

Hire Virtual Technical Writers: Job Description & Remote Freelance Skills Needed | Website For Content Teams: Is Workello Legit?

Nick Jordan Interview 2022-10-20

[00:00:00] **Joey Myers:** Hello, and welcome to the Lead Generation Strategies Podcast. I'm your host, Joey Myers. This podcast is brought to you by lead generation seo services.com, with an s at the end of services and Enfuego Media.

[00:00:18] We get clients, more customers and patients or clients by creating multimedia content using a mix of AI or artificial intelligence, software automation and fantastic writers and then distribute that content to over 400 partnership sites.

[00:00:32] Over 200 of those being media type sites like Fox, ABC, and NBC affiliates traffic and rankings can be seen within 48 hours after publishing.

[00:00:41] Today, I have a treat.

[00:00:42] We just had a good 15-minute conversation before jumping on and recording. I want to welcome Mr. Nicholas Jordan. He likes to go by Nick, I assume he said that his mom calls him Nicholas. We're going to call him Nick today.

[00:00:53] His website, is it like work hello.com?

[00:00:56] **Nick Jordan:** Like Trello with a W.

[00:00:59] **Joey Myers:** Trello with the W.

[00:01:01] **Nick Jordan:** workello.com

[00:01:02] **Joey Myers:** got it. Which enables employers to filter through hundreds of candidates to identify and hire the top 1%.

[00:01:08] Nick is based, or he was based out of Seattle, Washington. We're going to go into that now. Now he's residing in Serbia, has been there for a couple years, and get a little bit more into that.

[00:01:17] But first thank you for joining us and welcome to the show.

[00:01:20] **Nick Jordan:** Joey, thank you so much for having me. I'm really excited to be here and thanks for clarifying. It's Nick, not Nicholas. Nicholas is a trigger word for me.

[00:01:27] **Joey Myers:** Nicholas. Exactly. I'm a Joey, but Joseph, my mom and my older aunts call me that. The banks and things like that because you must put your full name on there.

[00:01:35] Give people a little bit of a background of where you came from, and we'll bring you up to speed of what brought you in Serbia from Seattle.

[00:01:42] So just start off a little bit before what you were up to.

What were you working on before moving from Seattle, WA to Serbia?

[00:01:45] **Nick Jordan:** Definitely. My claim to fame is I took a startup, it's a legal robot AI legal services, and I took them from zero to 1.5 million organic monthly visitors every single month in about 18 months. That campaign enabled them to go from [00:02:00] a seed stage startup to a \$210 million valuation by interest in 16 months.

[00:02:05] We did it in 16 months and we did it without building back links or technical stuff. There was no paying the Google gods. We created really good content, and we did it at scale.

[00:02:13] **Joey Myers:** Very cool. And that's how you reached out to me originally and typically, and usually what I'll say on these podcasts, usually, we have real estate agents, and we have dental practices, and we have the services-based industry people, owner, company owners that are on listening.

[00:02:25] Occasionally I like to have on experts that are lead generation strategy experts. And that's why I brought Nick on today. He's got a wealth of knowledge when it comes to content creation, and we're going to get into his SaaS product and what brought him out to Serbia.

[00:02:38] Go from what we just talked to before, jumping on the bridging the gap between the Seattle a couple years ago and what brought you out to Serbia?

[00:02:47] **Nick Jordan:** Definitely. For this project, for this company called Do Not Pay, we ended up building a team of 45 writers and editors.

[00:02:54] The first editor I hired lived in this tiny country that didn't exist 20 years ago, called Serbia. I had wanted to become European and so I moved out here to build a team and over the course of about 18 months, two years, the team grew to 45 writers and editor.

[00:03:10] **Joey Myers:** You're more of a, you said a SaaS guy, you're more of a tech guy. Software as a solution is what SaaS is. I know we're talking about this from a lead generation standpoint. Talk a little bit about the content creation side and how important that was.

[00:03:21] You said that you built this huge following for this company with no back links.

