

- Good morning, this morning I am interviewing May King, the FOMO Creator.

Hi May King.

- Hi, how are you?

- Am brilliant thank you, and how are you?

- Very, very well, it's a lovely evening here, and the sky's just going down and it's beautiful, absolutely beautiful outside.

- May King is in England, so this is our second international interviewee, woo hoo.

- Woo hoo (laughing).

- So May King, tell us a little bit about you and what is a FOMO Creator?

- Well, so my name is May King Tsang, my first name is May King, and I am a FOMO Creator. FOMO means the Fear Of Missing Out.

And you wouldn't want, if you're a business, you wouldn't want people to miss out on your business, right?

So you want to create that excitement about your business, so much so that people will think, oh my goodness, I really need this particular business products and services.

So it's about creating that buzz and excitement effectively in any business, and that's what I do.

I create a FOMO for my own business, but also I'm hired to create FOMO for other businesses as well.

- That sounds really exciting (laughs).

So what led you to this particular business?

- So I have actually been doing it for my own business for quite a while, and so I was an earlier adopter of social media, and in creating excitement and buzz on social media for my own business, people, other business owners started to approach me and say, "Oh, can you do this for us as well?" And I said, "Yeah, no problem." And then I realized that there was actually a business need for it.

So I, yes, so then I then started to branch out. So the initial business that I was in, was a Tea, so I'm on all the socials, on Facebook, on Instagram, twitter as making tea, making, get it?

And so after, people were asking me, how can you create buzz and excitement around my business too?

I kind of moved away from the tea business, I will go back to it.

But, I moved away from it in order to create that buzz and excitement, and then FOMO Creator was born. It was actually my first client, came up with the incredible name, FOMO Creator.

- Cool, that sounds like an exciting job to have. (laughs)

- I love it, I absolutely love it, yes.

- Cause of course I met you at social media marketing world this year, and that was an amazing experience on its own as well as meeting you and, your encouragement to me, to get out there and, get in front of other people. So, how can the small business person create, FOMO for their business?

- Yeah, so, I actually created FOMO for my own business whilst I was in San Diego when I met you and Jenny, and I was actually doing it for a client of mine as well. So I actually was tweeting on behalf of my client once I was in San Diego. But for myself, I was actually not just on Twitter, but I was on LinkedIn, I was on Facebook, I was also on Instagram as well and what I did for my own business and what I do for the clients is, in creating that buzz and excitement, I'm basically trying to educate people about, about the business, but in a non salesy way. So, for example, so the client that was there, he, he has a business, and so he wanted to raise more awareness about his business. So in posting social media posts, for a very short period of time, but intensely, that was enough for people to think, Ooh, what's going on here then? I'd like to know more. So when you're creating, when you're creating a buzz about your own business and creating FOMO as it were, what you're doing is really helping people to get a good idea about who you are, and the, what you do and your services, and your product cost. Comes at a much later point, okay. So when you'll run, I mean, when you're starting your business, as as you'll know Jenny, if you launch your business and start selling to people straight away, people are gonna be a bit put off, okay? We don't like our consumers. We don't like being sold to, do we?

- No.

(laughs)

- So, we need to take just a little step back first of all, and we need to, raise awareness about our brands, share great information about what we do to potential clients by giving great information, education, tips, advising people and that kind of stuff. And, bringing that energy, all the information, education, in an entertaining way, in an easily digestible way for your audience. Then people may think, Oh, okay, well this person knows what they're talking about. I wonder what they need to do next. I wonder what they do. Then that we'll get into there, it's about. understanding what their processing services are and then possibly buying from them.

So the first FOMO Creation is really about,
raising awareness about your brand.
So letting people know who you are.
And when I talk about brand,
especially for small businesses,
that I know when I started in business,
I thought I am a brand?
What are you talking about?
Brand are, the likes of Coca Cola,
McDonald's, Nike and all the rest of it.
But no, no, no, no, small businesses,
we are also a brand as well, Okay?
And the reason why, we need to build that brand
is because we want people to eventually buy from us.
But there's a few things that we need to do in this,
in the lead up to that, Right?
So, we need to get people to know us, who we are.
They need to understand, they need to know us.
They need to, like us,
like the information we're sharing
and then possibly buy from us in the future.
So the first step in FOMO creation really,
is about brand awareness.
So raising awareness about who you are as a brand,
but when we talk about brands,
it's not just the logo.
It's about who you are as a person,
it's about your website,
it's about, who you are on social media,
how you communicate with people, it's,
sometimes do with your colors and your fonts,
but it's really about your values,
your mission, your vision for the business
and people getting to know you
as a person before a business.
- Yeah.
- So, that's the first step of FOMO really,
to really help people to understand
who you are as a brand.
That's the first step.
The second step in FOMO Creation then, is to educate people
about what you do and not in a salesy way.
So if I came up to you Jenny and said,
hey, am a FOMO Creator Jenny,
I know you need my services right now
and my cost are, rarara.
You're not gonna be interested in me, are you?
No, I need to educate people and let people know
about how I create FOMO.
So I write blog posts, or I do videos or,
little tips or, the top tens or whatever.
And, so in putting that on my website
or putting out in social media,
this is also helping people to understand about my brand.
And so hopefully, your audience will be thinking right now,
well what can I do to, educate my potential customers
about my brand?
What is it that I do?

