



The Project Enye (ñ) Podcast 003-
#EnyesCount- You Want To Be A Part Of This Campaign
with Denise Soler Cox and Henry Ansbacher

Show notes: <http://projectenye.com/project-enye-n-podcast-003-enyescount-you-want-to-be-a-part-of-this-campaign/>

D: Hi, I'm Denise Cox, and I'm an entrepreneur with a big idea.

H: And I'm Henry Ansbacher, a veteran documentary film maker

D: And you're listening to episode number 3 of the Project Enye podcast where we share with you what it is like to build a movement

H: And we've been thinking about that a little bit

D: Yeah

H: Building a movement is a pretty ambitious idea, and we are certainly gathering a community, sharing stories, defining a generation one story at a time and we may end up with a movement at the end

D: Right and we're ambitious and who knows?

H: Who knows?

D: So, but we are looking for a new word so

H: If you guys have any ideas about what we are doing, and a word that describes it, please let us know

D: Ok, so onto what we're going to cover in this weeks podcast first we did want to share with you guys that we are recording this podcast on a Saturday in our office in Denver Colorado, so often times our weeks



H: Yeah

D: Get really crazy and this is one of those weeks

H: This is a crazy week, really busy. Lot of good stuff going on and but as a result we didn't get the podcast recorded on Friday so we are here on Saturday

D: Right and so both of us have some kids and between us we have five. Mine are really young and they love hanging out with Henry's kids. And they love – and so you might here in the background some of the giggles and laughter so just know that that's where that's coming from.

H: Right

D: So one thing we thought that would be interesting to kind of share with you guys since we are really just getting started on this journey is sharing with you our numbers and so – its definitely – we're not sharing them and after you hear them you'll know it's not to brag.

H: But again its about the process

D: Its about the process and the progress we are making on a week to week basis.

H: And what we're learning at each step

D: Right

H: So we had a real revelation this week about how to delivery our video content

D: Right and so up to now we have been uploading it to Youtube and we had a whole Youtube strategy and Facebook changed their algorithm recently and because of that they've made direct to Facebook upload video – uploads a very attractive opportunity for us.

H: Yeah

D: So



H: And so we're kind of weighing the search optimization that we get with google and Youtube versus the increased views and ease of use on Facebook

D: Right, yeah exactly. So have actually released two official vignettes/microdocs so far. And our first one was Lupe, she has just about half of the views that Charles does that we released last week and so Charles has right around 500 and something and Lupe is sitting somewhere around 250 something.

H: And their both fantastic segments

D: Yes

H: So we are thinking it has as much to do with the way it is released as the content itself. And so we are really excited about this new Facebook video utility.

D: Yeah

H: And anyway you will find our videos there as well

D: Right, and so you can still find them on Youtube but we will be uploading them direct to Facebook and why are we sharing this with you? Because if there is anybody out there that's listening that's kind of grappling with this wondering about Youtube versus Facebook I'm sure that knowing those numbers has just helped you. And I really hope that I did. So,

H: So last week like we said was a big week and its coming off our, you know, before Christmas we had our strategic retreat where we did a lot of planning for 2015, one of the first things we had on the list for 2015 was a staff dinner. And

D: I was so happy that you volunteered to host it at your place

H: I volunteered to host it at my place

D: Yeah

H: So that was good

D: Because normally like I feel like I'm the hostess



H: You absolutely are

D: And, you threw your hat in the ring and I feel like you should have more of them

H: It was really great, so I live in a relatively new house. Its not a newly built house but I have only been in it a short time, and this was my first kind of like dinner party. And it was very nice

D: Yeah and we ate paella and we had some really good appetizers.

H: We did, we had the whole team there and a lot brought their spouses as well and it's a great kind of example of the culture we're trying to create here and Denise has really been kind of leading that. How would you describe our culture?

D: The culture of the people on our team

H: The culture that we want, the culture that our aspirational culture goals

D: For our team? Well, I mean – I feel like number one they are all so much fun

H: Yeah

D: We laughed, we had so much fun. They are married to fun people. They also all have an entrepreneurial spirit which I think for me I love working with people like that. They have can-do attitudes. And look at things very expansively and so there were a lot of really fun awesome, interesting conversations happening that night.

H: And in my experience making films I just I know how important the team is that you put together and its this collaborative art form that takes the best work from everybody and I also have kind of realized that life is too short to work with people that you don't really enjoy working with so we are putting together a great team and we have some opportunities coming up for people to join the team. We have got, some internships

D: Yeah, lets talk about that at the end

H: Ok

D: Let's leave that as a little teaser.



