

a branded world

PODCAST

with
Luiza Campos



015 | HOW QUIZZES CAN ATTRACT AND
ENGAGE AUDIENCES WITH JOSH HAYNAM

EPISODE TRANSCRIPT

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A BRANDED WORLD PODCAST – 015 | HOW QUIZZES CAN ATTRACT AND ENGAGE AUDIENCES WITH JOSH HAYNAM

Luiza Campos:	00:00	You're listening to a branded world podcast, episode number 15.
Announcer:	00:09	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 in revenue. And now your host, Luiza Campos.
Luiza Campos:	00:28	Hello everyone and welcome to another episode of a branded world podcast. A branded world is a member of the Alberta podcast network powered by ATB, and ATB has actually been a brand that I've interviewed on this podcast, so if you haven't heard that episode yet, I highly recommended it is episode number four with Carol Shmygol. ATB is doing an amazing job in building their brand and you can hear all the details on episode four with Carol. One of the great things that ATB is doing is helping entrepreneurs. If you are starting a business or building on an existing business, the entrepreneurial center can be a great place for you to go. They, of course can help you with your banking, but they do much more than that. They offer workshops in an array of different topics that can be really helpful. You get a lot of learning from those workshops and they're also an opportunity to network with our other entrepreneurs that are going through the same journey as you are and they can even help you and sat by setting you up with a mentor, so I highly recommend you check it out. Just go to atb.com to find out more.
Luiza Campos:	01:43	Now, in today's episode, I'm interviewing Josh Haynam. Josh is a young entrepreneur. He in fact build several business before interact. The business that he currently owns now. I wanted to interview Josh because Josh is building a business based on a need that he's. He's seen through his experience and this is the importance of people to connect, to listen to each other and not make assumptions on the needs or desires of their audience and being able to understand their audience better, to bring more meaning to their lives, to make them understand causes or needs themselves. Josh's company interact works with over 40,000 different businesses and non-profits as well. Companies like Amazon, Gap, Home Depot, as well as nonprofits such as Greenpeace or

American Red Cross or the Children's Hospital of Los Angeles and so forth, and the need to interact and understand with audiences is the same independent of industry you're in or what business you're in or what product and service you have, but if you ever tried to engage with your audience, you know he can be a challenge sometimes to do that. So in this episode we give you some examples of how to do it, what some companies or non-profits are doing to achieve that connection, to understand their audience better, and to make the audience understand the company, the services or the cause a bit better as well. So without further ado, here is Josh Haynam from interact.

- Luiza Campos: 03:34 Hi Josh. How are you?
- Josh Haynam: 03:37 I'm doing well. Thanks for having me.
- Luiza Campos: 03:39 Thanks for being here. I'm excited to find out more about you and your company interact. So I just thought of starting by asking you what is your background and how. Tell us your story. You know, how you, how you got to where you are today.
- Josh Haynam: 03:55 So where I am today is I run a company that makes quizzes for marketing, we are used by 40,000 companies and we have a team of seven and we're one of the fastest growing software companies in the world. But that's just kind of a microcosm of my story. I've come along ways is my fourth company that I run. The first three were major success along the way. Before that I was in college and then back in school. But throughout my life I've always been the type of person that is building things and creating things and inventing things and putting. That's really the root of my story is that I'm kind of an inventor or a builder, if you will. And that is the one thing that's really carried through everything that I've done because started four companies all in very different arenas. What I do now is very unique and very different and you know, people will ask me like, how did, how, how in the heck did you end up doing this? And really all I can point to is that I just like to create things and you know, as I go through life, I discovered different avenues where I can use that creative energy and that is what led me to where I am now.
- Luiza Campos: 03:55 You're a true entrepreneur.

