewed, correct me if I'm wrong, over twenty three thousand people
- Dave Kelly: 03:37 That's a lot of talking
- Luiza Campos: 05:05 Well, and a lot of listening, so that's incredible. And you have, I believe it's been nominated for times and [inaudible] twice the MPO award, which is the Alberta Motion Picture Association Award for best TV host. So you are a really accomplished professional in all of those

areas. Um, and you also an amazing storyteller. You really have this capacity to, to just captivate the audiences and enhance the success you've also having with Dave Kelly show. So if you can tell me a little bit about, you know, how your evolution in becoming this amazing brand that you are now, how did it all start and were you always very aware of, of your personal brand?

- Dave Kelly: 05:53 Yeah. I don't know if I still am, or not as I think about it more now obviously than I did, but I feel like there was, I grew up in a, in a family with 10 kids and so all of us had different roles like you hear about, you know, the middle child and the first child, except we had eight middle children went off, but someone youngest too and like a lot of a second kids. My older brother and I know this just because of raising our two kids, it's so easy to make the first kid about right and wrong because you're new at whatever stage as parents that their kid is at. So you don't know how to turn the trains. Never done it before. You don't know how to handle the first day of school. She never done it before. You don't know.
- Dave Kelly: 06:44 So there's a lot. I got to do it right. I got to do it right. That happens with the first kid and then the second kid is left on their own to figure stuff out because the parents aren't as stressed, which in some ways is good. So for me, I grew up aware that I, that I had to somehow get the attention of the other, of everybody because there was a crowd, so I was always curious about what a everybody getting along, which a lot of second kids do, but I was also curious about how to get noticed. Maybe an I learned earlier in my life. I think that, uh, I like, I like having fun. I didn't like being bored. So that was a big part of what I did. And then I would say I, I also, we went to church a lot with 10 kids that was a, you could do the math, but there's a lot of Catholic in that. So we went to church a lot and I spent a lot of my childhood listening to really boring sermons and asking myself don't they realize how boring they are. And I remember looking around as a little kid and going, she's really boring and no one's listening does not bother him. And I really think that much of what I do now is just me trying to make up for all the really bad sermons I sat through as a kid,
- Luiza Campos: 08:03 So make up for that time. But it also tells us a lot about your own sort of curiosity and your ability to really be perceptive to what is happening around you, which I think leads to your ability to interview people really well.

Because you get into what they're saying and you understand or you can sort of relate to what's happening.

Dave Kelly: 08:24 I think so. And I'm terrible at advice even though I like to pretend that I know lots when in fact, I don't know how much I know, but one thing I, I think in my, uh, in the, in the line of work I do, you can kind of go a couple of different roads if you're in a, on air or a radio or even podcasts or whatever. You sort of have this very broadly two options. One is to be interesting and the other one is to be interested. And, I chose to be interested as a way to become interesting and I think that's an important differentiation. A lot of people, when they work, especially in a small business or a not for profit, they get very passionate about what they're doing. So if they're helping children or helping women are helping men there in the helping business and that can make them very, uh, think that everybody should care as much as they do.

Dave Kelly: 09:25 So they think, don't you notice there's this crisis or there's a situation and is so important. And they, it's very hard to sort of get out of it. My cause is so interesting and so compelling and so important and so crucial that they don't become very interested. So by doing that, I think they shut people off because not everybody cares about anything as much as I do. So in my work I often see in, in, in not for profits, people are kind of closed and kind of repetitive because they're so passionate about whatever it is they're passionate about, whatever that cause is that they don't often open the door and say, but, but what's going on in your life or how does this relate to what else is going on? And you can see that and I'm sure in your work, but certainly in ours where people will come into our office and they'll just get so they just can't understand why everybody doesn't care deeply.