[00:03:25] So for those search engine optimization people out there talk a little bit about that, how important that content creation was.

In your opinion how important is content creation to SEO?

[00:03:31] **Nick Jordan:** In 2022, if you look at all the major platforms, they're all using one thing to influence reach and its user engagement metrics, TikTok, user engagement metrics, Facebook, user engagement metrics, Instagram, YouTube, LinkedIn.

[00:03:45] They all use user engagement metrics to influence how much visibility those platforms give you. What I found is Google to be very similar and it makes sense because Google's the world's most innovative big data company and they also own Google Analytics, Chrome, and Android, and [00:04:00] so they can measure how users respond on one page of content that they could show versus another page of content they could show.

[00:04:07] **Joey Myers:** You got tons of content out there and it sounded like you used some AI as well, some artificial intelligence. To get all, or at least scalability because some of the people out there are listening are going, Man, I got to create all this content. Like, how am I going to have time to do that?

[00:04:20] So how did you get around that?

[00:04:22] **Nick Jordan:** We hired 45 writers and editors. There was a lot of manual work involved and unfortunately writers and editors are a lot harder to manage than a robot. It was an incredible amount of work. Basically, upscaling these people who are very talented writers and editors but had to be promoted into positions of leadership to support our growth.

[00:04:42] **Joey Myers:** You guys did it manually there in the beginning and what's nice now is that there's a few SaaS type of solutions. One of them, what we do too, on the content side, creating that and our writers are more there to see what the AI and software automation has done as we input the information, the branded stuff, content from a company on their website and then the writers on the back end, just crafting that content, making sure that the links are the copywriting side, I guess is what that would be.

[00:05:07] What are you guys doing now with work? You guys are filtering process, hiring for content writers, what do you guys do on a high level?

What do you guys do on a high level with your SaaS product filtering writers for content companies?

[00:05:14] **Nick Jordan:** As a SaaS guy while I was building the agency, I was looking for opportunities to build a product to solve the agency's problems.

[00:05:20] One of the biggest problems we had is basically hiring writers. It's a literal nightmare. The reason is because regardless of where you recruit from or how much you pay, 99% are unqualified because writing is the lowest barrier work from home job. Literally everyone with a crappy job and who speaks English is I want to work from home, I'll apply to be a writer.

[00:05:38] The second part of that is that even the people with good portfolios are bad writers. I would go even so far to almost call these portfolios fake because portfolio content is live content. It went through an editor before it was published and so you're never sure how much editing it will take to get this writer's content looking like the portfolio they give you.

[00:05:58] Oftentimes it's a total [00:06:00] rewrite. We ended up building an assessment platform to test hundreds and hundreds of writers very efficiently. We're only left with a top 5% and it ended up working out.

[00:06:10] **Joey Myers:** That's cool. It sounds like free up, free up.net. I think it is, but this is obviously more niche, right?

[00:06:16] You're looking for just writers. Free up is more like virtual assistants, maybe accountant type stuff. You've heard it before, right?

[00:06:23] **Nick Jordan:** Actually, I'm friends with the founder, Connor. I had a call with him last week.

[00:06:25] **Joey Myers:** Oh, cool.

[00:06:26] **Nick Jordan:** The difference between free Up and Workello is free Up is third party assessments.

[00:06:30] Free Up is the one who vets all the talent. With Workello, you can vet. Free up uses automation to assess the talent they bring out of the marketplace.

[00:06:38] Now this assessment platform or this assessment automation is now available to companies without having to spend hundreds of thousands of dollars, custom development.

[00:06:46] **Joey Myers:** Cool.

[00:06:47] Because the other site that comes to mind is text broker.com, right? You're going on there for those that are familiar, you can go and find writers there and it's probably the ones that Nick's talking about, they've got anybody that wants to work from home is there, but if you got a good portfolio, could be fake kind of thing.

[00:07:00] What's the price cost comparison between a text broker versus workello?