- Josh Haynam: 05:28 Yeah. I mean any. Anytime I get to be building something, get to be thinking of a new idea. That's the type of stuff that makes me really excited is when I get to think about what's next and or face a problem or face something that I would like to do and just figure out how to do it. And that's the part of it that really makes me excited is when I get to just think of a new way of going something or building something. That's the type of stuff that I really enjoy.
- Luiza Campos: 06:02 That's awesome. So tell us about these four companies that you've had, like which one was your first one and how, how did you evolve, you know, for the following ones that came after?
- Josh Haynam: 06:13 Yeah. So the first one was installing lawns, sprinkler systems. So very different than running a software company. It was all manual labor and a lot of hard work. I started that when I was in high school, so at age 16 I'm, that's what I was doing is going around selling people who needed a new lawn on my services and then I'd hire my friends and we'd go do those jobs. Um, that was my first company and really where I got the first taste of the ability to not just build something for fun because like you said, I was always building stuff for fun when I was young, but I was my first taste of like, oh, you can do this as a job, you know, you can build stuff, you can create things and that can be your career. And that was really exciting to me.
- Josh Haynam: 07:06 And even though that work was difficult and didn't pay all that well, at the end of the day it was, it was fascinating because I got to create something, has my work. Then I had a kind of an injury and wasn't able to do the manual labor anymore and got kind of lucky and I happened into a new business where I was fixing old laptop computers. I'm buying them, broken, fixing them and reselling them at a margin. So that was my second company that I ran through age, like 17, 18, 19, and that one did a lot better in terms of the actual money that was made and during that time I got really good at phone calls. Most of the transactions involved, talking to both the buyer and the seller have those computers and so I probably did two or 3000 phone calls in a matter of a couple of years.
- Josh Haynam: 08:21 You know at age 17 or 18 where I really kind of trial by fire and got super good at just picking up the phone and being able to talk to anybody and make a sale. So that

was my second company. Then I entered college and took a little break for a while and then when I was re-entering the workplace, I started by running a small web design agency for a year or so with my current business partner, Matt. That's who I was working with at that point. We build websites for people. Um, it's kinda similar to the lawns actually where we go out and pitch a website build instead of installing a lot obviously, but it was the same concept. So it was, you know, you work with one client for a while and you build a website and out of that came the idea for interact where we now run a software company, building quizzes and that is the current company and by far the longest one. Yeah.

Luiza Campos: 09:30

That's awesome. It's great to see sort of the progression and how certainly you know, your past experience, and I think this is true for most of us, really helped us gain the knowledge and the experience to, to be able to succeed later on and what you're doing. And I can totally see from your background of having to pitch an idea to, to different clients and certainly with throughout your 2000 phone calls, that's amazing the experience that you must have gained in terms of how to talk to people, how to listen to them and what, you know, how to empathize with her, with what they saying and how to communicate better with them. I can totally see how that has prepared you well for, for this current company that you have, which is creating quizzes and engaging with people from, from that, uh, with that platform. So I can totally see the progression there. So tell us a little bit more about why these quizzes and uh, how, how, how are they helping businesses?

Josh Haynam: 10:36

Yeah. So when I'm talking about quizzes, I'm talking about the ones that you see on facebook. So you know, the, what kind of coffee drink are you or what's your style or which bracelet is best for your personality, that kind of stuff. And the way that businesses can use these is to go out and find people on social media who want to take quizzes. And you, so you post a quiz and you run it maybe has a facebook ad, it reaches your target audience. They come and they take the quiz and at the end of the quiz there is an option to opt in to a newsletter from the company that made quiz and if you opt in then the company obviously gets your email address and is able to follow up with you and they can follow up based on which personality you get. So then it's some more personalized thing.

