

Rachel: Hello everyone. Today we're here with Greg Taylor. After working in marketing and business development for over 10 years, Greg decided to pursue his passion for WordPress development and content marketing by starting his own company. Tired of seeing sites that looked great, but don't achieve results, he founded Marketing Press to help business owners find the best of both worlds.

In addition to leading the company, Greg has become well-known in the WordPress community as the speaker and teacher. He's presented at several conferences, been featured on industry podcasts, and regularly appears on popular shows like WPwatercooler and his very own Marketing Press TV.

When he's not working on code or content, Greg spends his free time mentoring at Gangplank, taking in live music, hiking and playing sports in Tempe, Arizona or hanging out with his family in his home state of New Jersey.

I actually met Greg recently, and this is the first time that we're talking via voice. But one of the things that really stood out to me was just ... in a while, I was going through his online portfolio, is just how well he seems to be able to blend work. And he does an amazing job with work and getting himself out there and having great relationships, but then also having a really robust personal life, too. So that's what we're going to be talking about today, just a lot of work-life balance. So Greg, thank you so much for being here.

Greg: Thanks for having me.

Rachel: Yes, it's going to be fun. So the intention behind A Better Life is to show people that if they have a choice, that they can choose a better life. So in that spirit, can you just take a minute to share with us some of the things that you're most proud of in your life?

Greg: I guess, professionally, one of my most proudest accomplishments actually recently just happened, which is kind of cool, is my company, [Marketing Press](#), was able to partner with one of the leading social media and content marketing agencies, Convince and Convert, headed by Jay Bear. And we built the first podcast search engine that specifically targets the marketing industry. So we built it all on the WordPress platform. Everybody said we couldn't do it, and there was no way we could build it on that platform, and we actually did. And it's launched, and it's been launched to rave reviews. Aside from that, other life accomplishments, other than graduating college, and all that good stuff is ... it's more of the simpler things. I founded a business six years ago, and it wasn't

working. So I made a pivot, and what I was able to do is I made a pivot early on, and that pivot became Marketing Press, where I am now. I'm really proud to be an entrepreneur, and I'm proud to be sort of a lifestyle entrepreneur. And Marketing Press now is about five years old, and we try to have fun and help people make their businesses better.

Rachel: Awesome! Well, congratulations on those things. That's great. I wasn't going to ask you about this, but can you tell us a little bit about you said how you had to take a pivot. Can you let us know kind of what happened with that?

Greg: Sure. Early on, starting a company was everything I ever imagined it not to be. So I thought it was going to be ... I thought that early on, it was going to lead to a better life, and it was going to lead to more freedom for me and my now-fiancée, Christina. I was in a company that wasn't going anywhere, and I was with a partner that we started not to see eye-to-eye on a lot of different levels.

So I was able to consult a lot of really good people, a lot of people smarter than I am, who I consider mentors and really good friends, and say, "This isn't working for me. What should I do?" and they all said, "You've got to get out of it. You've got to take the failure and you've got to eject and get out, and you know, divorce the partnership and move on to something else." And that's exactly what I did.

I took their advice, and I think that I made a call to my then-partner, on the way home from the lunch that we ... on the way back from the lunch that we were at, and I said, "You know, I have to ... I'm out of this. I can't do this anymore. This is not working for me. I'm not happy." That's when I made the shift to go into exactly what I wanted to do, and what was going to lead me to a happier life.

Rachel: Wow. So was it hard for you to make the call? Or was it just like you were so disgusted, you were like, "Forget it."

Greg: You know, that's a great question. And one that I'm asked always and the honest answer is: it was extremely easy for me to complain and to bitch and moan about how bad the partnership was. And I had confided in some really good friends and some confidants, and they said, "Look, man, we like hanging out with you, we really like you a lot, but you complain about this situation way too much. You need to do something about it." And they kind of kicked me enough to where I said, "You know what? You're right. I have to do something about this."