Dave Kelly: 10:22 And we used to get this all the time when I was hosting morning television is I would get phone calls, I would get emails or people come up to me and say we're doing a run for blank or we're doing a walk for blank or a fundraiser for blank. And they would, they would look at me like, isn't that important? And therefore shouldn't we be on TV? And it was really good training for me because I realized no, because it's not interesting and if it's not interesting to a viewer at home to say we're going to have an interview every day with a not for profit, it's going to become really tedious because it's not

particularly interesting to hear a bunch of people talk about the cause. That seems for them to be so important. So that. I mean, I guess I went down to the advice road right out of the gate, but I would certainly say that in the world of non-profits, it's really important to ask yourself a, what is it that the rest of the world cares about? And can I make myself interesting? And it goes back to the priests that I listened to as a kid. They stood up there and thought this is religion and life and death and the afterlife. Therefore everybody in this room should care when in fact maybe they want a story. Maybe they want to hear about the football game. Maybe they want to hear something else. So instead of just thinking that what I care about everyone should care about, it's about saying, well, what do other people care about?

Luiza Campos: 11:53

It's not about your product or it's not about your cause. It's really about how you can relate to the people you're talking to. So the example is a beautiful one because how can you tell them a story and still relate the message, but make it in a way that is really compelling to your audience? And it's interesting because you worked with both. I know you worked with a lot of non-profits like I do, but you also work with for profits. And in my experience, for some reason for profit kind of get this a little bit better. Like they understand that it's not about the product or the features or features or benefits. It has to be about, uh, you know, the difference that they're making in their audiences lives in their people, in people's lives. And with causes. I don't know if it's because it is about a cause and it is about something much bigger than a product. It's harder for nonprofits to, to make that distinction, right, to meet, to talk, to be about the audience, not about them. Do you think it's about that? Because it's about the cause

Dave Kelly: 13:03

So many causes were started because somebody cared deeply about them and that's a good thing, right? We need people to say that childhood cancer is clearly a bad thing and we want that cause or dementia or whatever those things might be. Or even if it's a more like a, we need more arts or we need more business training, whatever it is. They're often started by somebody who cares very much about it and people think that's enough and it's not. And we used to say on TV, I'd say, OK, if you want to be on the show, is it timely, is it interesting? And is it visual? And if you can give me a yes to those three, then we wouldn't have you on. So it doesn't matter if you

said this is the most life and death situation is if it's not timely, but just a general.

- Dave Kelly: 13:51 Yeah. But we also should care about this. It's not about something happening tomorrow or something happening right now and if it's not visual television, it's like they just thought if I just come on and talk, that should be enough and he's not a podcast is for talking, but if you're on tv, it's got to be visual and if you haven't thought of that you have and then you have to think, is it interesting if someone's at home brushing their teeth, are they going to stop brushing their teeth to go, hey, this is really interesting. I want to know about this. Is there a story? What's gonna? Make somebody stop brushing their teeth is always a good question
- Luiza Campos: 14:25 Because of course you tell a lot of stories. Both personally and through the Dave Kelly show, but you also help a lot of clients tell their stories. So how do you approach this? How do you take a cause or take a business, let's say, and make it relatable to the audience? Like what is, is there, um, a plan, a guide that you follow?
- Dave Kelly: 14:50 Yeah, so not to go against what we just finished talking about, but yes. Then at a certain point, then you sit down with somebody and say, OK, if you're a cause is blank and you're gonna, ask me to help you come up with something for it. Then I'd say, OK, give me everything you know, so I let somebody talk and talk. And so if you're listening and you're saying to yourself, OK, this is a cause I care about and want to brand it more, this is my business that I care about and want brandon better. Write everything you can about why you think it's important. So that would be part one. Then part two, to create a story. I say, all right, where are the turning points in all of that? So for example, if it's, uh, if, if somebody comes to me and say, I'll pick on childhood cancer only because, uh, I had something that I've done a lot of work in because it's, I just have because it's important.
- Dave Kelly: 15:44 It's not, there's no big personal reason, but I got involved in. So I've been around a while. I always say where's our turning points? Whether it's so been childhood cancer, you're raising funds for childhood cancer for a very specific part of that. I say, where are the turning points? Where did something get really dark and turn around or where did something where it was something really great and turned around and those points are where the



stories are, so instead of a general, everyone should care because it's just a big deal and statistics show that it who cares. Statistics are are, are incredibly boring, but if you can say, here's where I was in my business when everything went to shit and it was the worst day of my life, the worst summer of my life, and then somehow I turned it around, somebody's going to be interested in that.