- Josh Haynam: 11:32 And also at the end of the quiz when it shows you your personality, the company is able to say, hey, here's the products that best fit your personality. If it's a style quiz, it's here's the products that best fit your style so you can get really particular in terms of the way that you're recommending things and also building your email list. But the magic of it is that a quiz has this natural appeal when it is on social media. People want to take it and so it's not only drawing people in, but it's also doing the work of capturing email contact and then helping you with the best way to then follow up with those people as well. So kind of does a few different things all in one
- Luiza Campos: 12:20 And it also does it also help a company or organization find out a little bit more about that particular a potential audience member or client?
- Josh Haynam: 12:31 Yeah, definitely. Definitely so you can. You can see all of the answers to the questions will be equated that somebody puts in and in that sense it's like a survey where somebody answering all these survey questions, but with a survey you've got to kind of entice people to take it. You got to be like, Oh, if you. If you answer our survey, then you'll be entered to win a drawing or we'll send you a gift card or something. You really have to try to get people to take a survey. Whereas a quiz they'll do naturally. They want to take it, but then you also get all that information like you would with a survey.
- Luiza Campos: 13:07 So it can, it can better help you sort of segment your audience, understand your audience a little bit better and it's easier as you mentioned, to have someone take a quiz rather than a survey because it plays with your curiosity. Is that why you think that uh, the squeezes are more successful than, than a survey?
- Josh Haynam: 13:27 Yeah. There's a couple of reasons. The curiosity aspect. So a quiz always promises to tell you something about yourself, you know, you get to find out what personality you are or you get to find out your score on a assessment or something like that. Whereas a survey is not going to tell you anything about yourself or the other thing is that a quiz lets you talk about yourself. So it's going to ask you questions that are oftentimes kind of fun and personal and they really make you think, you know, even if it's something dumb, like what do you want to have for dinner tonight? It's still kind of like, hey, somebody asked me what I want to have for dinner

tonight. And people really like being asked questions about themselves. There's a bunch of studies showing that we have a very positive reaction when we are asked about ourselves and you can kind of see that in a normal life as well. If you ask somebody a bunch of questions, they're much more likely to be engaged in that conversation than if you're just talking at them. So that's one of the other really big differences.

- Luiza Campos: 14:30 I agree with you. I think it's very interesting because it is more, it is more engaged in it is a bit more, even though the question may be the same for everyone, but it is about themselves and it's a way of expressing something about them and of course for the company to find out more. I know you mentioned you have over 40,000 users and can you tell us a little bit about who mostly uses because I can see you. You have some for profit as well as many nonprofits using this service? Correct.
- Josh Haynam: 15:05 Anybody that works with a large audience of consumers has the most success with quizzes, so anybody in retail has a lot of success. Anybody who's selling any sort of online course or product ended up having a lot of success, any sort of non-profit that works with a large donor base has a lot of success. So those are some of the big industries. Also in education, there's a lot of success because you're working with just a large audience of consumers essentially who becomes students for whatever sort of online course or actual course you're selling. So those are the industries that tend to have the most results is anybody that is selling into a large consumer database.
- Luiza Campos: 15:54 I saw some of the examples on your website and I'll put a link to your website on the channel and there are some case studies there that are really interesting in the quizzes seem quite simple, um, and very straightforward, but these organizations have obtained significant results from, from using the squeezes.
- Josh Haynam: 16:14 Yeah, I mean there's a lot you can get out of a, you know, a, a quiz can really be powerful because of the way that it can help you understand your audience and get them into the right path and have the right conversation with you after the fact. So they really do end up driving a lot of results, especially compared to other standard types of marketing that you do. A quiz can be much more effective.

- Luiza Campos: 16:43 So it's a bit of an entry way to engage in a conversation, um, with, with that audience member or potential client. Is that how these companies are using it?
- Josh Haynam: 16:54 Yeah, exactly. That's the number one thing is that it is very much a door opener. It's a conversation starter because it's something to talk about, something that is relevant, it has to do with that individual person. There's a lot of questions that people usually have, why did I get this result or that kind of stuff. So it really can be a powerful tool for just opening the door and starting conversations in a much more meaningful manner. Then you know, any sort of traditional lead generation campaign you might be doing,
- Luiza Campos: 17:32 You know, you were talking about, I mean going back to your, when you, when you were telling us about how you came up with your companies, you saw either a need or an opportunity and she went ahead and address that. Right? So what was the opportunity or what are you trying to do with interact? I mean obviously some of the outcomes is that you have a higher email list and then the outcome of that would be for some, depending on the company and the industry they're in, they can get either more clients or in case of universities or colleges, more students or donors for non-profits. So that's the outcome of the work you do, but you know what is. What is the need that you saw to create, interact and what is the purpose of the company?
- Josh Haynam: 18:28 We quizzes so quickly is when we used to build websites for people, we would put together an entire site with all sorts of cool pages and graphics and animations and videos and all these things and the only thing anybody would ever ask us about, like they didn't care how it looked or any of those things. All they would ever ask us about was how many new contacts that I get, how many new people did know, added to my list that I can sell to. That's all they cared about and when we made that first quiz and it had email capture built into it and it started capturing emails way more effectively than anything else we've ever done. That was when we realize this is a need. People want to capture more leads. They want to capture more emails so that they can sell to those people, and a quiz is an amazingly effective way to capture emails. So that's where it started with. We've now helped our customers collect over 8,000,000 leads using quizzes and it all just started with that one where we