[00:07:06] **Nick Jordan:** Text broker, to bring writers under their platform, will use a solution like Workello. Free Up, Text Broker they all spent hundreds of thousands of dollars building their own assessment platform.

[00:07:17] That meant that technology is inaccessible to most small businesses who just don't have the resources or, it's not a core competency to build this assessment. Essentially what Workello does is allow anyone to assess talent, like free up or anyone to assess talent like Text Broker assesses talent.

[00:07:32] The difference is that Workello is in a marketplace. We don't bring the candidates. You go get the candidates and then we make it super easy to identify which ones are going to be your best.

[00:07:41] **Joey Myers:** Ah, so you go out and find them. I would go out and find a few writers, five, 10 writers or so, and then I would send them a link over to you guys and they'd go through an assessment and then you guys take it from there, basically.

[00:07:51] **Nick Jordan:** You get the scores back and you're able to pick which writer is the best.

[00:07:55] **Joey Myers:** Cool. So yeah, much better than like Upwork, where you put in a job description and then you [00:08:00] get 20, 30, 40 applicants that you got to go now sift through and you got cover pages. Some don't have cover pages, so this makes a lot easier.

[00:08:08] You find them, you find wherever the writer's at, and then you just send them over to you guys and then you just make it a lot easier than I could take the top two or three.

[00:08:15] **Nick Jordan:** That's exactly right.

[00:08:16] **Joey Myers:** Very cool. So where do you see Workello going? This is obviously a, what, a two year in progress type of project, right?

[00:08:22] Where's your next five years? Where's your next 10 years for Workello?

Where do you see Workello going in the next 5-10 years?

[00:08:25] **Nick Jordan:** What we saw is that people started using assessments to hire writers, but then they're like, Man, why don't I assess all the other roles that I'm hiring? Why don't I assess my VA candidates? Why don't I assess my account executives?

[00:08:37] Why don't I assess my SDRs? Because when you think about it, resume, work experience and like interview, it has very low correlation with post hire success. As business owners, I think we've all made bad hires before. Personally, I think I'm shooting less than 50%. 50% of my hires are good, the other 50% are not good.

[00:08:55] If you can assess people be in the job that they're going to be doing before you hire them, you're much more likely to come up with a good fit. We already see people assessing all the roles. We have some incredible customers on the platform. One I wish I could say, but it starts with F and it ends with an S and it's four or five letters and everyone's heard of them.

[00:09:13] **Joey Myers:** Got you.

[00:09:14] **Nick Jordan:** We're going to help anyone assess any role.

[00:09:15] **Joey Myers:** Very cool. Very cool. You're starting in the writing side and then branch off from there to the other aspects.

[00:09:21] What are you doing with Workello? Obviously, you reached out to me for podcasts, lead Generation, this is a Lead Generation Strategies podcast.

[00:09:28] We must talk about lead generation strategies. What are you guys doing for Workello to get leads?

How are you getting leads for Workello?

[00:09:34] **Nick Jordan:** I love that. I can tell you what we're doing for work, but I can also tell you like, especially your service-based business listeners that kind of have their destination.

[00:09:43] So if you think about something like a cosmetic surgery clinic, right? You have the local geography, but if you're good. People will fly across the country to come visit you. Same thing with dentist. Not so much with dentist, you must be more of a cosmetic dentist and that must be around teeth whitening and veneers and stuff.

[00:09:59] [00:10:00] I'm also happy to talk about lead generation for that audience that you have in that demographic.

[00:10:04] **Joey Myers:** Go for it.

[00:10:04] Actually, start with Workello. Start with yours, your business how you're finding more of your ideal client for work companies, type of thing.

[00:10:11] What are you guys doing on the lead generation side?

[00:10:14] **Nick Jordan:** We're going super big into seo. We've published over a thousand pages of content targeting things from everything. From technical writer job description, which we believe is a keyword being searched by employers before they post their job ad to how to hire writers to virtual assistant websites.

[00:10:31] We're going all in on seo.

