

Nick Abregu ([00:00](#)):

I went traveling for a few years and I started running out of money and I'm like, "I need to make an income somehow." And I was in Bangkok at the time and it was a really humid, really rainy, really yucky day. And I, I said, "I'm, I'm going to go down this strip of car dealerships." There's a, there's a strip where there's like about 30 or 40 car dealerships in one go. So I started from the beginning and I, and I went up to them and I said, "Uh, give me some money and I'll bring in some customers." (laughs). That was my pitch, all right? I had no idea what I was going to do because I'd never done any business-related or marketing-related things.

Trudy Rankin ([00:39](#)):

Welcome to the Online Business Launchpad Podcast. We're going to be helping guide you step by step through the process of growing your business online and we're going to be giving you tips and techniques that are going to help you break through the barriers that can stop you making progress in your business.

Trudy Rankin ([00:59](#)):

Welcome to the Online Business Launchpad Podcast and today we've got Nick Abregu and Alia Steglinski with us. And I just want to just give you a little bit of a backstory because when I first met Nick was after I had, I had needed some help with some videography, uh, for the Online Business Liftoff Program that we run. And the person that I thought I was going to get was too busy so that they recommended Nick. And I was really, really happy because he came on short notice and he turned out to be exceptionally good with helping scared people feel comfortable being in front of the camera for the first time.

Trudy Rankin ([01:39](#)):

And Alia was there helping Nick out and, you know, I thought, maybe, you know, they're working together and, and things, and yes they are, but I later found out that she's got way more to what she does than just helping Nick with his business. Uh, she's a performer on live stage in TV, and she's also a classically trained singer and musician, and I love music so I found that really, really interesting.

Trudy Rankin ([02:01](#)):

But long story short, uh, well, and also she has, she also has her own business as well. But just long story short, in terms of the, the backstory, we had been experimenting with taking our live Online Business Liftoff Program online. And we, this was before COVID-19, and we had wanted to offer our online students the same opportunity to learn how to speak to the camera so that they could pre, you know, they can create really powerful videos for their websites and their social media accounts.

Trudy Rankin ([02:32](#)):

So I asked Nick if he could put together a short course for us on how to use your phone, just your bog standard phone, to create professional videos you can be proud of. And both Nick and Alia brought their skills and expertise to the table and they really delivered. And we've now got a lovely short course for people so that they can use their phone to create something that they can prepe- you know, a video that they can be proud of and this going to be available soon.

Trudy Rankin ([03:00](#)):

So I'm really excited to have you two on the podcast today, and I'm looking forward to finding out more about what you do, how you dealt with some of the challenges that arise in, in building your businesses, and in working together. So welcome to you both Nick and Alia.

Nick Abregu ([03:15](#)):

Thank you.

Alia Steglinski ([03:16](#)):

Thanks Trudy.

Nick Abregu ([03:17](#)):

Thank you so much. That's a-

Alia Steglinski ([03:17](#)):

Lovely introduction.

Nick Abregu ([03:17](#)):

... lovely introduction, right? (laughs).

Alia Steglinski ([03:18](#)):

Yeah. It's a great back story. (laughs).

Trudy Rankin ([03:21](#)):

Well, I've loved working with you. It's been really interesting sort of finding more about you. So let's just, if you could just tell our listeners a little bit more about yourselves, uh, what are your backgrounds, what was the thing you were most proud of growing up, and how did you meet?

Nick Abregu ([03:35](#)):

I'll let, I'll let you take that one.

Alia Steglinski ([03:38](#)):

Um, so basically, well, my, my background is, um, in nutrition and also like you mentioned in, um, with music and sort of modeling. So I've really, um, ventured into two industries, the creative and entertainment industry, with singing and modeling and that sort of thing, and then also in the nutrition and health industry. Um, and that all really stemmed from my mom, 'cause she was really super into like nutrition, being healthy. She's, she's from Poland and, um, yeah, we just grew up getting a lot of nutrition and looking into all these alternative health styles to make sure that we're, um, feeling good.

Alia Steglinski ([04:26](#)):

And, um, yeah, so I ventured into both. I, uh, did a degree in Food Science and Nutrition at Deakins. And, um, and then added on some personal training and started a business there and then also I was, um, thinking as Australia's Marilyn Monroe, performing for corporates. So that was a bit different. (laughs). Um, yeah, just to, uh, yeah, stay true to that, uh, that creative side. So that was, that was lots of fun and, um, and then the way that we met, well (laughs).

Nick Abregu (05:04):

(laughs).

Alia Steglinski (05:08):

Uh, well, we met, um, yeah, we met on a yacht, uh, like a friend of ours, he has this great yacht company that charters people for, um, various dinners and events. And we were lucky enough to both be on one of his, um, days off. And, um, we met there and it was an amazing day, it was like blue skies-

Nick Abregu (05:33):

She was really-

Alia Steglinski (05:33):

... and as you could imagine. (laughs). Yeah, and it was just, um, love at first sight really. (laughs).

Trudy Rankin (05:41):

It does happen, it does happen.

Alia Steglinski (05:43):

Yeah, it does. And it, you know, it grew and, when we met there, we discovered that we had a lot in common, which you'll hear about in-

Nick Abregu (05:50):

I know she-

Alia Steglinski (05:50):

... Nick's background.

Nick Abregu (05:52):

... she told me about her, everything that I learned about her it was like she, she did classical singing, she loves opera. Actually one of the, one of the ones was, um, I said, "Oh, do you know how to sing this song?" And I sent her-

Alia Steglinski (06:04):

(laughs).

Nick Abregu (06:04):

... the song and she was like, "Oh, just give me a minute." And then she recorded this, um, O mio babbino

Trudy Rankin (06:09):

Oh, yeah, yeah, yeah.