recognize, hey, this solves a big problem that customers that clients companies have. We should do this.

- Luiza Campos: 19:52 That's fantastic and I can totally see how, because a lot of people, obviously a website is a must have. Everyone needs to have a website, but once you build it and a lot of organizations build these amazing websites that how do you attract people there? How are you going to convert people once they go to your website and even when. A lot of people are using social media to raise awareness, but I always tell us to what purpose, right? You need to raise awareness and then bring them back to your home, to your website and you want to not just raise awareness at, you know, for a small amount of time, you want to try to have a deeper relationship with them and certainly capturing their email addresses and being able to have that more constant communication with them would be the best or the ideal way to have that because it's something that you bring back people to your home. So it doesn't matter if any social media platform changes in the future and you can keep that communication as frequent as you want. Right? And that opens up more opportunities for this, for these conversations to find out more about your user and so forth. So is that sort of the funnel? Is that sort of how you see interact working in helping organizations
- Josh Haynam: 21:16 You know not only do you have this person on your contact with now and you can send them emails and follow up that way, but acquitted is also a great way to start talking to somebody on a more individual level and no matter how big a business gets, no matter how many customers you have, I really think the success of a business can be measured based on how many authentic connections you make with your audience and inquiries is one way to kind of break down all the barriers and just start having that sort of connection with somebody. You're talking about a quiz, you're talking about a personality, you're talking about results. It's not a generic conversation. It's a individual conversation and that I think really is the magic of a quiz that it's not just customer contact, but it's also giving you a segue into establishing a much more real connection with that person.
- Luiza Campos: 22:18 That's awesome. I love that because a lot of times we send information out even even through blogs or our social media posts and, and sometimes even social

media posts, we kind of ask you see that instagram has that in or um, different ways of trying to create engagement with the user, but then it kind of stops there. Right? So this, this is creating, opening that door to finding out more about your users, to choose, as you said, to have more authentic connection. So can you, can you give us some examples of how that is done?

Josh Haynam: 22:57

One really cool example that I like is there's a college that uses our quiz to uh, they, they made their own quiz and it's which major is best for you. And when somebody takes a quiz they get to figure out not only which major fits their personality, but they're also getting followed up with in a personal way. And a lot of times once they get permission from somebody, they'll actually talk on the phone and when they have those conversations where they told me, was that a conversation that's based around, hey, let's talk about your recommend a major you think you agree with the one we recommend it or not. That conversation is so much more natural and free flowing. Then if you were to call somebody and just to start with what major do you want? And they're like, ah, I don't know. You know, and it's just kind of a dead end thing.

Josh Haynam: 23:51

Whereas if you start from the end where you're an engineer, let's talk about whether you feel like you should be an engineer or if you think that was wrong and why you think that was wrong. That's an amazing place to jump off and go straight into a real genuine conversation. So that's one specific example that I really liked because it's just you get straight to the point, you are immediately talking about something real. And from both parties perspectives, both from the student and the school's perspective, there's just so much more efficient than if you had to start with like what majors are you thinking about all this junk, you know, that that really gets you nowhere. So that's one good story that I really liked.