- Dave Kelly: 16:36 Or conversely, there I was onstage with my little company and I won them business person of the year award and then it turned around and went to hell in a handbasket. Anything where there's something that turns is interesting because then there's drama up there and if there's no drama, there's no story. So you want to find the moments in the story of Your Business and the story of yourself in the story of your cause where there are turning points and those turning points are typically where the story is.
- Luiza Campos: 17:09 That's great. Yes. And that's what makes an actual story. Otherwise it's, it's an iteration of events, right? Without that drama or without any. And sometimes it doesn't even have to be drama, could be any emotion, can be funny or it could make you angry or anything like that. But without that emotion, there's really no story, right?
- Dave Kelly: 17:30 Typically, yeah, there's no story without some emotional pull. And I always say in a story in motion is emotion. Doesn't matter which one it is, angry and happy and sad at the same. So if you can create any one of those, it doesn't really matter. If you can make people really pissed off about a situation, great. If you can make them cry about that situation, great. If you can make them laugh about that situation, all three of them work. So it's not about saying it has to be funny or it has to be sad, but it does have to have an emotion.
- Luiza Campos: 18:01 And is that the typical mistake you see people do when they are telling their stories or, or, or what are some of the biggest mistakes you see brands do when it comes to being able to tell their story,
- Dave Kelly: 18:14 It's sort of related, but it's the same thing. It's people should care because I care is the big mistake. So people say my cause is crucial to me. And there are, I mean, I will say yeah, I'm a pet is a great example of that. People that have pets are very passionate about their past quite



often. So they say this is about, um, uh, well, pick something that nobody does so that it doesn't offend anybody, but let's say it's about the plight of Goldfish. And this is really important to me. Well, it's easy for me to think because it's so important to me. Everyone should care about it when in fact, no, you have to assume nobody cares about it. Especially people who don't own goldfish. And then you have to find a way to make it about something that everybody cares about.

- Luiza Campos: 19:02 Yeah. So they. And this is something that I often tell my clients, you always have to assume that you need to answer the question, why should I care?
- Dave Kelly: 19:10 Yeah. We used to have on our booking sheets that I created for breakfast television. The first question is why should the audience give a shit? Which I realize is very official looking for him. And the first line says, why should the audience give a shit? And if we didn't have a good answer for that question, I didn't read the rest of the eye. We didn't book them.
- Luiza Campos: 19:30 That's awesome. That's the first question that people should, should be asking, is this how you approach when you were interviewing people and helping them because that's in essence what you're join. You're helping them tell their story and you're helping them connect and engage with the audience. You are, you. Do you think a lot about the audience obviously, that you're in front of or they're viewing you and you try to ask questions that will relate to them. So what is the role here?
- Dave Kelly: 20:00 Uh, yes and no. Again, I wrestled with this and I every day is me trying to figure it all out. So I certainly don't know the answers. I've had enough experience, have some ideas, but when I think what will make me laugh and what will make me cry when I make me the audience, I find that's typically the best I can do. If I try to guess what will a bunch of blank what, what, what will an audience like that it's vague and I don't know. But if I say, if I write a story that I like, then I just got to. I mean, we all like to think we're original when in fact there's lots of me out there. So I write a story that I like. There's going to be lots of me's out there who should like it too. If I write a story for some vague then who knows?
- Luiza Campos: 20:49 So I think there's a really good tip in there because, I often think, and I often do this, I try to think of a specific

person that I'm talking to rather than a big audience or a group of people that have a lot of things in common. It's easier to tell a story if I'm thinking of one particular person than it is if it's a group of people, right? Because I can relate to, I can try to make it more relatable to that one person. So it's kind of what you're saying here. I think