Nick Abregu (06:10):

The, the, and it was just so-

Alia Steglinski ([06:10](#)):

I was practicing it for ages. Yes.

Nick Abregu ([06:14](#)):

... so amazing. It was beautiful. I fell in love.

Trudy Rankin ([06:16](#)):

(laughs).

Alia Steglinski ([06:16](#)):

So we have been, yeah, we happen to, um, like, not only the same kind of thing, so classical music but it was the same song and-

Trudy Rankin ([06:24](#)):

(laughs).

Alia Steglinski ([06:25](#)):

And then Nick would, yeah, respond back with an acoustic version of his own. (laughs). He would sing and perform a guitar. And I was like, "Wow, that's, that's a hidden talent." (laughs).

Nick Abregu ([06:36](#)):

I knew I loved to play guitar for a reason.

Trudy Rankin ([06:38](#)):

(laughs).

Nick Abregu ([06:39](#)):

And the reason came together when I met you so...

Alia Steglinski ([06:42](#)):

Yeah. Yeah. And that was, that was amazing.

Trudy Rankin ([06:46](#)):

Tha- tha- that's really fantastic and I, I have a sneaking suspicion that some of, some of that's going to sort of transfer over when, Nick, you tell us a little bit about the business that you have and how you, you work together to support each other with your businesses.

Nick Abregu ([06:59](#)):

Yeah. So I definitely, uh, uh, got lucky here (laughs) 'cause her, her, um, her expertise really, uh, matched what, what I do. So it's, I mean, blending all that together, it's, it's effortless, which I think is it makes it really easy to work together, you know, because we both bring our strengths into the company. But if I can tell you a little bit about what we do, uh, so I come from an electrical engineering

background. Um, I left after about two and a half, maybe three years, being an electrical engineer. And I went traveling for a little bit and then I found my calling in digital marketing.

Nick Abregu ([07:34](#)):

So I started off with creating Facebook ads. And the story is quite fascinating, actually, I,, as I've been told now. So I, I was running out of money. I didn't, 'cause I went traveling for a few years and I started running out of money and I'm like, "I need to make an income somehow." And I was in Bangkok at the time and it was a really humid, really rainy, really yucky day. And I, I said, "I'm, I'm going to go down this strip of car dealerships." There's a, there's a street where there's like about 30 or 40 car dealerships in one go. So I started from the beginning and I went up to him and I said, "Uh, give me some money and I'll bring in some customers." (laughs) That was my pitch, right? I had no idea what, what I was going to do 'cause I'd never done any business related or marketing related things.

Nick Abregu ([08:19](#)):

So all of them essentially said, no, they, they kicked me out of there, I was just a sweaty mess. I was in my best clothes, which were really daggy at the time. But one of them, one of the last ones said yes, and he gave me \$500 equivalent, uh, in, in, uh, in, in Thai money to say, "Do what you say you're gonna do."

Nick Abregu ([08:38](#)):

So I got in one of the tuktuks and I started going back and I'm like, "Stop. I have to go back and return this money because I had no idea what I'm going to do with it and I feel like I'm stealing at this point, right?" So I turned around, got almost there, back to the dealership, and I said, "Okay, stop. Let's go back to the hotel I'm actually going to do."

Nick Abregu ([08:55](#)):

So I sat down and then after a few hours of contemplating, a friend of mine had, had run some Facebook ads, and this was when it was roughly coming out, within a month of the ad platform coming out. So I got in very early and I created an ad for this guy. Um, I set up my accounts, and it was a really rough ad. You know, it was this... If you saw that now you'd be like, "All right, someone's, someone's had a seizure while they're making this ad because it makes no sense."

Nick Abregu ([09:23](#)):

But it turns out that the car dealership ended up selling between, uh, 10 to 15 cars from that one ad.

Trudy Rankin ([09:32](#)):

Wow.

Nick Abregu ([09:32](#)):

Right. So I went back and I was like, "Oh, how did you go?" You know, 'cause there was no tracking, there was nothing really you could do. And he said, "We sold like 15 cars right from your ad." Then he comes out and he gives me more money, he goes, "Can you do that again?"

Trudy Rankin ([09:45](#)):

(laughs).

Nick Abregu ([09:45](#)):

And then, back again, and again, and again and his friends started doing it. And then we got into website development, you know, we realized this, "Everyone needed a website." And, and that, so my agency grew from there. Um, so what I do is we solve digital problems. And from the last two or three years, we built Gorilla Co, uh, as a digital marketing and creative agency.

Trudy Rankin ([10:10](#)):

Mm-hmm (affirmative).

Nick Abregu ([10:11](#)):

So we take on, uh, uh, filming clients where we, where we have the capacity to build, to create the ad from the beginning, uh, as well as launch that into a marketing campaign. So because we have the, the capabilities of filming, um, anything really, 'cause we have all the, the high tech equipment, we can take drones. We did a, for the, for the yacht company that we met, we, we did an ad, uh, in the Mornington Peninsula where we took the drone out and we flew the drone, like the cinematic drone, around the yacht and we did some nice curve shots and, you know, and we, Alia was actually the model there as well. She was pretending to drink the champagne and-

Alia Steglinski ([10:48](#)):

Pretending. (laughs).

Nick Abregu ([10:48](#)):

(laughs).

Trudy Rankin ([10:48](#)):

You were not pretending.

Alia Steglinski ([10:48](#)):

(laughs).

Nick Abregu ([10:55](#)):

So, so that's essentially what we do. We, we solve digital problems. If you have a media problem or a marketing problem, we solve that. Um, and yeah, and, and the way you and I met Trudy, is because I came down to film your course. Uh, so to say the ca- to understand the capabilities that we have, it's anything that's digital, we can, we can tackle. And, um, so Alia compliments out the company, which she now works in, it's, it's, it's our company because were s- uh, soon to be married.