Luiza Campos: 24:37

Yeah. No, I love that story because obviously it helps both parties. That's what I really like about this. It's a way for companies to nonprofits to really help an audience member finding out more about that person, but then, and then engage in, as you were mentioning in a conversation that is, it is going to be helpful for, in this case, that student who is trying to figure out what would be the best degree to pursue as well as for the university to help guide them through that decision in a much

more, much more helpful way and much more targeted way. So you have an example. I'm from the United Nations refugee agency, which I've found really, really useful as well because this is a little bit different, but in this case I think he can help people understand someone else's situation. Um, I would love for you to speak about that because I think in the quiz they ask people what would you do if you were a refugee? You know, I wonder if you could tell us about this example, but for me, I see how a lot of organizations can help someone understand a specific cause or issue because they're now putting that position, right? They have to think about what would they do, what decisions would they make if they were in somebody else's shoes. So I wonder if you could tell us a little bit about that.

Josh Haynam: 25:58 Yeah. Yeah. And that's one of my favorite examples and yeah, it was a quiz, you know, what would you do if you're a refugee and ask you different questions about, you know, how you'd respond in different scenarios that are, the reality is. And at the end there's a call to action to donate to help refugees around the world that are struggling with the actual scenarios of that quiz. And I just think it's an amazing way to make a situation that seems distant and foreign and far from us in the developed world, much more personal. All of a sudden you're facing the same struggles. You are thinking about the same struggles. Thinking about what would you do if somebody offered you a cheap ride across the Mediterranean Sea? Would you take it and take the risk of, you know, capsizing or not. And I think for anybody that has a mission based business or non-profit, it's often very difficult to translate the work that you're doing back to somebody that lives a very comfortable life in a well to do environment in a well to do nation because those realities that are are hard to fathom.

Josh Haynam: 27:22 You can't empathize. And I do think a quiz is a really great way to present the situations as they are in these other, these other worlds. Really that helps you to understand what's going on and it really personalizes it. And the quiz is a very personal experience. You take it on your own usually on your phone and so nobody's telling you how to answer these questions, you answering the questions and you're going through this experience and I do think it's an absolutely incredible way to translate the realities of harsh situations back into a kind of terms that

we can understand when, when we really can't fathom what's going on.

Luiza Campos: 28:11

I love it because I think at the end of the day, Josh, what, what interact is doing what you're doing, and correct me if I'm wrong, but is, is really bringing people together is really connecting them and making them understand their users and making them understand. Um, in this case, in this particular example, you know, causes because we all have, we can say these big words, you know, immigrants or homelessness or you know, cancer, all these things and these springs connotations and thoughts and everybody knows what we're talking about, but it's not until you have to stop and think about some of these things in more detail that you start to really empathize with anyone who is going through some footie circumstances. Right? So I think quizzes can be, as you have seen in through your users, great examples to start those conversations and to bring people together and make them understand causes, as I mentioned in themselves, really in a in a much better way. Do you have any examples of how companies have used some of the results of the quizzes to sort of to improve a product or service or to tailor a product or service to their audience needs based on the results that they received?

Josh Haynam: 29:26

Yeah, so there's one really great example that is extreme and we certainly don't expect everyone to go this far, but it's an example of what you can do with the product and there was a furniture company that had a quiz. What's your style? And the quiz asked you questions about your preferences on colors and textures and all sorts of stuff like that. And what they ended up doing with that data was analyzing it in order to decide what kind of furniture to make for their next fashion line. The next line of home goods. So they actually figured out what do we create, like physical furniture based on the results of the quiz and I think that's a very tangible example that really puts it into perspective like what is this data for? It can be for actually telling you what to make next. Obviously most people don't take it that far and it's more along the lines of writing blog posts that people will actually want to read and making social posts that people want to look at. But I think that is a perfect example because it shows you the real life version of this where you. You would make furniture based on asking people questions about the preferences and that's what a quiz.