- Dave Kelly: 21:19 I agree, but for me, it doesn't do me any good if I say I'm just going to picture a middle aged or a twenty eight year old female with a four year old kid and that's my audience. Maybe that can work. It's way better. I think. I'm picturing me, am I interested in. If I'm not interested then it's not good enough. I'm interested then it is what everybody does. But yeah.
- Luiza Campos: 21:50 So in the twenty three thousand plus interviews that you have made this any come to mind in being particularly great one or particularly bad one where you couldn't, couldn't get, uh, you know, the person you're interviewing to be able to relate to the audience.
- Dave Kelly: 22:08 Yeah. So a big piece, and this isn't, this is why research matters. There are some research matters to me. There are some people who are great at interviewing without a clue. They just go in and are just genuinely a Larry King likes to say that he never researches anything. He likes to just be just like the audience and so that. I'm not saying it doesn't work because clearly it does. So there are some people that do very good at it. For me, I'm the obstacle. I often fight and maybe there's where Larry King and I are a little different in that he's interviewing people who are used to being interviewed. He as Jerry Seinfeld come on his show, Jerry Seinfeld's going to have a million jokes and he just ready to go. So it's not a different game when you're interviewing a business person who doesn't normally talk that way.
- Dave Kelly: 22:56 So if I researched I know a lot about them. So this is the way I like to interview people. I know walking in that if somebody say is coming on a TV show or coming on a live theatrical show or that I'm just sitting in a boardroom with their nervous and why are they nervous? They're nervous because they're afraid to look stupid. So how do I help that? Because that's a big thing. If somebody comes to any interview and they're nervous about looking stupid, that is going to override everything they say, it's going to override their body language is going to override everything. So that's the first battle is to help

somebody relax and feel safe. So how do I do that? What I do is I want them to know a couple of things, one that I know them so they don't like.

Dave Kelly: 23:45 This guy doesn't even know me. I got to explain everything and he's going to be, what if he screws it up? And what if he gets my name wrong, or what if he gets my story? Like if I. If I put somebody in that position, then they're scrambling so I have to be clear on who they are. Doesn't mean you have to know everything, but a great example of that. Have you ever interviewing book author? What I would do is read the book and if I didn't have time to read the book, I would read as much as I could up the book and about the book because a book author always comes in thinking, nobody's read this book, nobody cares. This is important to me and important to no one else. As soon as I say, why didn't your character go fishing in that one part, they relaxed because they're like, oh, he actually read the book.

Dave Kelly: 24:29 And that's very relieving. Well, that's no different than any of us. If someone's interviewing me and they say, Hey, I noticed you just did this live show or so how old are your kids again? Are they six and three? And they know something about me. It's very relieving. So if you're going to interview somebody about anything, know something about them, and then the other thing that makes a huge difference, two pieces, one is know it and secondly it's be good. So if I am doing an interview with somebody than anyone in any business, if you're in the, in the business of talking to somebody and it's obvious if you're on TV that I don't know what I'm doing that's bad. If it's the. If the setup is a mess that's bad. So maybe you're not on CNN doing an interview, but maybe you're in your boardroom or in the office or in a coffee shop and you're talking to somebody. It's really important that whoever you're talking to feels like you have your shit together. So if you have notes, have them right there. If you're using your recording thing, make sure it's working. If you are a, your first question shouldn't be, oh gosh, Duh. I want. Let me just think you're, I'm sorry. And then you're fumbling around. All of those things. Create a nervous person who thinks, hey, this person doesn't know me and this person doesn't have their shit together. And those two are deadly for getting anything good out of anybody

Luiza Campos: 25:48 Because then it becomes about the situation rather than the actual conversation or questions. Right? Or the topic,