Trudy Rankin ([11:26](#)):

Oh congratulations.

Alia Steglinski ([11:28](#)):

(laughs). Thank you Trudy.

Nick Abregu ([11:29](#)):

We don't waste time. (laughs).

Trudy Rankin ([11:32](#)):

Congratulations.

Nick Abregu ([11:34](#)):

Yeah. She compliments the company extremely well. Um, because she brings in her creative flair, which is, I think I'm more of a data-driven, analytical person and Alia brings in quite the creative side of things, which is, which is amazing and it's helped our company quite a lot, which is our company now I'd say.

Alia Steglinski ([11:52](#)):

Yeah.

Trudy Rankin ([11:54](#)):

I think that that's pretty fantastic. You know, I, I, I'm smiling a little bit because I know for myself, I'm, I'm so much more in the data-driven, analytical space than I am in the creative space and whenever I see someone who has just got that creative ability, I'm just always in awe-

Nick Abregu ([12:09](#)):

Mm-hmm (affirmative).

Trudy Rankin ([12:10](#)):

... because to me it's difficult. And for, you know, for, you know, I, with some of our Online Business Liftoff participants, you know, we try to say to them, "Think about things." And when they're trying to come up with a business idea, "Think about something that it's easy for you to do as breathing but other people think is hard." And people find that difficult because they don't, often don't realize how, how powerful that skill is. I dunno, Alia, how about, how about you, in terms of just that, that ability to bring that creative edge to the business that you, that you have. How does that play out on a day-to-day basis when you're working with somebody who's sort of data-driven?

Alia Steglinski ([12:50](#)):

Yeah, that's a good question. I noticed in Gorilla Co, or just what you were saying, being, you know, data-driven. It's, I think you definitely need both and that's, um, (laughs) you know, the creative and the analytical, um, and science-based, um, to prove, um, what, what works and, and to analyze what actually works, especially when it comes to marketing.

Alia Steglinski ([13:15](#)):

Uh, so, you know, running my own businesses in the past I learnt that, you know, you can have a great product or skill or talent, but if you don't know how to market yourself, which I think comes down to both creativity and, um, being able to work with data, with what works, like, um, cumulating the statistics and understanding, uh, researching your audience, um, then you know, you're not going to go as well.

Alia Steglinski ([13:47](#)):

So I think, um, it's been an interesting journey working in Gorilla Co and watching Nick's work, um, because you really need to, um, yeah, do both. And when it comes to posts on social media, for example, uh, it's nice to see people laugh, for example, with, um, you know, with what I do, for example. I do, um, personal health coach, uh, so that's nutrition as well as, um, helping people heal with their emotions and, um, any self destructive behaviors, for example. So it's, um, an easier journey for health.

Alia Steglinski ([14:30](#)):

Um, yeah, I did some comedy sort of snippets of, um, emotional eating, for example, of eating a cake and just, um, being real about eating Nick's mums, beautiful cake. (laughs). And, you know, it got people laughing and that was creative, and, um, yeah, that was just part of a real, yeah, like it's just, it's just another way of marketing and, and using that creativity. Uh, so yeah, it was, it's an interesting journey and something I'm still learning.

Trudy Rankin ([15:05](#)):

And I, and I mean, to be honest, we're, we're all learning, we're all going to keep on learning until we know the day we sort of curl up our toes and roll over. But, you know, in terms of, like I could, there's so many questions I'd like to ask you, but maybe we'll just go, um, with this one. A lot of people I know, especially people who come into our, our program, um, find the thought of being on video terrifying.

Alia Steglinski ([15:29](#)):

Mm-hmm (affirmative).

Trudy Rankin ([15:31](#)):

Absolutely terrifying. And, you know, for me, you know, thinking about, you know, you did, you said you did the comedy, you know, video of you eating the cake. Um, you know, just, just coming up with the idea for starters, that that would be good, but having the ability to carry that out or carry off that whole, that whole sequence, I think, I think is pretty incredible, but, so I'd love to ask you both, from your different perspectives, what would be one or two tips that you could give people who are thinking about getting started with video as a way of marketing their business, that they could use to, to do themselves that would help them get started, you know, with video? What, what might be one or two things that they might be able to do?

Trudy Rankin ([16:16](#)):

So let's just first, let's start with the creative side. Alia, maybe what, what might people be able to do as, probably thinking about it from a, both a mindset perspective, but also a, you know, just get stuck in and try?

Alia Steglinski ([16:31](#)):

Yeah, absolutely. Well, first of all, it took me personally, um, and my experience, um, years, uh, to, to become comfortable in front of camera. I do come from a performance-based background. So I was performing from the age of five on the stage, no problem. (laughs). But as we know, you know, as children, we have no fear, we grow up, uh, you know, as children, we believe we're enough. We, when we hungry, we just ask for food, we, we're living the moment. But as time goes by things change and we, you know, we get criticism, we have to, you know, learn to deal with or understand the various challenges in life and feedback and things that can come into play.

Alia Steglinski ([17:24](#)):

Um, and so, like it's, it's, it's a challenge for anyone I think to be in front of camera because we have the self-critic, we have fears, and beliefs that, um, that we develop over the years and it's completely natural to have that. And so for, from my personal, um, background, I've had to overcome that because the more, um, I was able to discern what was going on in my head, I was able to, um, acknowledge it and turn that around, and then naturally feel better on camera, 'cause there's no point in looking like you've got the right makeup and appearance (laughs) and the right content, if you don't feel good on camera and not delivering it, um, with, with the right intention. People can feel that so the most important thing is, um, is to understand that it does take time to, to understand yourself and that it is possible to feel so much more confident on camera. Um, it is, it is a mindset thing.

