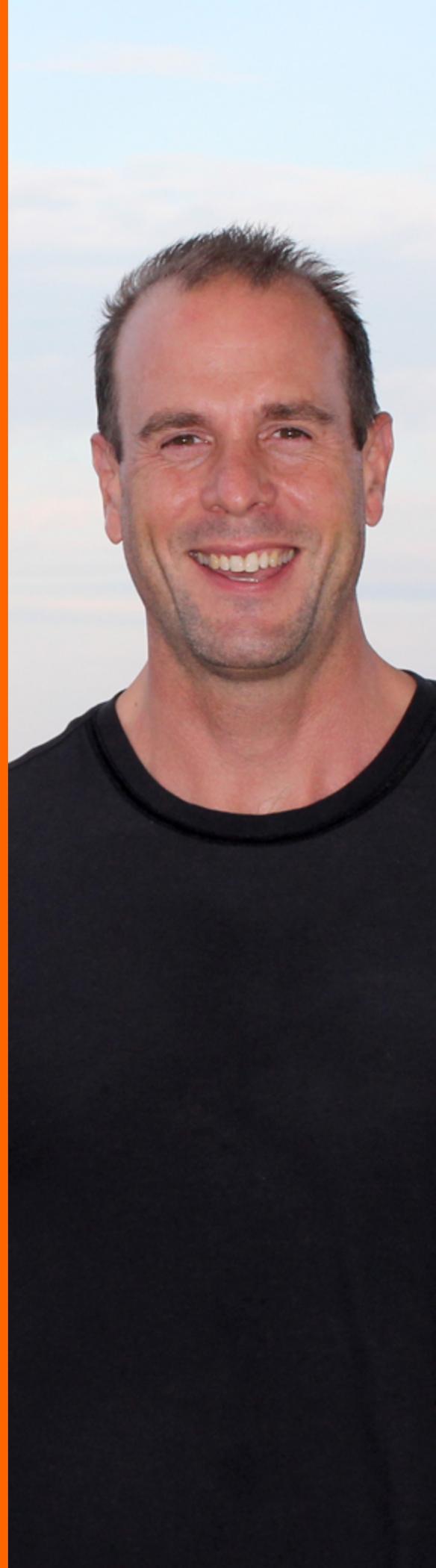




SuperFastBusiness presents:

# Important Announcement

How do you know when a show has run its  
course, and when it's time to focus on  
other, bigger things?



# Important Announcement

by SuperFastBusiness



## **James Schramko**

James Schramko here with an important announcement about my podcasts. Now, you're listening to SuperFastBusiness.com right now, and this is episode 553. You'll notice that's a high number. I've done quite a few podcasts here, and I've also done hundreds of other podcasts on other people's shows, and I had my own other podcasts.

## **James's start in podcasting**

One of them you may have been familiar with is called **FreedomOcean**. And that was actually the first podcast that I published on iTunes, and it's a very sentimental website for me. My good friend Timbo and I recorded a

whole bunch of podcasts there, and in the end, Tim got busy with stuff and the episodes started slowing down a bit and we pulled that one up at [episode 84](#) in April. So that podcast closed. It was a very popular podcast. It's still up there if you want to listen to it. If you are starting out, it's going to be a handy podcast for you. Go and listen to the [first episode in 2011](#), it is a classic.

So what I plan to do with that one is I'm going to go back and have a look at what the most popular episodes were, and I'm going to address what's changed or where it is up to now. Because that really did start some time ago, it's about six and a half years ago that it started, so a lot has changed. But it was a lot of fun. Tim was such a friendly, amazing co-host and we had some great experiences. So it was a ride. But that one's stopped, and we got all the way to 84 episodes and we recorded the last one in April.

## Thoughts determine what you get

The other episodes that I've been recording up until recently in a podcast was called [ThinkActGet](#). And my co-host on that one was Ezra Firestone. Now that podcast made it to 74 episodes, and we did our [last episode](#) in October, this month, 2017. We started that one way back in 2013.