- Dave Kelly: 25:55 The person that isn't saying, here's what I'm looking for. I'm looking for a moment of real in an interview, right? I'm looking for, when I'm interviewing somebody, I'm saying I need them to be open and the only way they're going to be open is if they're relaxed and trust me and if they are not relaxed because they think I don't have my shit together and that they don't trust me because they think he doesn't even know who I am, then I'll never get a good story out of it
- Luiza Campos: 26:21 Because those moments are. So. This is really interesting because those moments where you're looking for, for that person to be open, that's where the emotion comes. That's where they can connect to the audience because they're just more real. They're just more approachable.
- Dave Kelly: 26:38 One hundred percent. So if you, I think it's sure it's on the internet somewhere. There's an interview I did with on Dave Kelly live way back. If it's not about, put it up, sorry about that. You'll notice it's not up telling me, but I did with Dave Dickinson. David Dickinson is now the head coach of the stampeders, but he was one of the most winningest accurate and greatest quarterbacks in CFO history. He had to quit CFL or playing because of a concussion. I knew that I knew going into the interview that he loved talking about records. He loved talking about football. He loved talking about now he was going to be a coach and what it meant to be a coach at the time. They just got bought by Mitchell, the sign this big contract and we want to talk about that, but the interesting story is a concussion. I also knew she doesn't like talking about concussions because he hates being the guy who's known as the guy who had to quit because of a concussion.
- Luiza Campos: 26:38 The concussion was the turning point. As you mentioned before.
- Dave Kelly: 27:42 By far, by a mile. So then I'm like, OK. His people said he doesn't like talking about concussions. So my question then is what do I do? Well, here's the way I did it is I knew everything I could about his college days. I learned everything I could about his, his life. I learned everything I could about what it's like to be a coach, and I waited, I forget, and then you can see it on the timeline. I probably six minutes into the conversation where I and I made sure he was relaxed. I made your renewed, that I knew. I made sure he felt safe in the environment. It was part of

a live show and I had a bunch of other interviews before he came on where everyone else was really open so that by the time he was there I had him. He trusted me, he liked the show, and then I didn't make that the first question.

- Dave Kelly: 28:25 I asked him some other things and then when I finally got to it, you can see him because I started talking about concussions. He turns and picks up his water bottle, unscrews the top, takes a drink, screws it on, puts it back because I could see him sitting beside him going, OK, I don't know. I don't know. And then he started to cry football player, right? So this is a guy named mean. He's like sobbed. He choked and then went on to the story. But it was, I would say, easily the most open that he has been in an interview in a lot of other interviews because I, I did a bunch of homework to get them to that point.
- Luiza Campos: 29:08 Yes, you did a lot of homework. You build rapport with him and made him comfortable enough to open himself to that. And that's probably one of the reasons why it's such a great interview because then people who is listening to the interview could probably connect with him and at that moment much better than they would otherwise if he was just an integration of all his accomplishments and what his plans are now they can connect with him from a personal perspective, right. From a human being perspective. Because we've all been through those. Right. So that's. And, and I know Dave, I think listening to you talk about the time you dedicate to study about someone or to learn about this person. Anyone who you're interviewing and to build rapport you have at every time that I see you, you have this, this really genuine curiosity about people and you're very positive about that.
- Luiza Campos: 30:04 I mean it's just a very positive, genuine curiosity and in the Kelly brothers website, and I'll put a link to it. You guys talk about how you like to build stories with kindness, commitment, curiosity and play, and I don't know if you, if this is how you describe your brand, but it does seem to be very genuine from the Dave I know and in watching you that you, you truly have this kindness, this commitment, curiosity and play. This is, these are things that I experience every time I see you. So is this your brand? Is this what you at least try to act on or be true too?