And on the way home, on the way back to the office, from that lunch, I made the call. I made the decision on the spot, saying, "You guys are totally right. I have to get out of this, because my happiness is worth more than this company that probably is never going to be anything; a) because we're both unhappy in it, and b) something that's making me totally unhappy and ruining all other facets of my life. If I'm not happy at work and what not, it affects everything. It affects my fitness regimen. It affects every single one of my personal relationships, not to mention my professional relationships. It's just an unhealthy situation that I needed to get out of.

Rachel: Absolutely. And not to harp on this, but just because I think it's so awesome that you were able to just make that tough decision, I'm curious what your partner said. How that handled ... how everything got handled there?

Greg: Well, there was a lot ... it was a loud conversation. It was a loud conversation that I handled in probably one of the most unprofessional manners ever, because ... so it's like a divorce. Right? If people aren't happy with one another, they're upset, they have resentment, they have everything. And this is the point where it all came out. And I'm not happy with how things ended on that manner, but it went over, he understood eventually. I understood what he wanted to do, and we just ended it. We agreed to part ways.

Rachel: I appreciate the honesty.

Greg: [laughs]

Rachel: Cool. So as I said before, you have... I mean, you're just all over the place. You have so many great things going on, and then at the same time, you just seem to have an amazing life outside of work. So can you tell me a little bit about how you're able to manage that?

Greg: Work-life balance for any entrepreneur or any business person is one of the toughest things to wrangle in and to manage. And if my fiancée was sitting here in the room with me, she would probably be giving me a dirty look, or elbow me in the ribs, because I definitely don't have it down pat, you know what I mean? But I'm working on it.

I'm trying to get better and better at this all the time. And one of the things that I've found that I needed to do was like any small businesses, I started the business in the hole. And after a while, everything was just a blur. Between me getting up in the morning, walking into the spare bedroom that was the office,

and me coming home from an appointment, walking back into the spare bedroom/office. It seemed like worked never ended.

So one of the best things that I was able to do is I made the decision to move out of the home to run the business. I moved the business out of the home into the collaborate workspace at the time, [Gangplank](#) in Chandler, Arizona, and recently, about six months ago, we moved into our own office in Tempe.

So having a little bit of separation was key to me. On most days, I leave my computer in the office. I don't even bring it home with me anymore. And Christina is just amazed that I'm able to do that, because what happens is I get up in the morning, I go for my morning run, or I go for my morning workout with my trainer, I come back, I shower, eat breakfast, I go to the office, and then that's where business is for me.

And then, at the end of the day, I go home, and I'm able to be present for Christina and the rest of the family when they come over. Or our friends, and what not. So part of that whole thing was creating a healthy separation between where work was and where work ended, and where my personal life started, and then, where we kind of jump back in to work.

Rachel: That's a really, really awesome point. I think it's even beyond just business owners now. I think anyone, even people who have regular jobs, it's so hard to not be thinking about work all the time.

Greg: Absolutely. And I'm not going to say that I don't think about it, I do. But the other thing that I have been able to do over and over is, have better communication within my home about what's going on in the business. I grew up in the Northeast, and I grew up old-school, East Coast family, where you don't talk about anything. You don't share anything. You don't do anything like that when it comes to your problems or what not. The men of the family would say, "I'm just going to handle it. And don't you guys worry about this."

What I've realized is that doesn't really work for me anymore. I'm 44 now, and what it is is, I have learned over the years that the more that I can include my fiancée Christina in to what's going on in the business, and I can share the good, the bad, what opportunities are ahead of us, what challenges we may face. The more she understands and the more she feels connected to the business. And also, we're able to help one another with the life part of the work-life balance.

Rachel: Yeah. So how are you able to ... I guess, let me put it a different way. So she doesn't mind, like when you're talking to her about the business? She doesn't feel like, "Enough about it already!"?

