



Best Business Coach
"Your success is my success" - Daryl Urbanski

Jermaine Griggs Report

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everybody listens.

Daryl Urbanski interviewed Jermaine Griggs, the founder and CEO of Hear and Play (hearandplay.com) a company that has helped thousands how to play music by ear. He is a two-time marketer of the year, recognized as a man of character by the Boy Scouts of America. He is a self-made man with a multiple seven-figure business. He is a marketing automation, direct response, and branding guru, a great father and husband and when he talks,

Get to Know Jermaine Griggs a Little Bit More

- ✓ The story starts 7 years before his entrepreneurial business when he was a young boy and his grandmother.
- ✓ His grandma would play the blues or church music on a piano, she won on The Price is Right and Griggs would bang on the pots and pans with her.
- ✓ After learning how to play piano, he started to play Disney songs, church songs, and then a couple years after he made a kids group that would play for church in local communities.
- ✓ Because of the local success and Griggs' experience and talent with music, it leads to parents wanting their kids to learn and someone said, "You should put this on the internet."
- ✓ Unlike other music businesses that focused on music sheets Griggs wanted to show them his style and be a resource for all the people out there that did not learn on sheet music or listened to Beethoven, hence the title "Hear and Play."



Challenges and Advice in Business

- ✓ The hardest part for him was being 19 years old and managing his own mom, sister, my aunt and friend in college.
- ✓ Other things that slowed him down were getting an office, getting 6 or 7 employees, and managing. He preferred it when it was just him, but Griggs said that every entrepreneur goes through that.
- ✓ For those that are thinking they want to get it right before they get it out there, Griggs suggests to just do it because it might be too late when you get it out.
- ✓ For the struggling end, Griggs said that he didn't have any money to put into marketing and that was even before AdWords.
- ✓ One of the biggest problems is the time vs. money thing; you do not have money, but you do have time.
- ✓ As for the 'overnight successes' and how if it does not work, they give up, Griggs advised that you should keep at it even if the success is not immediate.

Grigg's Style in Management

- ✓ According to Griggs, he would rather take the control and the economy to get that feeling of freedom.
- ✓ He sees himself as proactive and being able to convert and learn.
- ✓ There are entrepreneurs that wonder where their customers come from when they to sleep, but Griggs does not have that and have never felt that way.

Multiple Uses in Leverage

- ✓ Griggs likes to make multiple uses of leverage in case there are people that want one thing or another.
- ✓ If he is producing content, he could write the content or make a video of the written content.
- ✓ For Griggs, the great thing about the 'triple threat' in content (video, audio and written format) is when you go out and generate leads, you have different things to test.
- ✓ Another thing Griggs likes to do is to go through his sent mail, in case he sees assets and possible things he may have forgotten that could be rejuvenated.

One Successful Habit

- ✓ The one habit that came up was Griggs' habit of reading books.
- ✓ However, it doesn't mean he reads any book. Griggs prefers reading hardcore marketing or psychology books because they give him practical skills to be a natural salesperson.

Jermaine Griggs' Recommended Books



Anything by Dan Kennedy.
Influence - by Robert Cialdini.
The Compound Effect - by Darren Hardy.

Important Links

Automationclinic.com
Hearandplay.com