[00:10:33] **Joey Myers:** A thousand pieces of content and has it been over those two years?

[00:10:38] **Nick Jordan:** About a year.

[00:10:38] **Joey Myers:** How many pieces of content a week are you guys putting out?

[00:10:41] Would you say?

[00:10:42] **Nick Jordan:** I'd say over a hundred a month, easily.

[00:10:44] **Joey Myers:** A hundred a month. Was that about three pieces of content or so a day, basically.

[00:10:48] **Nick Jordan:** Yeah. Something like that. About four or five a day because our European team doesn't work weekends.

[00:10:53] **Joey Myers:** right In Serbia. Which is cool. Which is good. I think that's one thing the Europeans understand, especially the Italians.

[00:10:59] I was telling you before the call, that I went with the wife, we were just dating at the time to Italy and we studied abroad for a semester and that was the one thing, I think we flew in on a Saturday night, and this was like in January 2004 on a Saturday night.

[00:11:15] We were hungry. We got our stuff into our apartment, our little apartment, and then on a Sunday was it, no, I think it was a holiday. Nobody was open on Sunday, and so we couldn't get anything to eat, and we had to wait and then you got lunches over there last two hours.

[00:11:31] Your lunch break is two hours, and they just do it a little different over in Europe and I like it.

[00:11:35] I came back with this is a good deal. What are we doing? Eight to five with no lunch break.

[00:11:41] **Nick Jordan:** That's true. These guys, my team has 38 days of PTO a year, and I think my mom at 20 years into one job has 15 days.

[00:11:48] **Joey Myers:** And they're probably much happier over there working than over here on average, would you say?

[00:11:53] **Nick Jordan:** Yeah. I would say so. What is that phrase? Working to live and not having to work.

[00:11:56] **Joey Myers:** Living to work.

[00:11:57] **Nick Jordan:** I identify with [00:12:00] robot.

[00:12:01] **Joey Myers:** How's that change going from Seattle, Washington being a techie guy, the whole live to work type thing, and then going over there and then that whole culture shock.

[00:12:11] A business culture shock. How did that go?

How was the business culture shock in Serbia?

[00:12:13] **Nick Jordan:** There's cultural shock across the board. They don't even use English over here. They use something called Cyrillic and so I like to say what it's like living here is I'm like living life in 16 bits.

[00:12:23] Everyone else seems like 4K HD and then I just understand absolutely nothing that's happening around me from what's on my food labels to the address I'm standing in front of to like the conversation and chatter on the street.

[00:12:36] I'm in a bubble.

[00:12:37] **Joey Myers:** Are you learning?

[00:12:37] **Nick Jordan:** No, I have other talents. God's blessed me with other talents besides language acquisition.

[00:12:42] **Joey Myers:** So not the foreign language side of things.

[00:12:44] Obviously your team speaks English, I don't know how you'd get away without that, or you had some babble translator that you would speak into, and it would speak it there.

[00:12:51] So they're translating for you, obviously as you guys walk away.

[00:12:55] **Nick Jordan:** Yeah. I lean on my team. I got bit by a stray dog the other day and they Schedule my appointments and find me vaccines and we never got the rabies one, though. We couldn't track what that one down.

[00:13:04] **Joey Myers:** Amazing. Yeah. Sounds like similar stories when my wife and I studied abroad, maybe not quite as crazy in Serbia. Like we were talking on the call, people think if they even know of Serbia, of where it's at on the map. They think that what they see on TV is, it's just this. No cities, It's just almost like medieval times, right?

[00:13:24] Where they got these castles, and they got people riding in on horses and armor and stuff.

[00:13:29] **Nick Jordan:** Actually, Serbia's not too far off. I live by a castle, and I regularly see horses walking down the street.

[00:13:34] **Joey Myers:** I wasn't too far off.

[00:13:35] **Nick Jordan:** Yeah.

[00:13:36] There's some truth into what Americans think about the other parts.