Greg: No. Well, okay. So if I talk about the business, then she's all ears. She wants to hear about it. She wants to know what we're doing. She wants to hear projections, and numbers, or projects that are going off the track, and different things that I need to do, employee issues, and new hires. All that good stuff she wants to hear about, but she does get a little fed up from time to time if I'm just talking marketing banter and jargon to her about the latest article or the newest WordPress function coming out there. That does get a little bit old. But she likes being involved in the business.

She comes and sees me speak when her time permits. She brings her mother, her mother lives here in town. So she'll make it a family thing and come to the different speaking engagements that I have. So it's pretty cool to include the family and show them exactly what I do. Because you know, there's that whole perception of, "What do you really do? I know you own your company, but I don't really know what you do." You know? There's that. And I want to bridge that gap and kind of make sure that everyone knew exactly what I did, because I'm proud of what I do. I'm proud of what I built, and I want them to be a part of it.

Rachel: Absolutely. So do you try to keep like, certain hours for yourself when you're working?

Greg: I do. I try to make sure that I'm home by 6:30 at the latest. Sometimes, I do have to go home and eat dinner, and go for an afternoon run or something like that, and then fire up a laptop at home to catch up on a proposal or two. But I make that the exception and not the rule. So I try to keep decent hours, so that it's a little bit predictable. I mean, part of the complaints with other entrepreneurial families that I hear is, "The lifestyle is so unpredictable." While that is true, what I try to do is, I try to control as much of that as possible when I can.

Because there are times when a client calls and says, "Hey, I need you in San Francisco in two days. Can you be here?" and the answer is, "Yes, I will be there" or, "I need you in New York next week. Can you be there?" "Yeah, I will be there." So when those things come up, it's more the exception and not the rule.

Rachel: So when you say you try to control the other things, how do you do that?

Greg: I try to do that by keeping a good schedule. I'm pretty task-oriented. I worked from a checklist in a Moleskine notebook. I'm pretty lo-fi with a pen and paper still. So what I try to do is, I try to take care of as much things and be as efficient and as effective during office hours as possible. So that when I do go home, I can actually be home. And we can go out and play with the dog or go to dinner with other couples or what not.

Rachel: Yeah, so how are you efficient and effective? Like what are some of your productivity best tips?

Greg: So one of them is, I keep Facebook closed most of the day. That's at times that can steal lots of people's time right there. I answer e-mail about three or four times a day. I don't answer them as they come in. We also have different IRC tools that we use for team collaborations with my employees are a collaborative team. I'll keep that closed as much as possible, and I won't respond to everything as people ping me or ask questions from me.

And then what I do is, I just kind of, I look at my list and I prioritize it, and I say, "Today, I have to get at least these things done," and then there are a couple of things that are on the list that can flex, and they can move to the next day. And I just try to treat everything and give everything that I need to do, with respect that it deserves, and allot the time that it needs.

The other thing that I don't do that's great for any entrepreneur out there, if anybody calls and asks you, "Can I get coffee with you?" or, "Can I buy you lunch to pick your brain?" Say no. Always say no. And I'm going to tell you why, it's because your time as an entrepreneur is valuable. It's not only valuable to you and your company and your clients, it's valuable to the people outside of your work life. So anytime you let that stuff ... there's no such thing as a 15-minute coffee, or a 30-minute coffee. If somebody is there, and they get the opportunity to pick your brain, they will go there and they will go on and on and on until you basically have to cut them off. So that's one of the things I've been really, really good at saying no politely.

But that's where my mentoring comes in and my teaching comes in at my collaborative workspace, where I will dedicate three office hours a month to people who need help. So that I can say, "No, I can't meet you for coffee, but do you want to make an appointment and see me here? I'm more than happy to sit down and talk to you."

Rachel: Oh, that's really awesome! So it's not like you have to just cut it off, you're making it just a helping in terms that actually work for you.

Greg: Yeah, I'm making it a scheduled activity that's predictable, so that people know what to expect from me.