Trudy Rankin ([18:37](#)):

Mm-hmm (affirmative). Mm-hmm (affirmative). So if people are able to identify the self critic, that voice in their head, um, and start to address that, would be a good way of getting started?

Alia Steglinski ([18:48](#)):

A huge, I think so, yeah. What we, what we think, I think is what we feel. Um, you know, there's, there's been moments when I just felt like giving up and I did give up (laughs) Um, and that was all the, the critic in my head, uh, but I had to acknowledge it and I had to learn and, um, and, and change that. And, you know, even working with Nick I learnt a lot to, you know, personally, I'm a, um, a perfectionist or I can get quite overwhelmed. So we were able to break up the script, for example. So on the teleprompter-

Nick Abregu ([19:26](#)):

Mm-hmm (affirmative).

Alia Steglinski ([19:27](#)):

... we had scripts that went on for a few minutes and rather than just reading out the whole thing, um, Nick came up with the idea, he saw that I was struggling a bit and he's like, "Let's just break it down." So we broke it down and it came out just beautifully. So sometimes it just means stepping back (laughs) and, um, yeah, just go over that.

Nick Abregu ([19:50](#)):

And the key there, the key there with, when we, when she was getting overwhelmed, it was like a five-minute script. So it wasn't, it's not something easy to read it, right? So-

Alia Steglinski ([19:57](#)):

Yeah.

Nick Abregu ([19:57](#)):

... we broke it down into paragraphs. So in the teleprompter, I, I made big gaps in between the paragraphs that she should only read.

Trudy Rankin ([20:04](#)):

Mm-hmm (affirmative).

Nick Abregu ([20:05](#)):

But then I realized that she was continuing to the next paragraph and to, and then she'd get out- so she would do one good one and then she'd continue to the next one, halfway through like she'd get out of breath and-

Alia Steglinski ([20:16](#)):

It's a habit, just a habit.

Nick Abregu ([20:16](#)):

... and I said, "Make sure, like with, with... This is the plan. Let's stick to it."

Alia Steglinski ([20:21](#)):

Yeah.

Nick Abregu ([20:22](#)):

Because we, we just paste them all together, right? That there's no need to, to go to the next one. And it came out so perfect because we stuck to it. I said, "No, no, no excuses yet. We're only doing one paragraph and then we stop. Even if you feel like the flow is going, we just, we stop." And you, you-

Alia Steglinski ([20:39](#)):

Yeah.

Nick Abregu ([20:39](#)):

... did it so amazingly. It came out so great.

Alia Steglinski ([20:41](#)):

Yeah, yeah, it was interesting, 'cause I do want to keep going, 'cause I just wanted it over and done with. And I just thought, "If I kept going in the flow." But, um, listening to Nick, I had to change that, I had to change (laughs) that, no- yeah, mindset or that behavior of just wanting to get things quick, done, um, and just trusting the method that we both agreed on.

Nick Abregu ([21:07](#)):

Yeah.

Alia Steglinski ([21:07](#)):

And, yeah, it's, um-

Nick Abregu ([21:09](#)):

We did it in the end.

Alia Steglinski ([21:11](#)):

... we did.

Trudy Rankin ([21:12](#)):

You did it in the end. Yeah, I know that's fantastic. I want to ask you a question, Nick, uh, you mentioned the teleprompter. Now, I think pretty much everybody knows what a teleprompter is, but people when they're starting out with their business and they're just to the point where they're getting ready to grow and they're wanting to get started with video. And if they're using their phone, most of us don't have to teleprompters. What would you suggest as an alternative?

Nick Abregu ([21:34](#)):

Um, so there is, there is an app, um, that actually Alia introduced me to. It's, it, it's on your phone, right? So you've got your phone and it, so the camera's there, right? And then on the phone it just gives you the writing, but it's not as, it's not as good because your eyes, so your, you want to keep your eye on the camera.

Trudy Rankin ([21:53](#)):

Yes.

Nick Abregu ([21:53](#)):

Right? So if your eyes are rolling down like that, it's not as, it's not as great, right? Um, but use it to get used to it. But also what the teleprompter does is it allows you to, uh, write a longer script, right? And if you're not really versed in copywriting or, or writing a script that takes someone through the journey, you're going to lose your customer. So, so the reason why I don't suggest that at the beginning is because we want to keep it short and sweet, we want the person to be able to, just to, just to do it from memory, right? Because then it's engaging and it's very, it's, it's quick and it gets the message across very well.

Nick Abregu ([22:31](#)):

Um, and then as you get better at writing your script or getting to know your business, you can then invest in a teleprompter, which then you take people through the entire purchasing journey or the-

Trudy Rankin ([22:42](#)):

Mm-hmm (affirmative).

Nick Abregu ([22:42](#)):

... scripture will provide that. 'cause tha- it's, it's very important. It's very easy to lose someone. Like I, I'm sure even people listening to this, uh, recording, "How far are we now?" We may be say 10, 15 minutes.

Trudy Rankin ([22:54](#)):

No, almost half an hour, believe it or not.

Alia Steglinski ([22:55](#)):

(laughs). Yeah, I guess.

Nick Abregu ([22:57](#)):

Right. So I'm sure we've, we've, we've lost people's attention through this thing. Every say three minutes, someone will have a thought and then we'll lose them into that thought. So we have to get

them back in. So like we do a loud, loud clap, now they're back in, right? So it, it's those things that you learn, um, that makes someone really end up purchasing from you or, or, or trusting you for, you know, 'cause you have their, their entire attention span which is-

Trudy Rankin ([23:22](#)):

Yeah. Sorry. And, and just coming back to just having the whole concept of having a video in the first place.

Nick Abregu ([23:28](#)):

Yeah.

Trudy Rankin ([23:28](#)):

Um, do you want to just comment on, on, on how useful, or not, videos are in helping to create awareness?