[00:13:39] **Joey Myers:** Okay. So back to lead generation. Let's go now to the like the dental office, right? A dental office that's looking to get more leads and in the content side of things. What's your advice there? Maybe top two biggest things that they should be doing on a daily or weekly basis?

What's your advice for a dental office looking to get more local leads?

[00:13:55] **Nick Jordan:** On a local level, like people they always Google, like dentists near me, best [00:14:00] dentist Seattle and I think, having visibility there, Google can ordain you as successful. If you crack that code, you'll just be a very successful business owner. Then there's this national level opportunity for people that are like the top 1% or 5% in their kind of niche, even if they're like constrained with a specific geography.

[00:14:18] I know that cosmetic surgeons in LA have people traveling from Serbia to go work with them. And so, if you're that good, there's also this national opportunity that I can talk about.

[00:14:28] **Joey Myers:** Talk about the actual pieces of content themselves, because I think part of the question that these companies have, and you know that dentists, I had talked to one the other day, looking at doing an SEO.

[00:14:39] Rebrand website thing and they're busy working with patients and bless her heart, great receptionist, woman, great grandma, I think she said, and she's having to do social media and things like that.

[00:14:53] From your content perspective, is it a lot of social media type content on there?

[00:14:58] Or is it more of just basic Google content that you're putting out that you think is most effective.

[00:15:03] **Nick Jordan:** social media is tough for like dentists and chiropractors and stuff, because if you think about it, how many dentists and chiropractors and lawyers do you follow on Facebook or Instagram?

[00:15:12] The answer is no one wants to see that kind of content and so the social opportunity, you must be clever.

[00:15:18] **Joey Myers:** More of a Google based content.

[00:15:20] **Nick Jordan:** One thing that I think is always is great is I know that your services are focused on earned media and getting into these major publishers.

[00:15:28] Well, a story about you on your blog resonates a lot less with prospects than if that same piece of content was on Bloomberg or Forbes or fox or an affiliate and Earned Media is great, not because of the audience that it will bring in, but you can use that content to build a better relationship with the people that you bring in.

[00:15:47] **Joey Myers:** That's a big thing we talk about is self-promotion, especially over these last six years, people are tired of it, self-promotion and you could have the same article on your blog and the same verbatim but in third person, [00:16:00] right? Not talking about yourself on, like you said, Fox or ABC affiliate or something like that.

[00:16:04] It will resonate much more with that third party than it will on your blog and that's just the way things are, what was the other thing I was going to say? Oh, so the other day I was just playing around with my Google Analytics on my hitting site, and I was looking at Total overall traffic coming in from Google that I was having as a percentage.

[00:16:21] We always say at least 40 to 50% you should be having coming in through organic Google. I was looking, and I think right now over the last week it was like 60% for the hitting site. We've been doing a lot of work redoing a lot of our headlines and our intro paragraphs and things like that.

[00:16:37] Then I was looking at my social media, the percentage on social media, and we're on there all the time. We post probably five times a day and it's a

combination of a blog post, it's a video gift of a hitter. We found what works and so we do that every day. Pounding it every single day, five times a day.

[00:16:53] We're doing Twitter and Facebook and a little bit on Instagram. We're covering a gamut of it. 4% of the traffic coming in and we have a decent, we're 35,000, 37,000 I think, followers on Facebook alone. 4% versus 60%.

[00:17:07] **Nick Jordan:** The very special thing about Google Search and also YouTube is that it surfaces old content better than any business can distribute their own content.

[00:17:15] No one that can distribute their own content better than Google can distribute your content, or YouTube can distribute your content. If you figure it out, you just crack the code on growing your business.

[00:17:23] **Joey Myers:** I love how you talk about content being super important and being able to grow a company to exponential.

[00:17:29] Do they end up selling? Did that company sell?

[00:17:31] **Nick Jordan:** I think they're looking for like a unicorn status. Raise at a \$200 million valuation, they got a five x to get to that billion-dollar mark.