Rachel: That's awesome. I'm going to implement that. I really like that. Because I know saying no is really, really important. For me at least, it doesn't feel good to say no all the time, so to have that set time is really great.

Greg: You don't want to be perceived as this rigid, obtuse person, who's unwilling to help anybody. Or unwilling to give anybody your time. So I just kind of do it on my own terms that works for me, the family, and my business.

Rachel: That's awesome. When you said you checked e-mail a couple of times a day, I'm curious, do you have your e-mail open all day, and then just answer it a few times, or do you actually go into your e-mail and go through everything three or four times a day?

Greg: So I do have the e-mail open all day, only because I don't want to miss a client emergency or anything like that. I will leave it open, but I've just been forced in the habit of letting it be. Letting some e-mails queue up and then just go back and attack them at a later time.

Rachel: Yeah. So I'm curious just from your old business to the one you have now, what do you think were some of the biggest mindset shifts you had that helped you make this one such a success?

Greg: The biggest mindset shift was ... to be honest with you, to be very, very transparent, I took on a partner in the first business when I should've hired an employee. That was one of the biggest things that I did. I went partners with this other person thinking that it was going to solve the problems of the things that I didn't want to do. Namely, selling and business development. What happened was I took on a partnership and gave up a lot of equity of the company, instead of hiring an employee. So I wouldn't make that mistake again. The other thing that I've been really getting better at is identifying what clients are good for me to work with, what clients aren't so good for me to work with, and most importantly, again, saying no to the projects that doesn't fit Marketing Press' wheelhouse in exactly what we're good at and profitable at. Saying no to projects when the bank balance says, "You should probably say yes," is one of the hardest things any entrepreneur needs to learn how to do. Over time and over getting burned taking

the wrong projects, I've learned that you have to step back and say, "I'm going to pass on this one because it's not a perfect fit for me."

Rachel: Yeah, so a couple things on what you said. First, my boyfriend. I don't know if you know him, Don Wilson. He has a lot of awesome courses. He does really well. One of the things he says to his mentoring clients all the time is, "Never partner for what you can pay for." And I think that's such great advice.

Greg: Oh, that's great advice right there.

Rachel: Yeah.

Greg: That's perfect. I'm going to write that one down.

Rachel: Yeah, it's good. And then the other thing that I was going to touch on is you said sometimes just saying no to different projects even when the bank account is low, and you know, it's interesting. I've heard so many people say that when they finally free themselves up to say no, it's amazing how that little other projects pop up after you kind of have the confidence to say no. I'm curious if that's been your experience, too.

Greg: One hundred percent, because part of the ways that I learned the hard way is that every time I said yes to the wrong project, inevitably, the right one would show up not too long after. And I would have to say no to the right one, because I was so inundated with the wrong one.

Rachel: Ugh.

Greg: Right? It's crazy. And if you're good at picking and choosing what projects you can do, it also lends yourself to, maybe follow some passion projects, where you can maybe donate your time to helping non-profits, or different things like that. You know, help them with your area of expertise. So at least you're following your passion. And working on things that you want to work on. Things that you're proud to be a part of.

Rachel: Yeah, you know, that's something I've really learned a lot this past year is for a while, I was trying to fuse my passions and what I was doing and what was kind of like paying the bills together, and I'm kind of at this place now where it's like, I just do the consistent stuff that's going to bring in revenue. That I know is my wheelhouse, that I'm good at. And then spend my spare time on the passions versus trying to create something that doesn't exist. You know? And so what you're talking about here just sounds like, "Yeah, you do what's in your

wheelhouse, and then you take that extra energy and you put it into the things that are enjoyable." So it's like, you get both needs met.

Greg: Yeah, absolutely. And you know what, when I'm following a passion project, a lot of times I can involve other people outside of the business, friends or family members, and they can also come in and see the other side of the business. And we can help one another and maybe develop some skills for them and what not. It's just a win-win situation for everybody when you can do that.