Nick Abregu ([23:36](#)):

Oh, it's extremely, uh, extremely useful, but I, I wanted to chime in with a question that you asked to Alia about-

Trudy Rankin ([23:44](#)):

Oh, yeah. Sure.

Nick Abregu ([23:45](#)):

... [inaudible 00:23:45] 'cause I think it all ties in. So it really depends on what your business is, right? If you're the face of your business then it's important that you are on camera, right? So the, the thing that I'd tell business owners to really work out from the beginning is, is, "What is your product and who's, what is the face or who is the face of your product, right?" So let's say, for example, you sell plants, right? You might want to be the plant experts so then you're the product. But if you want the plants to be the product, then you, you have to showcase more of the plants, right? So not necessarily you have to be on camera, right? Which makes it a lot easier if you're afraid to be on camera.

Nick Abregu ([24:27](#)):

But if you are the one that needs to be on camera, the, the advice that I can give to someone that's afraid of being on camera is that look in the mirror, that is what you look like, right? If you're not happy with the way that you look like you need to do something about that, right? But be happy with what you look like. You walk around every single day looking like that, you are completely fine, right? The only person that doesn't see you, is you.

Nick Abregu ([24:52](#)):

And when you're shown yourself on the, on the phone, or on the computer, you're like, "Hold on. What, I don't like what's going on here, right?" But everyone else loves you. Everyone else loves the way you look, the way you act, the way you speak, everything about you, except you. So you need to try and remove yourself from that, um, from that, uh, judgment on yourself. And I think that comes back to, you know, understanding the fees that we have and the things that come from childhood, because I think

that's, it's super important. But, um, but yeah, that's what you look like. Don't worry. (laughs) You're the only one that's judging yourself that way. And, um, yeah.

Trudy Rankin ([25:31](#)):

I think that's really, really powerful because, I mean, when I first got started with video, first of all, you started out not liking what your voice sounds and then you have to get over that.

Nick Abregu ([25:39](#)):

Mm-hmm (affirmative).

Trudy Rankin ([25:39](#)):

And then you, if you don't like the way you look, you know, you can sit there and do retake, after retake, after retake. And, you know, you just, you, you who you are, you just, you are who you are. So it's better off to acs- just accept it and, and go with it. I think that's really powerful. You know, you're right. Everybody else sees you exactly as you are, you're the only one who doesn't, because you're looking that way instead of at yourself.

Nick Abregu ([26:03](#)):

Exactly.

Trudy Rankin ([26:03](#)):

Yeah.

Nick Abregu ([26:03](#)):

And, and actually it's, the best way to convey a message is to, to think about as if you're having a conversation with your best friend or your mom or your dad, or whoever, someone that you're really comfortable with, pretend that you're talking to them. And one little trick that I used to use at the beginning was I would put the, on the camera, so I had the camera, I'd put a little cutout picture of someone or something that I'm very comfortable with. And then you cut out the eyes or the hole for the, for the camera. And then you're essentially talking to someone, a picture of someone. And that just, that does-

Trudy Rankin ([26:35](#)):

Whatever ways.

Nick Abregu ([26:35](#)):

... wonders. (laughs). It's, whatever ways, exactly. (laughs).

Alia Steglinski ([26:38](#)):

(laughs). Whatever ways. And we're all unique.

Nick Abregu ([26:39](#)):

Yeah.

Alia Steglinski ([26:40](#)):

Do you know what I mean? Like-

Nick Abregu ([26:40](#)):

Yeah.

Alia Steglinski ([26:41](#)):

... and that's what's beautiful in, in business especially when you're presenting your own products and you are the brand, um, to show that uniqueness. If you're quirky, be quirky, like-

Nick Abregu ([26:52](#)):

Mm-hmm (affirmative).

Alia Steglinski ([26:52](#)):

... people love down to earth real people. They don't want another typical salesy sort of, you know, professional looking person, they want real people. And believe it or not, who, you know, you are, who I am, who-

Nick Abregu ([27:08](#)):

It's unique.

Alia Steglinski ([27:09](#)):

... Nick is, is so unique. And getting comfortable with that-

Trudy Rankin ([27:13](#)):

Mm-hmm (affirmative).

Alia Steglinski ([27:14](#)):

... is, is a one, it's just, it's wonders. Yeah.

Trudy Rankin ([27:17](#)):

I, that's, I think that's, like I said, I think that that's just a really, really powerful concept. And I, I love that idea of putting a picture with the eyes cut out so that it looks like you're looking right at them, 'cause it does remind you, one of the things that, that I've realized, one of my big and first mistakes was I was always trying to record on my phone and I had it tipped funny.

Nick Abregu ([27:37](#)):

Yeah.

Trudy Rankin ([27:37](#)):

Uh, and so, you know, you're caught recording up your nose.

Nick Abregu ([27:40](#)):

(laughs).

Trudy Rankin ([27:40](#)):

(laughs). It's, it's actually better if I'd had that picture of somebody else there, I would have been looking at their eyes.

Nick Abregu ([27:46](#)):

Yeah.

Trudy Rankin ([27:47](#)):

Which is a really good, I like that. I like that. So, um, those are, those are really great tips. I think those are, those are good for people who are wanting to, to just get started, uh, and get over the fear of getting started with using your phone as a way of helping other people, eh, adding value to their lives and also letting them know that your business exists. I think that that's really great. Um, and, and obviously, you know, I've spoke at the beginning about the, the course that you helped create that, you know, I'm really looking forward to getting it out there and ready. It's, it's nearly ready to go up so it'll happen soon.

Nick Abregu ([28:22](#)):

Yeah. So the-

Trudy Rankin ([28:22](#)):

Pardon?