[00:17:38] **Joey Myers:** So massive content, a ton of content, and didn't even worry about back links, didn't worry about all the things that traditional SEO talks about.

[00:17:45] I think that's great. I met another guy a couple years ago. I was doing some business acquisitions training, and so I was reaching out to some people and reached out to a guy. It was a content guy. It was an AI type of scenario, but it was just more cranking out content.

[00:17:59] I guess the team [00:18:00] you worked with did with regular writers, they did with ai, with artificial intelligence software. Software automation. He was saying that there were studies that were coming out, were saying at least six to eight pieces of content a week at least, is what a business should be.

[00:18:14] Like you said, they don't have to worry about the backlink type stuff. It's just targeted content that's going for their actual demographic that they're trying to bring in. And just churn it out. I love the content side of things and I think that's where it's at.

[00:18:25] **Nick Jordan:** It's empowering to approach SEO from a content perspective because it means that all the factors that dictate your success are within your control. And when you have this backlink approach there's a little bit of praying.

[00:18:36] **Joey Myers:** Yeah. Because it's citations I think are big with the local businesses, the dental practices the real estate and that's like directories and getting in.

[00:18:43] That's what helps with Google Maps and so they all have their little places and I think citations probably, I would argue would be more important than just back links themselves. I would say content can take care of that part of it. The guest posting, they talk about guest postings, you get a link on a big site.

[00:18:56] It's all good. Man, if you're just focusing on content citations as a local business, as a dental practice, real estate agency, huge.

[00:19:04] You mentioned YouTube. Do you have any experience with YouTube stuff. Did you do a lot of video stuff?

What's your advice for doing YouTube video stuff, maybe for introverts?

[00:19:09] **Nick Jordan:** No, I do a little bit of it.

[00:19:10] I don't understand it nearly as well as a platform Google search.

[00:19:13] **Joey Myers:** Yeah, and what's cool about YouTube is that obviously Google owns YouTube as of, I don't know, 2010 or whatever it was, 2008. I don't know, whenever they acquired them.

[00:19:22] It's actually, from what I've learned it's easier to rank on YouTube because the algorithms are a little bit looser and laxer than it is Google.

[00:19:30] What's cool is we have a local Toastmasters, Are you familiar with Toastmaster? It's worldwide. There might be some in Serbia.

[00:19:36] **Nick Jordan:** I've been to some as a 19-year-old.

[00:19:38] **Joey Myers:** Cool. Toastmaster, for those that don't know is like public speaking.

[00:19:41] I think we charge \$60 two times a year, so it's 120 bucks. We meet once a week, Tuesday at noon, and you learn communication skills. So public speaking, that's what we're well known. It's given a toast, right? Toastmaster and then so you got communication skills, leadership skills.

[00:19:55] So it's like Dale Carnegie type, but cheaper and I feel better bang for your buck [00:20:00] and then evaluation skills. But with our local, with Fresno City Toastmasters, I started to do more YouTube. We film now because it's a hybrid

meeting. We put it on Zoom and then zoom uploads it, and then we upload it to YouTube.

[00:20:13] I've been doing some of the keyword stuff, the magic we do on the background with our Fresno City Toastmaster. We did it on Tuesday and one of my good friends who's a workers' comp attorney, he just joined, and he gave his first speech. I made a graphic, the thumbnail that you see before you click to play the video of him, while he was speaking.

[00:20:32] I did a little thing on the front with the theme and whatever and so I met with him. So that was at, we finished at one in the afternoon, we were meeting to pick up our kids at three. I said, Hey search Fresno City Toastmasters into Google right now on your phone. He searches.

[00:20:48] Guess whose video is right there, already like within a couple hours and it's already up there. People were searching Fresno City Toastmasters because it was the date, right? It was the newest content and Google loves that kind of stuff. I thought that was a cool deal.

[00:21:00] **Nick Jordan:** The hardest thing about video is that you probably can't delegate it to 45 Serbian writers and editors. Expert must get up there themselves and crush it.