Rachel: Totally. I'd love to know how did you define what type of clients you wanted to work with, and what type of projects you wanted to work with.

Greg: I didn't start Marketing Press from that pivot to be unhappy and to spend my time with people that I don't like or don't want to be with, right? I worked at all these agencies and I started a company in the beginning, because I kept getting fired from all these agencies, because I was the square peg in a round hole.

I deemed myself 100% unemployable. So I would work with all these people that I didn't want to work with. And I only did because the principal of the agency or the company said, "You have to work with these people." So I said, "I'm not going to surround myself with people I don't like." And my barometer, my litmus test, is if I can't go out with these people and maybe go to a Suns game or an ASU football game, or go out to dinner with them, and spend time with them, and want them to know my family and my personal life, then I don't want to be around them and work with them just because they have the money.

So that's where the lifestyle thing comes in. I have a great roster of clients, many of them that I consider friends, many of them that we can share time outside the lines of work and talk about other common interests. And that really helps me and my company do a better job for them. Because we're invested. And we're vested in their success and their happiness.

Another thing is, we've done all the marketing stuff. We've done client personas and who's an ideal client for us. And we just kind of use that to guide us. But typically, we make sure that we work with clients who want help, who we can help, and who we can help be successful.

Rachel: Yeah, and you know, for people who are listening, even if you're listening and you're not an entrepreneur, I think that what Greg is saying is just applicable for everything. You can do the same thing with people you want to surround yourself with. It could be if you're dating, if you're friends, or whatever.

Greg: Absolutely.

Rachel: Yeah. Do they make you feel better?

Greg: There's one other quote, I think it's by Jim Rohn, R-O-H-N. And he says, "You are the average of the five people you spend the most time with." And that's totally true. If you surround yourself with happy people who help you get better at things, it's just going to further your life and make you a better person. Make you a happier person, also.

Rachel: Yeah, you know, I was just ... I don't know where it was that I heard it, but Tim Ferriss, somebody had asked him, "If you only had a few pieces of advice to impart, what would they be?" And the first thing he said was exactly what you said, "You are the average of the five people closest to you." I think that's a really good point.

Greg: Yeah, and to stay on that point, when I can see things kind of slipping away, and I see myself kind of getting off the path of a good work-life balance, I take a moment and I say, "Who am I surrounding myself with? Who have I been working with? Who have I been hanging out with? Am I hanging out with the guys who work 19, 20 hours a day? Am I hanging out with guys who work four hours a day? Where am I in the balance of things?" And that's a really good check for myself.

Rachel: That's a really great point. That's a great question. Huh. And the other thing that I was going to say is about how you were saying that you'd want to work with people you'd want to go to a Suns game with, for example. I just went to [Zappos](#), have you been on that tour?

Greg: No, I have not.

Rachel: So we went actually my boyfriend, had an event, and we went with the group as kind of just a fun exercise to go and tour this, I don't know if it's a billion dollar company, or many, many multi-millions, but it's just awesome. And so you go in, and the tour is so fun.

They go and you get to see how they have their company, and Tony Hsieh, who is one of the founders, he said his whole litmus test for the company, in hiring anybody, he doesn't care so much about their skill set, it's all, "Would I want to grab a drink with this person?" It's been that way since day one. So there's definitely something to it. You can't like everybody. It doesn't mean that people

are bad or whatever else, but you know, we have natural people that we like being around.

Greg: Yeah, and I think people of like interests gravitate to people with like interests. People with like aspirations gravitate to people with like aspirations.

Rachel: Totally. Another thing I want to ask is just about when you were starting your company. What got you to even start it? Was because ... I know you said that you're not employable. So was it just pretty much trial-and-error, or what?

Greg: The real catalyst was I got fired from a company for doing all the right things for my clients, but not following company procedure, and not following the corporate policy for helping these people. If that makes sense. If you've ever worked in a corporate world, and you guys are listening, you can totally understand what I'm saying.