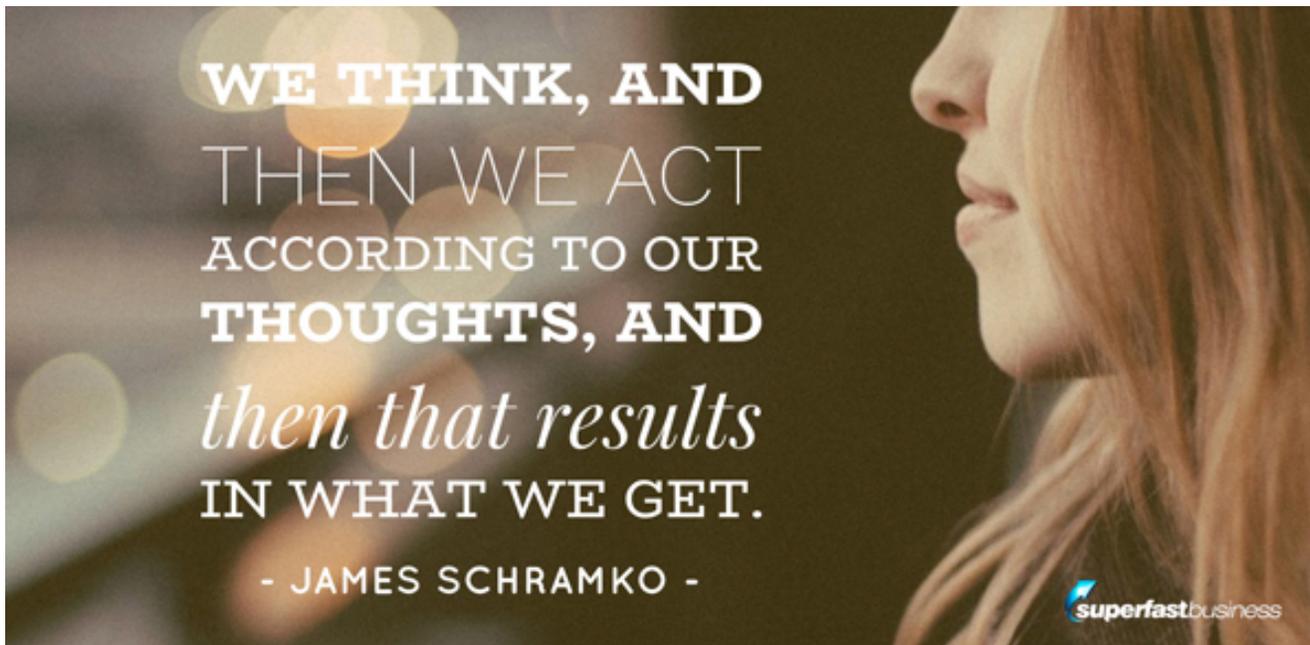
When I first met Ezra, he was doing OK but not too well. And these days, if you look at where he's gone in five years, he's doing decamillions per year, and he really needs to put his attention into his ecommerce business. So again, he was finding it a little bit hard to get behind the podcast because it was sort of taking him off direction. And we agreed just this week that it'd be a good idea for us to stop that podcast. So he can get on with that, and I can get on with writing my book, which is called [Work Less, Make More](#). And I'm going to be publishing that later this year, 2017, it's very close. It's written, I'm just tuning it, and I'm excited about that.

So that podcast ended. Now this podcast, ThinkActGet, would be really cool to listen to if you want to touch on some of the side areas of your life but not necessarily hard core business. We talked about all sorts of things, we had so many laughs, and Ezra's just a crazy guy. We talked about willpower, and communication, and community and balance; one of my favorites from March 2013, that was [episode 8](#). We find out about Ezra's banana addiction. [We talked about sex](#). We had his mom on the show for that one. We had

my mom talking about networking, [episode 29](#). So basically, we had a lot of fun.

## A life-changer

We basically enjoyed that show, and it was a life-changing show for me. It was through that show that we ran a retreat in Hawaii four years ago, and I started surfing. So I'm not joking when I say ThinkActGet changed my life.



When I registered that domain originally, I was reflecting on this acronym called ABC, which is Activator, Behavior, Consequence, which is something that a trainer taught me as to why we do things. There's an activator and then that causes a behavior and then there's a consequence. And I sort of translated that into think, something happens and we think, or we can think, and then we act according to our thoughts, and then that results in what we get. So that's where ThinkActGet came from. It was an iconic show.

We also introduced a super fan, [Greg Merrilees](#), who's a designer, the designer, he's designed the podcast logo that you're looking at right now, if you're listening to this podcast on your iPhone or looking at it on the website. And he made a tribute video, which is worth watching. It's on the [episode 74](#). Go ahead and look at that.



## A show about absolutely nothing

The other podcasts that I have; there's [KickingBack](#) with Joel Ozborn, and that was an adventure into comedy. And I know I'm not funny. I get it, right? But I am fascinated with comedians, and sometimes with the challenges that we have in life, it's good to have a laugh. And I became extraordinarily good friends with Joel. Every time he would come and visit, we would just spend the entire time laughing. And we thought it would be fun to have a show about absolutely nothing and just not take it too seriously.