- Luiza Campos: 30:54 I love it. Well that's great. That's great. Use of updating information. That example. How do you see building even further on on interact and what is the. What is the hope that you have? What is the vision that you have for, for the company?
- Josh Haynam: 31:10 Yeah. I think the future of it is just going to be more and more helping companies and customers understand each other better know a quiz is one really simple way to help those two sides crossed the gap, if you will, and really go to the other side and see what's going on in each other's worlds. I think there's more we can do with that, whether it's with quizzes or we introduce other products or we just make our quizzes more robust. Anything like that. There's a lot of opportunity where companies and people have to realize that they want the same things. At the end of the day, the company wants to sell products to help people with whatever part of their lives that people want to buy. Products that will help you know, make parts of their lives easier or more enjoyable. Whatever it is, and maybe you can get the two sides talking to each other more. That's a great way of making that happen and especially if you can do it at a really large scale like you can with a quiz that can be taken by millions of people. Then you can get a really effective and meaningful back and forth going and that's what we want to do.
- Luiza Campos: 32:19 I tell you what I love about this. I, I see many, many examples and I know people often do this. For-Profits or non-profits, they kind of see themselves or they build products or services or they build websites or social media posts or any form of communication as a way to create something they think people will like or that they think people want and some of it may even be based on a real need that they've identified or research that they have done previously. But they usually have, you know, whatever it is, a product or service and then they disseminate communication and they try to push that. What I love about this is that you have now an ability with a tool like interact where you can open this line of communication, as you said, in helping customers and audiences with companies or organizations continue that conversation so your product or service can actually be always improved and tailored to your specific audience needs.

- Luiza Campos: 33:24 And we're not just assuming that whatever you created is going to be useful forever. You are actually ongoing, finding out how can you improve, how can you talk to your audience better, what are your interests now versus what they were last year or even six months ago. So I love this concept of through quizzes, which is something that is more playful in a way. I don't know if that's the right word, but it does tap more into the curiosity of the viewer, but it also helps find out more about that audience, helps you tailor or improve your product or service and helps you communicate with that person in a more meaningful and engaging way. So I love this and I would love to see where you're going to take it and how people are going to start using it even more further down.
- Josh Haynam: 34:16 Yeah, no, I appreciate that. And that's, that was a great synopsis of what I envisioned for it right there. I mean, all the things you said was spot on and that's exactly how we would like to exact change on, you know, the world and specifically with marketing, that's what we want to do is just facilitate more, more authenticity, more realness between people and at the end of the day there's a huge market for that and that's where we hope to expand and grow.
- Luiza Campos: 34:51 Do you see or do you know Joshua specific age groups that tend to be more open to this type of quizzes or is it really universal?
- Josh Haynam: 35:01 Yeah, it's a funny question because, uh, I had a, a kind of hilarious sequence of events happen a few months ago. The first thing that happened was we did a quiz with a oil change company, so a company that sells know car services and their quiz was primarily targeted towards older men and the average age was 65 and the average gender was male, so 65 and up men, which is kind of funny. It's like your know your grandpa or you older guys on facebook taking a quiz and arguing in the comments about their results. I think it was a classic car about results, so you have that and then a couple of months later I was presenting. My sister is an elementary school teacher and I presented at her career day and the k through sixth graders were taking quizzes and they didn't pay attention to much, but when we started taking quizzes together, they're all perked up and everybody was excited about it and to me that paints the perfect picture. You have your grandfather's arguing about

classic cars and you've got kids screaming about what flavors their favorite and there's really nobody in between that is exempt from liking these things. It's universal, so I think there's really no limits to who you can reach with this.