So I got called into a room and the owner of the company, who I didn't like... there's the first sign, I was working for somebody I didn't like. I got called into the room, and I look around the table, and it's like, partner, partner, head of H.R., my manager. And I said to myself, "Well, I'm getting fired right now." Right?

So it was one of those situations where I got fired from a job that I hated, working for people that I didn't like, and also, it was one of those companies that where the owner and management would keep beating into your head, "This is as good as things are going to get for you professionally. You're lucky. You should be happy that you're here. You're lucky to be here, because this is as good as it's going to get for you."

And if you work in any sort of circumstances and situation like that for a number of years, you start believing that, you know? So they fired me. And I remember leaving in the car that they leased for me. What a trip that was, right? They let me take the car home to figure out what I was going to do.

And I remember just leaving, and like, crying, and saying, "What am I going to do now? What is going to happen?" So I took some time off, and another company in the same industry contacted me, and they wanted me to work for them. And I went to work with them, and you know what happened? Although I liked everybody who was at this company, I still wasn't a fit. I still tried to do things on my own. I still tried to kind of play outside the lines and make a difference to clients all within being ethical and moral, of course, but not following corporate procedure and company procedure.

And I've said to myself, "I'm done." So I got fired from that company. What a surprise. And then I said, "I'm done working for somebody else. I'm going to go out, and I'm going to start something with the way that I think business should be run, and caring about people, not bottom line. And trying to help people make their businesses better.

And I kept thinking to myself ... again, I surrounded myself with some really good people as I was making my decisions, who I trust and I still talk to today, who are mentors to me. And I said, "Am I crazy? Can I go out there and do good work and help other people? And if I help enough other people, people are going to learn about who I am and what I can do. And there is a company to be built around that." And that's sort of how the whole entrepreneurial thing started for me.

Rachel: Wow. So for someone who might be listening to you now and feeling like they're in this job that they don't really agree with or don't want to be in, maybe they're not getting fired, though, but they know that there's a better way, would you have some words of advice for them?

Greg: Yeah. Follow your heart. Follow what you really want to do and what you want your life to be. We all grow up, and we all look ahead at our lives, and we say what we imagine our lives to be. Whether we're in high school, or college, or even younger than that. And think about how far off are you from that or is that something that you still want. And if it's not what you want, what do you want?

I think that's what you should go for. Whether it's staying with a company, and bucking up, and doing things, and making sure that you're towing the line, or if it's going out and working for yourself. You make that decision, and you just follow your instincts.

And the other thing that I can't put enough emphasis on is surround yourself with good people that you trust. That you can talk to. And maybe who have been there and said, "We're in the same situation as you," and you can ask them, "What did you do in that situation?"

Rachel: You seem to be really good at collecting people that you can trust. Do you have words of advice for people who don't have that as a skill set?

Greg: That's a great question. I think that in the entrepreneurial space, there are a lot of good co-working spaces where you can meet people and you can kind of

see where you can click, and people who are going through the same things as you are. I think that that's a great spot.

There are other meet-up groups where you can start to develop relationships and kind of form an inner circle. A lot of these things take being a little extroverted. I know a lot of us, especially in the development world, are introverts. So it takes a leap of faith to get outside of your comfort zone.

And that's one of the things, get outside your comfort zone. Go meet people with similar interests, wherever you think they are, and just start talking to them. More times than not, you're going to find that people are just like you, going through the same things as you are. And that's where good relationships are formed.

Rachel: Yeah, and I think one thing that's particularly spectacular about you is... and I grew up in the Northeast too, so I really appreciate it, is just super-directness and not beating around the bush, and being honest about things. I think people really appreciate that.

Greg: Yeah, and I'm not here to sugarcoat anything. I'm not here to tell you that this world... work, life, and entrepreneurial is all roses, and it's all easy. That once you open your door, millions are going to find you.