And it's not just a description of your products and services, but it's how you do it, or the results that you've, you've, generated as a results of the, FOMO creation in my case, that kind of stuff.

- Yeah.

- Does that make sense?

- Yeah, totally (laughing).

Great explanation cause I think a lot of people sort of, don't get that they are their brand or they are a brand. Yeah, and it's not all about the sales, it's about sharing about yourself.

- Absolutely, and, when small businesses have approached me and they struggle about,

that they wondering about the brand and I'm not quite sure how they think of themselves as a brand, I will ask them, when was the last time you bought something and then they will tell me, and I'll say, well, why, where did you buy it?

So then they will tell me, and I'll say, well, why did you buy it, from that company?

And so they'll say, Oh, well, I bought it because, and it's a whole host of reasons.

Is it because they trust them?

They've been in business for a long time.

I, it got recommended to me, there's something other.

So if they think about their own business, about why would people want to buy from you?

Do people know yet?

if they don't know you yet, then you need to help your business to get people to know about your brand.

And that's the first step of building that brand.

So, I had to, I've sort of, had three opportunities to run my business.

So I first run it when I was in London.

This is the tea business, and then I moved to Australia and lived there for six years.

So I had to build my business from scratch.

I didn't know, a single person when I was there and used social media to help raise awareness about my brand, and then after leaving Australia,

I came back to the UK four years ago, and I had to go through the same process again, you know.

I had to use social media to educate people, to get people to know, who I am as a person, and then as a business and as a brand.

And then I started to get clients and again in, with my new business FOMO Creator, done the same thing again.

So in using Facebook or Instagram,

I would write posts to explain about FOMO Creation, how, to help people primarily,

help a small businesses,

how they can create FOMO for their own business, and what kind of tools they can use

and answering questions that people may have.
And then eventually they may start coming to me and say,
Oh, by the way, can you, we would love you to help us
with our FOMO Creation.

- Yeah.

- I hope that makes sense.

- Yeah, totally (laughing).

It's, along the lines of what I tell people,
when they're having struggles
with their Facebook page, people have to
know like and trust you before they will buy

- Absolutely, absolutely.

And I think that, when, we first start,
when we first go into business
and I was exactly the same.

I made the crucial mistake when I first got into business,
I went straight for the, would you like to buy from me?

Here are my products here are my services,
and is that big wedge that,
that big bit beforehand that we don't see,
that the established companies,
the big companies have done that brand building.

They've done their,

people getting to know who they are as a business,
and they've got people to like them

because of the excellent service or product that they have.

And that's the bit, we don't see as small business owners.

So, that's the bit we need to build for quite a while
before we start getting customers.

But if we go straight for the, buy my stuff,
then you're not gonna get anywhere.

(laughing)

- Yeah, getting those foundations are Correct.

- Absolutely, absolutely.

- So recently, what would you say is the best experience
you've had as a FOMO Creator?

Well you've probably had many, but what stands out?

- Oh gosh!

Gosh, that's a great question.

(laughing)

I'm speechless because there's so many,
I think that, when, with my services as a FOMO Creator,
it's a relatively, well, it a new business,
but it's also a relatively new concept as well.

In that, it's encompasses a several strands of marketing
all brought together.

So, and for that reason, it means that, everything that
I do, is quite exciting really.

I know is a bit of a cop out answer,

So, yeah, I'm discovering lots of new things to try
and see what works and what doesn't.

So, at the moment,
globally we're all experiencing lockdown.

Well, apart from New Zealand of course,
cause their, their lockdown is been released
a little bit at the time of recording.

Now, that means I've had to change my business
a little bit, in order to accommodate,

the new virtual world that we have experienced.
So, when I've been creating FOMO for, other businesses,
it's been primarily in the events industry.
So where people have run conferences, events, festivals,
workshop, kind of thing.

- Yeah.

- To be honest with you with all business,
everyone can create FOMO for their own business
be honest.

Which is why I talked about it broadly earlier
in our interview.

Now that we've got this lockdown then, of course,
there's a challenge,
and now we're at a virtual space.

How can I possibly create the buzz and excitement
when I'm no longer an event or a conference or a workshop?
I've still been able to do it though (laughing).

We're communicating via zoom at the moment,
and that's how I've been able to do it,
really connect with people.

There is a difference, slightly set of different skills
I need to use in order to,
to really communicate,
get the communication across.

At a virtual setting cause it's slightly different to,
face to face.

But the tenace is still there.

We can still use the chat area to communicate.

We can still use social media to post the results.

I can still interview people if I wanted to,
that part of my FOMO Creator and in fact I interviewed you.
Didn't I Jenny?

When we were in San Diego.

So that's part of my FOMO Creator service,
where I interview people.

I'm still able to do that in a virtual setting,
I could right now just turn the tables
and start interviewing you if I wanted to.