- Dave Kelly: 30:46 It's not everyone's brand and I know that in the broadcast game, interesting can be a lot of things, which is why I think anger is interesting. We say it's too bad that politics is so divisive now and it's so angry, but the truth is that's interesting in the same way that a car accident is interesting. You can judge it as good or bad, but it's interesting. So there are people whose bread and butter is to be controversial and to be loud and obnoxious and to be all those things. Some of them ended up as president and that's th, that's not a judgment of right or wrong. That's just as if they're interesting. There is something about interesting that doesn't matter what it is people will like. So it's not for everybody. Me saying I want to be a um, a compassionate and kind and funny and playful interview is just what I am. So part of it is just recognizing who a person is and if you're good at being opinionated and being straightened and you're good at it, there is a future there, but it's just wasn't my future.
- Luiza Campos: 31:51 But I think it's probably why you're so successful because you're very genuine about that. You're not trying to pretend to be someone else, which I think it's a great advisors as well for any brand is to, you know, if you're going to be anything, you really need to be genuine about it and you really need to commit to, to those values.
- Dave Kelly: 32:12 And they're like, I mean, I joke, whatever the president is one example of that, but there are people who are very, I'm loud and opinionated, have for causes, right? So there are people who say, ah, the, the Lgbtq community needs people that are, are, are out there fighting, and so there is, or for a, for kids with cancer or there's people who need to stand and yell and be very angry to say this needs to change. And that's important. So I'm not, I'm not saying that there are, there's reasons to be very strident in a lot of areas. I just know that after awhile strident, isn't that interesting for me?
- Luiza Campos: 32:57 So it's, being there, but as you said, interesting can have many different forms, but that's what attracts people. But it's also about sustaining that, right? Not just getting their attention, but actually being able to hold their attention throughout, throughout the whole, the whole time. Any advice on that?
- Dave Kelly: 33:18 Uh, yeah, again, branding and life and everything is a marathon. So sprints are helpful now and then you want

to go hard on something, but in any branding exercise or any of that, I always think, are you able to say I want to be the same sort of company five years from now and if it feels like no, this is a good summer sprint where we just go crazy about something great, but make sure that the brand underneath is something that you can say, I don't mind coming back to this and sort of living in this for the next five years.

- Luiza Campos: 33:50 I love the analogy of branding being a marathon. It's great. It's a great analogy. I always tell people, you know, you have this ongoing deliberate commitment. He can't be something that you just do one time or do it here and there. Like you have to truly commit to it and just keep going at it. So I love it.
- Dave Kelly: 34:10 The easiest to do when it fits you, right? If you're always having to remind yourself, OK, what am I trying to be? That's a bit trickier, but if by nature you're interested and committed to something, then it's just easier to be that person because that's what you want.
- Luiza Campos: 34:24 Absolutely at that. But I do see with some of my clients and I think if you look at any industry, really, it becomes harder the bigger you you become, right? So it's easier to have a smaller team or maybe even when it was just to you for instance, but now that you have a team behind you, I don't even know how many people work in the Kelly show, a live shows, but I imagine it will be a lot and with the Kelly brothers and so forth, it becomes harder to get everyone to buy in or to understand those commitments. Right? As brand commitments, those brand values, how do you go about that? How, how did you get your team behind it?
- Dave Kelly: 35:10 So for those that don't know the Dave Kelly live, the show, we produce it about every six weeks, which is in a theater. It's like, uh, I sometimes say it's like if, if Jimmy Fallon and Ed Sullivan had a baby, it would be me and it would not be attractive baby, but that's what you get variety, show, talk, show music, all kinds of things blended into it because of the nature of. That means that it's not like we hire a, we don't have a full time. I don't know. I'm show camera person or a full week. There was a lot of contractors we bring in for every show or house band is the flat whites. It wasn't like they are in our office every day playing music. They, we bring them in just for the show. It would be nice. Could you imagine rusp



room right here, narrating my God, but we are very specific about what is that experience going to be like for all the people that work for us and work with us and our partners.

- Dave Kelly: 36:09 So we say we want it to always be as fair as we can, be, fair, be funny, all of these things that we think are important. And then we before the show starts, we try not to be negative. We try to be very positive and very focused and very organized so that when people come in, I behave at hopefully the same way I am on stage. I am that way half an hour before I'm on stage and I'm not waiting two hours before I'm on stage. And the same with our director. And the same with, uh, with rob, my brother who directs it, my Mike who's on our team who produces the show that we are, we are the same before, during, and after, which is curious and fun and grateful. And uh, we're pretty deliberate about being that way
- Luiza Campos: 36:56 And I think you are. Interacting with you at any point to always come across this way and you always so relatable and you tell your stories about Blyth and Johnny and Tess and all of those things that, which you did. And he was brilliant and was so touching on Saturday's show the Dave Kelly show live for Christmas when you told this story about the toilet paper and for those people who were not there, I hope there's a link somewhere that we can we can take them to. But Dave shared the story about his son that he was beautiful and it had to do with Christmas of course, because the show was about Christmas, but it also gives us a window. It gives us a window into you and it makes us connect with you in in a deeper way. And that's what what strengthens anyone's brand, right? That's what you ideally want to do. And you do it beautifully.
- Dave Kelly: 37:50 Well, it's an ongoing. I like, I'm like everybody, but I'm on facebook is a great example of where everybody on facebook is pretty clear, right? This is looking at me. I'm having so much fun in my amazing life. But then when you get to somebody in real life realizing no one's life is that perfect and mine is no different. So anytime my experience has been, anytime I'm willing to say I actually don't know the answers, the truth is everyone, everybody can relate to that because we're all kind of in the same boat of wishing we had the answers.