It's a lot of hard work. But if you're working for something that you truly believe in, and you're helping people, like we are, it's amazing. When I worked for agencies, I hated Mondays. I used to get this dread in my stomach around Sunday night when football ended, and I was finishing dinner and going to bed, and I would dread going to work on Monday. Now I find Monday is the most exciting day of my week, because I don't know what's going to happen. I don't know who I'm going to encounter. Or what we're going to work on. Or all that stuff. I always find Monday to be the most exciting day. I can't wait to get back at it.

Rachel: Wow. Do you have the experience of feeling more alive now that you have your business?

Greg: Yeah, absolutely. I think that as an adult, and as a person, and as a friend, and all of that, I think that I've really been able to come into my own, and figure out exactly what I want and what I want to do. And then be able to take clear-minded steps to achieve those things.

Rachel: Awesome. And one thing I love to ask people, just to make this real, because I know, I want our listeners to know too, you're a real human with

everyday struggles, and you never stop evolving. So what's something right now that you're working through in your life, and how are you getting through it?

Greg: That's a great question. Wow. This is like a therapy session!

Rachel: [laughs]

Greg: I think that those two things are: one, on the business side. I think that ... how do I scale a business? How do I continue to replace myself and keep the business moving in the direction where we want it to go? 2015 has already shown that it has a lot of opportunities for where Marketing Press can go, and now it's a matter of making good decisions.

The other side of it is I struggle with constantly thinking about my legacy, and my legacy meaning, "What am I doing to impact the world? What am I doing to help other people?" and, "How will I be perceived?" and things like that. Not that I'd really care a whole lot about what people think of me on a personal level, but on a reputation level of things, what am I doing to let people know that I'm a good person? That I care about their business?

And the other thing that I'm still working through is I'm just like anybody else. I'm working through this work-life balance thing. I'm making sure that I take time out for myself. I hired a personal trainer. I work out three times a week. I go running another three times a week. I play soccer on the weekends with my friends. And it's a struggle, because a lot of times, work will pop up, and I have to say, "No. I'm going to go for this hour to work out with Andrew, my trainer, and that hour is just for me. And I'm going to come back, and I'm going to attack whatever's there.

So those are the things that I constantly struggle with. And again, I'm not perfect, nobody is, but let's try to get better at these things every day.

Rachel: Totally. I'm curious, have you defined what you want for your legacy? What you want to leave as a legacy?

Greg: I think it changes constantly. The big picture would be known as somebody who ran a company that helped other people, and then, as a person, I want to be remembered as a good friend. And somebody who was always there to help. Whether it's a cause or a brand, or whatever it is. Just a helpful human being, I guess.

Rachel: Yeah. Well, it's helpful to just know that so you can make decision from that place.

Greg: Yeah, I mean, if you don't know where you're going, or what you want when it comes to that stuff, how can you make decisions for your future?

Rachel: That's a great point. So thank you so much, I think this has been really great. I think all kinds of people will get so much from this. And I just love talking to people from the Northeast. You're making me nostalgic for New York.

Greg: I'm a guy from Northern New Jersey. Went to Rutgers, did the whole New Jersey tour of duty until I moved to Tempe when I was 27.

Rachel: That's awesome. I used to live in Scottsdale, actually. I love Scottsdale.

Greg: Yeah, our office is in Tempe, Arizona and we're about five miles just south of Scottsdale. We're practically on the ASU campus here.

Rachel: Awesome. And I think I heard you went to the same collaboratory in Tempe when I was living there.

Greg: Oh awesome. Cool.

Rachel: Very cool. So can you let people know where they can go to learn more about you?

Greg: Sure. Our company is Marketing Press, and the site is MarketingPress.com. I'm always available to have a conversation with anybody on Twitter, and my [Twitter handle is @grtaylor2](#). Or if you want to e-mail me, I can even be reached via e-mail at taylor@marketingpress.com.

Rachel: Awesome. Well, thank you again. This has been great.

Greg: No problem. Thank you for having me. I enjoyed it.

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