So we started that show, and the last time we recorded that, that was [episode 22](#), as of this time. And that was some time ago, so it's kind of slowed right down. I think that was like, yeah, it was a long time ago, so I think KickingBack's probably not happening anymore, but I will have to check with Joel. But he's so tremendously busy with a very big project that he's working on. So I just wanted to explain why that's slowed down. We're still best mates and we go and have – don't tell on this, but we go and have tea and scones at the QVB when he's in town. And that just doesn't sound very masculine. But they have gluten-free scones and the tea's great, and it's easy for us to both meet at, so just keep that between you, me and the other 65,000 listeners this month.

## The show built on case studies

The other podcast I had was [SalesMarketingProfit](#). And that was an interesting one with Taki Moore. We started that show on a high where we sort of dominated the iTunes charts when it first went up. It was ranking number one everywhere, which was very exciting. We did produce 30 episodes, all the way up to the [last one](#) was actually over a year ago at this time. So I was chatting with Taki this week, and I said, "Hey listen, I'm closing ThinkActGet, FreedomOcean's closed, I think I'd like to close SalesMarketingProfit too, I'm going to put the case studies onto SuperFastBusiness now."

The whole premise of that show was case studies. Taki and I always have a great laugh when we catch up, but often when we catch up we're not catching up to record or we catch up to record but end up not recording. So with him being virtually in a different country every week and me traveling a lot, it has been hard for us to line up with this, and for that reason, it's probably best that I put the case studies on SuperFastBusiness from now on.

So you're going to see something interesting happen here. I'm still going to invite my co-hosts back, if they'll come on board, for co-hosted episodes on SuperFastBusiness. So if you would like to hear from Ezra or Taki or Timbo or Joel here at SuperFastBusiness, I'd love it if you could just comment where this episode appears.

That's the best place to let me know so that I can sort of get a gauge. You know, which podcast did you like the most, who would you like to have back as a guest if any, what sort of podcast content would you like me to produce here?

Because the two main types of content you're likely to find will be me doing a solo episode on a specific topic, and I have a lot of things that I really want to get off my chest. I've been storing and saving some of these things, and I'm ready now to publish, and the last month of publishing, I had a huge reaction here. We had some very, very good episodes at SuperFastBusiness.com in the last month or so, and I'm specifically referring to episode 552, [7 Tips to Make Sure You're Being Productive and Never Feeling Guilty About Taking Time Off](#); 551, I did a [summary of Your Offer That Converts](#), which I think is the single

most important thing you need if you're going to be online; 550 was like off the hook, [Perhaps You're Measuring Success Wrong?](#) That's when I really challenged this 10-million-dollar revenue goal; 549 was huge value with [Clint Paddison](#), it was an OTR case study and how he went from selling ebooks to having a membership; 547 with [Kevin Rogers](#) from CopyChief on OTR case study, how he went from freelancer to business owner. And then of course [546 was the new OTR](#), and that was tremendously popular, and even prior to that I talked about in episode 545, [Which Product or Service Should You Focus On?](#)

## What's in store

So I'm now going to bring you more content. I'm also going to make more videos. I'll also have co-hosts when there's a particular topic that we need to talk about. And often, there will be case studies. I like case studies. It proves to you that I know what I'm talking about. It also is a great opportunity for my case study participant to get a platform.

You would have no idea how many people email us every day trying to get on this show. I get book authors, I get prolific marketers suggesting that I get them on this show, that they speak to you, that you'd get great value from them. But a lot of the time, I don't really agree with what they're doing, I don't think they've got anything particularly useful. I'm not sure how useful it is for you to hear from a 23-year-old who found the formula for success, you know, blah blah blah. Seriously, go and have a few kids, and come back in a decade, and then tell me about success. So I'm not going to just let anyone on here.

## Can you help me?

But I would like to know what you'd like to know about. I could talk about so many things. So what sort of format do you like? What do you want me to talk about? Do you like videos? Do you like audios? Do you want some of my old co-hosts back? Which series did you like of the series? I've had everyone here from [Andre Chaperon](#) through to [Jonny Deacon](#). Do you want to go more into the lifestyle stuff, lifestyle design, those sort of things? Do you want to go more into the hardcore business stuff?

I'm here for you. I'm going to put more energy into this show because it's the

only show that I've got. So we're going to up the frequency, up the quality. And I'm going to start with the very next episode, episode 554. I'm going to be speaking with Jarrod Robinson. We're going to do a case study, 7 Ways to Boost Your Membership. So if you have a membership, you want to get onto that episode.

So that's my important announcement. I hope this is pleasing to your ears. I'm James Schramko, you're listening to SuperFastBusiness.com, which is my only podcast now, and I hope it's going to be a good one.



Let James help  
build your  
business, fast!

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