- Luiza Campos: 38:21 We're not, we're not all in pinterest mode all the time, unfortunately. Very much the opposite.
- Dave Kelly: 38:21 No
- Luiza Campos: 38:28 So tell us Dave, what are you excited about? What's coming up in the future? What are you excited about? What should people be looking for?
- Dave Kelly: 38:34 Well, we're pretty stoked about. Um, so Dave Kelly live fiber to peel back the curtain a little bit. It started because we were doing a lot of corporate work and when the price of oil tank there was, we took a huge hit financially and we thought, wow, OK, fair enough. What else is out there? And that's when we, I had this love for live shows and we said, what if we did a live show? And so this came from us looking at our books and saying, we're in trouble. We have no, like we lost thirty percent. Like maybe I shouldn't complain. They're people that lost entire companies in the last crash. But we certainly lost a big chunk of our revenue and so this was a way to say we need to keep our feet moving and we need to have something to focus on. So this show sort of started in a small little theater and we had an 80 people at the first one at lunch box and uh, we had 2000 at the job, which was sixteen shows later, so it's been a.
- Dave Kelly: 39:37 so, um, we're really excited about and there's plenty on that show that we loved and plenty of naturally were like, ah man, I want to do it over. I want to get better at it. So for us, making that show a exceptional and a in the sense that we want to do it at stadiums, but how do we develop an audience that truly becomes passionate about a great evening of entertainment? And we just want to keep getting better at that. So that's our, the next, the next four or five of them, we hope to just keep pushing. What's funny, what's interesting, what's dramatic, what's a great way to tell a story and see where that goes.
- Luiza Campos: 40:13 I'm looking forward to the upcoming shows. I love the Kelly shows. Where can people find out more about you?
- Dave Kelly: 40:22 There's a lot of it is facebook actually. We've found that that's a great one for especially a Dave Kelly vibe. There's a Dave Kelly live page that has a lot on there and then uh, I would actually say start there and then how much will come from the links that we have on that site.

Luiza Campos:	40:39	Perfect. So I'll put a link up in the show notes to that and to the Kelly brothers as well. Of course. And I. Any last words of advice, I know you're a busy guy so I don't want to keep you for longer, but any last words of advice?
Dave Kelly:	40:55	Again, this works for me. It's always longer lasting to be interested than to be interesting. So if a person says, I want to be interesting, the way to do that is to be interested. So be curious, be. That's what I tried to do and I feel like then you never run out. If I just try to be funny all the time, I'm not going to be funny all the time, but if I'm interested in other people all the time, that never runs out. That's
Luiza Campos:	41:22	Great advice. If you make it about the people who are listening to you, they will always be interested as well.
Dave Kelly:	41:22	I hope so.
Luiza Campos:	41:33	Oh, awesome. Thank you Dave, and thank you so much for everything you do because I know you do a lot in the community. You guys give so much, so thank you so much
Dave Kelly:	41:33	It's a pleasure Luiza. Thanks, Thanks for talking to me.
Luiza Campos:	41:43	Thanks Dave, and thanks everyone for listening and please remember to go to a branded world podcast for the show notes and the downloadable pdf with all the key points that Dave talked about in this episode. Thanks everyone, and until next time.
Announcer:	42:03	Thank you for listening to a branded world podcast discover more at <a href="http://abrandedworldpodcast.com">abrandedworldpodcast.com</a> .