Nick Abregu ([28:24](#)):

... course, is, the course is so much more than, than just learning how to film. I think-

Trudy Rankin ([28:27](#)):

Yes.

Nick Abregu ([28:28](#)):

... one of the biggest components there is, is, um, the content distribution part of it. So-

Trudy Rankin ([28:33](#)):

Yes.

Nick Abregu ([28:34](#)):

... it is, it's not enough just to record something, you need to understand how to push that out to your target market. And I think, I think people are going to benefit a lot from that as well, from that, that, that section.

Trudy Rankin ([28:44](#)):

Yeah. No, absolutely. Definitely. Definitely. We'll put that information out in the show notes. What I want to do now is just come back to just the, the fact that you're working together, you both working

together, you would help each other with your businesses. What is the toughest challenge that you face in and how do you balance out the fact that you both working together, kind of on both businesses, but also kind of separately as well? How, how, what's the challenge? What do you have to, what do you have to juggle? What's the challenge?

Nick Abregu ([29:15](#)):

I think to me the biggest challenge is driving into work, because we live an hour away from our studio.

Trudy Rankin ([29:21](#)):

Uh.

Nick Abregu ([29:21](#)):

We decided to live ne- o- next to the beach, right? And it's a lovely area, but we sacrificed driving in, but it gives us time to really like connect with each other, in the morning especially, and set out the mindset for the day. So it's not really gen but to be honest driving is just, it's killing me now. (laughs).

Alia Steglinski ([29:42](#)):

(laughs). Well, there's, there is challenges that we've gone through I think through the course of our-

Nick Abregu ([29:46](#)):

Yeah.

Alia Steglinski ([29:47](#)):

... relationship. Um, we we're talking about it actually in the car and, um, you know, I personally think we've achieved so much as a relationship in business. Uh, yes, I've got a business as well and, and Nick has a business, but we've learnt to-

Nick Abregu ([30:07](#)):

Co-exist almost.

Alia Steglinski ([30:08](#)):

Yeah.

Nick Abregu ([30:08](#)):

Yeah.

Alia Steglinski ([30:09](#)):

So not a lot of people can work together (laughs) as long as we do, for example, but it's, um, it's also their own. So we've had that, um, change in our lives where we not only got together as a relationship, but as a, um, we would work together on projects such as, um, in, with your projects. And, um-

Nick Abregu ([30:32](#)):

Yeah, so it's definitely taken, I mean, it's, it's, it's beautiful. Like I absolutely love it and I really love it too, working together, but it hasn't always been this great. (laughs). I mean-

Alia Steglinski ([30:43](#)):

Yeah. It had to work for us.

Nick Abregu ([30:44](#)):

... for the first, for the first three months or maybe four months of working together, it, we were clashing quite a lot. Um, but then we learned, we, like we just kept going, we didn't stop. We didn't say, "I give up." We just kept going. And we worked, and there's so many things like, we actually talked about this in the car.

Alia Steglinski ([31:01](#)):

Yeah.

Nick Abregu ([31:01](#)):

And then there's a few points that we wrote down. Um, 'cause we saw that we saw an article about what makes, it was a Forbes Magazine article, I think, on what makes a good relationship, um, a good working relationship with your partner. And they were saying things like, um, one of them is like, respect each other, respect each other's opinions, and that's, that's important, but one of the ones I said was, uh, don't-

Alia Steglinski ([31:26](#)):

Don't argue.

Nick Abregu ([31:27](#)):

... argue with each other.

Alia Steglinski ([31:27](#)):

(laughs).

Nick Abregu ([31:28](#)):

Right? And I, and I, and I completely disagree because we would try not to argue with each other at the beginning, but we realized that when you set that out on the table, you, it, it doesn't become an argument because you're not holding onto those feelings, right? You're not holding onto, uh, not telling her or she not telling me and it doesn't build up, right? So if you, if you just say it as quickly as you can, right? Before it blows up, it doesn't become an argument, it becomes a, a challenge that you need to resolve, you know, in the business or with each other and-

Alia Steglinski ([32:00](#)):

Yeah.

Nick Abregu ([32:01](#)):

... that's moving us.

Alia Steglinski ([32:03](#)):

A lot of people would say, "Choose your arguments. You know, like do it after hours maybe, or, um, you know, just don't argue like, you know, it's, um, business time." (laughs) But, um-

Nick Abregu ([32:15](#)):

Cho- choose your time to, do- don't do it in a, in a meeting. (laughs).

Alia Steglinski ([32:15](#)):

(laughs).

Nick Abregu ([32:16](#)):

But, definitely, don't do it in a meeting, but...

Alia Steglinski ([32:22](#)):

Yeah. (laughs) Yeah. But, um, yeah, we've learned to deal with, um, we've learnt to communicate and we've learnt to do that, um, in a prompt way. So fairly, you know, we'll get in tune with what, what we're feeling or what needs to be done and, um, and communicate that and listen to each other, uh, and-

Nick Abregu ([32:45](#)):

Yeah.

Alia Steglinski ([32:46](#)):

... just, and forgive each other, you know, just let things go when, learn to, uh, to disagree-

Nick Abregu ([32:53](#)):

Yeah. Yeah.

Alia Steglinski ([32:53](#)):

... and agree, what's that saying?

Nick Abregu ([32:55](#)):

Yeah.

Alia Steglinski ([32:55](#)):

And to-

Nick Abregu ([32:56](#)):

And, and, and also if, so if anyone's listening to this podcast and they're saying that they're thinking about working with a partner, especially for the guy in, in the partnership, um, be romantic with your partner during work hours, like open the door-

Alia Steglinski ([33:10](#)):

(laughs).

Nick Abregu ([33:10](#)):

... be, be chi- chivalrous, open the door for her, open-

Alia Steglinski ([33:13](#)):

I didn't tune in the [crosstalk 00:33:17].