- Luiza Campos: 36:41 I love those examples, but I think what made them successful when you're in, when you're telling that story is thinking well, is was because you were able to ask them or have a quiz around a topic of interest to these two different groups. So how do you go about the different organizations that you work with and coming up or what would be the right topic for their audience or what should be the questions or the quiz about or how does that work?
- Josh Haynam: 37:12 Yeah, we do. So you actually take a quiz to find the right quiz and what, how that works, you know, you're answering questions about, you know, your audience and the industry that you're in. And then we have pre-made quizzes and we will say these are the best quizzes for your audience and then you can pick the one you like and all of the content is already there. You can modify it to fit your specific needs and then you can launch it out to your audience.
- Luiza Campos: 37:45 Oh, I love it. So you are already a. well we have 40,000 customers. You already have a pretty good idea of what would be some of the best ways of cuisine specific audiences to specific industries. Yep, absolutely. And then they start from there. And how often do you recommend someone doing a quiz? So what, what is the approach there?
- Josh Haynam: 38:11 Yeah. So there's a couple ways you can go back to, um, the main way is actually just to make one quiz and it is a quiz that kind of reaches your audience where they are and is generally interesting to them and you can run the same quiz for years. We have one customer that's been running quiz the same quiz for five years and you can do that and it's always effective way is to make quizzes based on current trends. So you know, if there's an election or there's a holiday or there's some sort of world events, then you make a quiz based on that and that helps you to make a more consistent type of entertaining piece. Um, but the majority of our customers actually just do the one because it's easier once you have it set up,

- you're all set and you're done and you don't have to worry about, you know, doing a whole bunch more.
- Luiza Campos: 39:04 And it's that easy as I said, is that first initial contact where you find out more about your customer and then go from there.
- Josh Haynam: 39:12 Absolutely.
- Luiza Campos: 39:14 Perfect. I love it. I love the story and what I love about it is that in organizations that are not just trying to get a large email list or just looking for numbers, they're really trying to find out more about their audiences and to be able to serve them better. However it is through their communication and the topics they talk about and how often they talk to them or improving their products or services to serve that audience better and to find out more about them, to connect with them in a more meaningful way. And I. I love it because this is exactly what matters now for. I would say that was always what matters for for customers, but it's a way to really engage with them. It's a way to really start that open communication and find out more about your customers so you can serve them better. So that's one of the reasons I love interacting and I love the purpose behind the company or as you said, in really making those authentic connections and making it more real and bringing people together in a much more meaningful way. So I love it.
- Josh Haynam: 40:25 Yeah. Thank you. Thank you. I think that's, that's what we want to do is just kind of bring people together one at a time and sometimes it's at a time but times a million and that's the power of what you can do with something that allows to people to conversation using the medium of quiz.
- Luiza Campos: 40:48 So where can we find out more about you and about interact with Josh? Where can people go to find out more?
- Josh Haynam: 40:54 Yeah, so the website is try interact dot-com, try interact stock. For me personally, I am on linkedin. You can search for Josh Haynam. I'm the only one so you'll find me and then I also write on our blog, so try interact dot com forward slash blog.

- Luiza Campos: 41:14 Awesome. And they'll have all these links on the show notes as well. So you can certainly find out those links there as well. Anything else you would like to add, Josh?
- Josh Haynam: 41:24 I think the last closing note is, you know, we've been talking a lot about conversation and the one piece of advice that I'd give to anybody who asks, what can I do right now to take advantage of, you know, any sort of a wisdom that you might have and the one thing that I say is pick up the phone and have three to five conversations with your customers. If you don't have customers yet talked to potential customers and just listen to the types of problems that they have and think about the solutions that you might be able to build to address those problems. I think you'll achieve so much more in those three to five hours than you will in 40 hours of just sitting in a room trying to create something on your own. So that is the one thing that I always advise people to start with.
- Luiza Campos: 42:16 You're bang on. It's, it's again, finding out from your customers directly what their needs are and trying to address those. Perfect. Thank you so much Josh. I appreciate you being with us today.
- Josh Haynam: 42:28 Yeah, thanks for having me.
- Luiza Campos: 42:30 Thank you. And there you have it. That was Josh Haynam. I hope you enjoyed this interview and found some interesting tips of information that you can hopefully start applying to your own organization. If you like this podcast, I recommend checking out other podcasts that are part of the Alberta podcast network. There's an array of podcast from very different topics, so you're sure to find one that you like. And to do that you can go to Albertapodcastnetwork.com. I will have the link on the show notes to find the show notes for this episode. You can go to a.brandedworldpodcast.com, and if you haven't done so, I would really appreciate if you could leave a review on itunes for the podcast. Thank you so much. And until next time.
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