[00:21:09] It's just a lot of work.

[00:21:10] **Joey Myers:** I was on another podcast where his audience were introverted real estate agents, introverted. His podcast was all about introverted real estate agents.

[00:21:20] Imagine being a salesperson, being introverted, I know they're out there but it more of a soft sale type thing, right? He was asking for different tips and tricks and so what I was telling him, he goes, are you saying that you must be on the actual video?

[00:21:31] Like the person, the introverted real estate agent must be on the video? I said no. We can do videos where it's imagery, we could take stock video of type of things. And then we can have little blurbs at the bottom that will show up with music in the background.

[00:21:45] We can also use AI voiceovers. You might hear it and you go, oh, it doesn't sound quite right, but it sounds pretty good. You can have accents; you can have whatever. There are ways that you can, if the English is good, you can do that kind of stuff.

[00:21:59] Kind of interesting [00:22:00] over the last year or so for me that I've learned some cool tricks that even introverted real estate agents can use.

[00:22:07] **Nick Jordan:** AI's going crazy now. Jasper announced their 1.5 billion valuation this week. There was just that podcast between Joe Rogan and Steve Jobs that was totally made by AI.

[00:22:17] The industry's moving very quickly, and it seems like it's going to impact everybody. Not just a particular type of worker.

[00:22:23] **Joey Myers:** Good and bad. I think. Did you see the Tom Cruise ones? The deep fake Tom Cruise? It was probably a couple years ago or maybe a couple years ago.

[00:22:29] Did you see those videos?

[00:22:31] **Nick Jordan:** No.

[00:22:31] **Joey Myers:** Oh my gosh. So maybe if you go on YouTube and look up Tom Cruise Deep Fake. They're hilarious. And the guy that plays them, obviously there's got to be some AI that takes care of the face, it'll put the face on, and I don't know if the guy's voice was his actual voice or if they used some sort of a voice changer type thing.

[00:22:48] If you'd watch Mission Impossible and they put the little thing underneath and they talked just like him with the accent and everything, so I don't know if that's what it was or he was a, what do you call it, An impressionist type guy, But the AI took care of the face, so it looked just like Tom Cruise and his mannerisms, which were probably the actor that was playing, was doing it.

[00:23:05] The impersonator was doing the mannerisms, but oh my gosh. You look at it and you're like, God, that doesn't quite look like Tom Cruise but man, it looks just like him.

[00:23:14] **Nick Jordan:** Give it a year or two.

[00:23:15] I think it'll be hard for us to tell the difference even if people tell us up front.

[00:23:19] **Joey Myers:** Crazy.

[00:23:19] Hey, I want to be respectful of your time. I know it's 6:45 over there at night.

[00:23:23] **Nick Jordan:** Yeah.

[00:23:23] **Joey Myers:** Tell people where they can find you, Nick and if they want more information on going onto your platform and seeing what that's all about and social media and all that kind of stuff.

Tell people where they can find you

[00:23:32] **Nick Jordan:** Yeah, for sure. Workello.com is great. You can also go to twitter.com/nickfromSeattle and <https://www.linkedin.com/in/nickfromseattle/>.

[00:23:41] **Joey Myers:** If you like this podcast episode, then please review, and or share. We really appreciate the feedback. If you're interested in hearing more about our multimedia marketing events, then please visit [lead generation seo services.com](https://www.leadgenerationseo.com). Again, with the s at the end of services, and click on the marketing events tab in the navigation bar.

[00:23:59] There's a little video there [00:24:00] that's three-to-four-minute video overview.

[00:24:01] So Nick Jordan, you're found on the web at [workello.com](https://www.workello.com) and which again, which enables employers to filter through hundreds of candidates to identify and hire the top 1%. Thank you for joining us, Nick. I appreciate your time.

[00:24:16] **Nick Jordan:** Thanks a lot, Joey.

[00:24:17] **Joey Myers:** Got it. All right. Hold on.