Nick Abregu ([33:17](#)):

... open the, the car door. Every now and then walk over to her workspace and give her a kiss or, or tell her you love her because these things, it's, it's beautiful. And I think that that's a major component of our relationship. I do it all the time to you. I just like-

Alia Steglinski ([33:30](#)):

Yeah. Sure, you really do.

Nick Abregu ([33:33](#)):

Sometimes I'm just like, do- just, just let me do this and then-

Alia Steglinski ([33:34](#)):

What do you want? (laughs).

Nick Abregu ([33:34](#)):

(laughs).

Alia Steglinski ([33:37](#)):

Well, I, yeah, I think it's nice to be kind to each other and to put that effort in all the time, not just, um, you know, expect the other person, and like, "Oh, I've done this, you know, like I've cooked lunch for Nick so he should be, um-

Nick Abregu ([33:52](#)):

Do it again.

Alia Steglinski ([33:53](#)):

... being grateful." And it's not like, yeah, just both continually make, do that extra effort, 'cause it's just beautiful, it doesn't go unnoticed.

Nick Abregu ([34:02](#)):

Yeah.

Alia Steglinski ([34:03](#)):

And it just builds so much trust and love and-

Nick Abregu ([34:07](#)):

Yeah.

Alia Steglinski ([34:08](#)):

... a good relationship-

Nick Abregu ([34:09](#)):

And, and not everything has to be 50-50.

Alia Steglinski ([34:11](#)):

... in the business.

Nick Abregu ([34:12](#)):

Like, don't, don't expect 50-50 I think. If she's having a bad day, I'm going to, if she's, if you can only put in 10% in for that day, I'll put in 90% for as long as she needs, right? Because I know that when I'm at 10%, she'll be my 90%. And I think, I think when you, when you try to break it up to 50-50, it's extremely hard because even, even, even if when we're single or without, we're never at, you know, at a hundred percent. Some days we have down days and, you know, having a partner makes it so much easier to have a down day because you know that they're there to, to, to pick up the slack and I think that's beautiful.

Alia Steglinski ([34:50](#)):

Yeah.

Nick Abregu ([34:50](#)):

And we do that really well, don't we?

Alia Steglinski ([34:52](#)):

Yeah. Yeah. We've learnt to do that and, and we just, yeah, we're just in, in more flows professionally.

Nick Abregu ([34:58](#)):

Yeah. We definitely have to learn to do that though. It's, and so-

Alia Steglinski ([35:00](#)):

All right.

Nick Abregu ([35:00](#)):

... everything we talk about that, it wasn't like kids from the bigi-

Alia Steglinski ([35:03](#)):

Yeah, yeah. We've, we've, we've had to learn.

Nick Abregu ([35:06](#)):

Yeah.

Alia Steglinski ([35:07](#)):

And every relationship is unique and it doesn't mean that some, a relationship in business has to be hard. It's just learning I-

Nick Abregu ([35:15](#)):

Mm-hmm (affirmative).

Alia Steglinski ([35:16](#)):

... think and listening to each other and taking the ride.

Trudy Rankin ([35:21](#)):

I think that that's, that's pretty, um, that's pretty profound and, you know, I've just, I was just sitting here listening to your talk and I agree 100% with, with what you're saying about relationships and looking after each other and things. And I was just, but it just somehow s- jumped into my m- my mind, you know, that's the relationship we have with their customers as well.

Nick Abregu ([35:41](#)):

Yeah, yeah.

Alia Steglinski ([35:41](#)):

Mm-hmm (affirmative).

Trudy Rankin ([35:43](#)):

And, and being willing to, you know, acknowledge that they're unique and, and working on their relationship and not giving up just because things might get a little bit hard and things. Uh, so I don't know, I just, it just, I just-

Nick Abregu ([35:53](#)):

I agree.

Trudy Rankin ([35:54](#)):

Yeah.

Nick Abregu ([35:55](#)):

I agree.

Alia Steglinski ([35:56](#)):

Yeah. Relationships with clients, relationships in, in business, um, or in what you love doing, is important. Um, it's not just selling the product, it's creating that relationship and sustaining it.

Nick Abregu ([36:08](#)):

Mm-hmm (affirmative).

Alia Steglinski ([36:09](#)):

And if you can do it with your partner-

Nick Abregu ([36:12](#)):

Yeah.

Alia Steglinski (36:12):

... you know, you can, um, you can do it with clients, obviously in a different way, but it's still-

Nick Abregu (36:19):

Mm-hmm (affirmative).

Alia Steglinski (36:19):

... building that respect. And, um, yeah. It's pretty.

Nick Abregu (36:24):

And I like, yeah, sometimes. I mean, when, when, when I've got questions, I'll come straight to you Trudy because, you know, you've got such wise advice. And I know that you've got great relationships with your clients, but I also know that you've got very, uh, uh, strict, um, strategic, systems in place, right?

Nick Abregu (36:43):

So like, uh, I know, and I think that really helps, and especially, uh, for example, with us, I asked you last time, uh, in one of the seminars that you're holding, I said, uh, the, the payments, 'cause that's always an awkward thing to talk about with your clients, right? And you said for you, is it, have some payment upfront and then the rest is, is paid off when the job's done. So that gives both parties, the client and the, the, the company, uh, accountability, right? For their action and say, "What you're saying is exactly right. It's a, it's a, it's a synergy between two people, right? It's not, it doesn't all just fall on the, on the one person." Not on the client or not on the, the company-

Alia Steglinski (37:22):

Mm-hmm (affirmative).

Nick Abregu (37:23):

... or the provider. So I think it's important to, to have that love and care for your client, but also have those, uh, strict guidelines that say, "We do this when you do this so that it's a partnership, it's a nice partnership." And then, you know, if they slack off a little bit or you slack off a little bit, it's, it should be okay because it balances out.