So, yeah, so I think that's been,
that's has been quite exciting for me,
having to pivot slightly to accommodate
the virtual environment, but, and it has been a lot of fun,
because it presents itself
with different challenges and, but it's been good to see.

- Yeah, so I did see some of the stuff that you did
for was it Andrew or Pete for their, conference?

- Yes (laughing).

Yeah, that was an amazing conference.

So, I don't know if you got to see Andrew and Pete
in San Diego, there were lots of talks going on the same
time and yeah, so Andrew and Peter had a conference,
there was supposed to be a face to face one,
and then because of the lockdown,
they very quickly managed to turn it from
a one day face to face conference into
a month long virtual conference.

And it was incredible and such a privilege
and a joy to be a part of because we were all,

Andrew, Pete and I,
we were all discovering new things together.
I did a lot of Facebook lives,
I did some Instagram stories on their account,
I did a few tweets, I really connected with,
some of the audience to try and bring them together
virtually and, yeah, it was great.
There was a lot of, challenges and it was great.
And so as a result, of me posting
and some of the things that I did,
there were some, some people who said,
Oh, what's this, I need to find out more.
And that's where the FOMO kicks in.
- All right, so you like doing video live
and lives of any sort and that type of thing.
Do you think that, that's sort of something
that people need to get comfortable with?
- Without a doubt, (laughing)
but, Rome wasn't built in a day Jenny.
And so, there is a big anxiety
that I have seen with people.
- Yeah, me (laughing).
- Like Jenny, liking herself.
with video, the whole idea of being in front
the camera, all of these fears
and anxieties rush in, and I understand it.
- Yeah.
- Cause I was there too.
I remember when I first did my first video,
I thought it's not good enough,
I've got a double chin,
I've got lipstick in my teeth,
I've got gray and I'm too fat,
and all this rubbish , absolute nonsense, right?
But we do, we have these fears and anxieties,
I'm not poo pooing the fears and anxieties
because they are definitely real.
We are fearful, we're possibly
scared of being judged, and
and then maybe other anxieties as well.
Other reasons why we are worried about video,
however, video is not going to go anywhere.
It's not going to disappear,
we need to get good at it.
We need to get confident with it, in our own businesses,
because once you embrace video,
then you will set yourself apart
from all your competitors, basically.
Because they will also have the same fears,
worried about being judged,
worried about what people will think,
worried about, not looking 18 anymore,
and I know these kind of things.
So, I mean video there's a whole big topic
that we can talk about video.
But there's different types of videos.
So, when I interviewed your good self, Jenny.
That was live in the fact that there was no edits involved.

I just asked the questions of you when we're in San Diego, we had a great time and then I posted it, but then these other, but then there are people who will actually go live and broadcast straight away, you know. So, there's that aspect.

And then there's also a video where people do shoot a video, and then they'll edit it and then make it look pretty and add jazzy bits to it like captions and all sorts and maybe have, pictures flying in and this, that, so there's lots of different.

So when we say video, there's lots of different, types of video, whether it is, native video, post production video, live video, and also but, and ultimately yes, we need to get confident with video.

And, if I can give your listeners a bit of a plug on behalf of my dear friend, Ian Anderson Gray, wonderful, wonderful chap.

He actually has a whole website and podcast dedicated to getting more confident with, live video.

So if you go onto iag.me, and you'll be able to see his podcast there, and yeah, it's iag.me and, and you'll be able to see, a lot of his stuff there. So yeah.

- I'll put a link at the end of the video anyway.

- Lovely, I'll remember whether its iag.com or iag.me.

I think it might be iag.me, but we'll have a look anyway.

- So, is there one last piece of advice that you would give to business owners?

- Yes, there's lots of different pieces of advice I'd like to give, but if I was to give one, I think that, spend quite a bit of time in building your brand, don't be tempted to go straight for the sale immediately.

And in order to create that FOMO about your business, in order to get people excited about your business, it's all about, you know educating people.

It's also about building relationships with people, getting to know your perspective, getting to know the people that, who you are watching your things in order to build a community around you. Spend quite a bit of time doing that.

I mean, obviously you need to sell otherwise, your business won't do very well.

But if I was to say, if you were to post say, 10 Facebook posts, then maybe two of them, maybe were of salesy. Where you're asking people to do something, whether it's to, share the post or, click here to buy or whatever that call to action might be. But spend a good portion of your business, especially if you're starting, good portion of your business.

Building that brand in order to create that FOMO for your own business.

- Yeah, Cool.

And so if people are wanting to follow you or look you up, where's the best place to find you?

- Well, I would say, on all the social.
I spend a lot of time on social media.
So I'm on all the socials as May King Tea.
So, M-A-Y-K-I-N-G-T-E-A,
I do actually have a YouTube channel.
Which I've just launched, which is actually,
if you search for FOMO Creators on YouTube,
you should be able to find it there.
And there's a video that can help you with a few ideas
on how to create FOMO for your self.
So you might wanna have a look at that as well.
- Cool, thank you so much for your time today.
- You're very welcome (laughing).
- Wow, awesome.