Trudy Rankin (37:43):

Yeah, no, I agree, agree a hundred percent. And I think that, I think that businesses that last a long time are built on relationships, they're not built on a greedy desire to just get everybody's money. I think it's, it is all about the relationships and to me, it's all about adding value.

Nick Abregu (38:01):

Yeah.

Trudy Rankin (38:01):

So, um, I'm just looking at the time and, and just the time just goes by so quickly-

Nick Abregu ([38:07](#)):

[inaudible 00:38:07].

Trudy Rankin ([38:07](#)):

... so quickly. Um, but before we, we, we sort of wrap up, is there anything that you would, um, like to add in terms of, so people who are getting ready to grow or they're looking to increase their online presence, if you had one main piece of advice to give them right now in these co- COVID-19 affected times, what would it be?

Nick Abregu ([38:33](#)):

Uh, so for me, it be for, for anyone that wants to grow, it would be to pivots right now. I know that's the trending word right now, is to pivot, but more importantly streamline your business, right? So that it doesn't take up all of your time, especially if you are a product that, that needs people through your door or, or, or something like that, right? Where we can't have that anymore. Streamline it so that you make the same amount of money or more with less amount of time being put in. Because that will, especially for someone starting up, you're, you are just so, you're so, um, buried in doing all the different tasks. If you can eliminate let's say the purchasing process or, or the, the customer service process, or you can eliminate something so that it's streamlined or automated, definitely do that. Video, right? If you, the editing part of a video is the hardest part I believe, right?

Nick Abregu ([39:33](#)):

Taking, grabbing your phone, taking a footage is easy, right? But getting that so it's presentable and looks lovely, like, like we wrote, I've shown you in the course, takes the longest amount of time. So if you can streamline that, if you can pump that off to someone else, someone in your team or someone, another company at a cost effective price or whatever, it can be, figure out how to do that because that's going to help you use your brain power to focus on marketing or, or HR, or, or tax or whatever it is that that will push your business to the next level. That, that's my, that's my input.

Alia Steglinski ([40:06](#)):

Love that, yeah.

Trudy Rankin ([40:07](#)):

Yeah. And Alia, what about you?

Alia Steglinski ([40:09](#)):

Um, yeah, well, I, I would, I would recommend, um, being, you know, providing as much value as possible through marketing. Um, almost providing your service, um, to your clients, um, what they need right now. So it is a difficult time in many ways and just understanding that role going through this and what, you know, what can business do to help their clients in this time? And, you know, it doesn't go unnoticed, you know, it doesn't matter how many likes or comments you get. People notice your posts, especially when they relate. Sometimes they'll just watch the video or read something and they won't necessarily like it, or they'll think to do it later.

Alia Steglinski ([40:58](#)):

But, um, yeah, later down the track when things get a little bit better or things, um, you know, you go back to business, um, either they'll be thinking of you, you know, that business that was looking after them in that time through, uh, you know, when we go on social media, that's-

Nick Abregu ([41:15](#)):

Mm-hmm (affirmative).

Alia Steglinski ([41:15](#)):

... what we look for, is sometimes that, um, comfort and, um, knowledge or whatever it is that we're looking for and, and providing that, um, generous, you know, with generosity and-

Nick Abregu ([41:27](#)):

Yeah.

Alia Steglinski ([41:27](#)):

... and kindness. And yeah, I think it will serve, serve you well, serve them well.

Trudy Rankin ([41:32](#)):

Yeah. Wow. I, I have to say once again I agree completely and wholeheartedly. So if people were, were wanting to get in touch with you, um, where would they, where's the best place for them to get in touch?

Nick Abregu ([41:45](#)):

So if they want, uh, media and marketing, um, and editing services even, uh, so if you create your video you need to edit on the cheap, we've got a system for that. Uh, but just head over to [gorillaco.co](#). So think about gorilla and Koko, the gorilla.

Alia Steglinski ([42:01](#)):

(laughs).

Nick Abregu ([42:02](#)):

So Koko was the smartest gorilla in all of the land. (laughs). Gorilla Kokoko and, and, uh, if they needed any, uh, I guess, personal health or, or dealing with any issues, I mean, Alia is fantastic at what she does.

Alia Steglinski ([42:18](#)):

Um, when it comes to, uh, emotional health, a belief systems, uh, that's important in our health and something that, um, I wish if only everyone to experience to have a quality life and to feel good. So, uh, you know, if you want a bit more information, what I do, it's, um, [personalhealthcoach.com.au](#).

Trudy Rankin ([42:41](#)):

So [personalhealthcoach.com.au](#)?

Alia Steglinski ([42:42](#)):

Yes.

Trudy Rankin ([42:43](#)):

And gorillaco.co?

Nick Abregu ([42:44](#)):

Yeah, that's the one.

Trudy Rankin ([42:46](#)):

Yeah. Cool. Well, thank you so much for, for taking the time to talk with me today. I really enjoyed it. I, I always love talking with you both, and I just enjoy talking about business in general as well. So thanks again, and really looking forward to continuing to just work with you in the future.

Nick Abregu ([43:03](#)):

Love it Trudy and we're looking-

Alia Steglinski ([43:03](#)):

Forward to it.

Nick Abregu ([43:03](#)):

... forward to having you on our podcast as well.

Alia Steglinski ([43:03](#)):

Yeah.

Trudy Rankin ([43:03](#)):

Yeah. I'm looking forward to that. Yeah. (laughs)

Nick Abregu ([43:03](#)):

Thank you so much Trudy. (laughs).

Alia Steglinski ([43:03](#)):

Thanks Trudy.

Trudy Rankin ([43:13](#)):

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