H: Coming up, coming up join the Enye team

D: So now you have to listen to this entire thing to find out how you can be an intern here. But yeah, I just want to say even their spouses are awesome

H: The spouses were awesome and it was so great so our internet marketing guru, Josh, brought his wife

D: Who is Katie. Who is so much fun. And I just loved getting to know her and talk – and hearing about her life and she has kids and her life with Josh and I just loved it. I just

H: It was really good

D: Yeah

H: And so now she's even more on board and supportive of what he is doing

D: Yay

H: That was great

D: We love you Katie

H: So there was another remarkable thing that happened this week that I just want to tell you all about. And so, couple nights ago I got a text from Denise where she shared with me a spontaneous note text message that she received from one of the participants in her youth speaking life.

D: Right

H: And, wow. It really blew me away. Denise why don't you tell us what that's about

D: So, in my other life and hoping to incorporate that more into this film and what we are doing with this media project, I used to be a youth speaker and I continued to be a speaker – anyway its been a long time since I have been in a high school gym or in a classroom but it definitely is one of my favorite places to be and I was at an event over the summer and Henry incidentally was at that same event



H: And we shot the event

D: And we shot the event, anyway I was keynoting for a local organization here that was empowering about 25 girls – high school juniors and really offering them an extraordinary week of leadership training and I was very honored to be able to kick that event off. And I remember preparing me speech for them that day and really put my heart on my sleeve and just gave it 100% and I remember just feeling really proud of that message that I gave them that day

H: And mine experience in the room, kind of watching what happened, it was really incredible to see these 25 girls from around the state of Colorado, who had all been nominated and gone through this whole selection process to be apart of this training and the way they all just put their pencils down, leaning forward in their seats engaged and just hanging on Denise's every word

D: Thanks, Well so one of those gals reached out to me completely unexpectedly and just shared with me something I'll never forget. And it really moved me and part of our strategic plan this year is to get me out into a lot of high school gyms especially in the first and second quarter of this year. And to me I felt that was a sign that even though we are super busy and even though we are recording this on a Saturday because we just ran out of time this week, that it is still worth it to learn how to be more efficient with our times that we can get me speaking to more kids. Because it really made a difference

H: It is a great outreach plan, it's a great part of our outreach plan and its I guess the gist of the message was that when this girl – this woman who – young girl who is participating heard Denise's stories and engaged with her really for the whole afternoon, it was a whole kind of workshop, that it just had this profound personal impact for her and changed her perspective and really changed her thoughts about herself and she attributes a lot to that moment. And for helping her stick with I don't know, to have the confidence to keep going it sounds like.

D: Yeah, and then she said that – I mean that was 2013 and she said it has taken her all this time to sum up the courage to tell me thank you. I was in tears. How....how



H: It was great and then Denise immediately sent it. Shared it with the team to give every this feeling of how important this work is and how important sharing stories is and you may not realize it right away. It may take a little time to come back to you, but the work that we are all doing does impact people. And we see it in the comments. We see it in – when we have happy hours and socials and we start sharing stories, people just come up to us and its really a whole new kind of awareness that happens and this depth of connection is very cool

D: Yeah, like the word privilege comes to mind. Like it feels like privilege to be able to be doing this. So, that was awesome. And that happened.

H: Yes

D: I'm not sure how to Segway into the next thing from that because that was super emotional

H: Well that was pretty profound.

D: yeah

H: But what we – so we are still kind of fine tuning our website and one of things we are working on is that we want a more robust commenting featuring

D: Oh right

H: And that's to lead to help enable this dialogue and this conversation that has been so powerful in Denise and my experience, engaging with folks on the subject but we are trying to get that tool up online so that anyone, everyone can participate in that conversation and can see this kind of inspiring comments we get from folks

D: So stay tuned we hope that that feature will be live next week. Until then definitely keep posting on Facebook what you guys think. We love to read them and share them with the team

H: Another thing that was and is now on the site that we have been talking about before



D: Oh right

H: And that's our very exciting Enyes count program. And so just as a little recap, at our strategic planning event Abry told us all that when you reach 2% you're at an epidemic level. And we were all like hmmm epidemic that has kind of a negative tone. So lets not go for epidemic, we have done a calculations there are at least 16 million Enyes in the united States and we have set the goal of counting 1% and that's 160,000 Enyes that we are trying to get on board on the site, claiming their identity as Enyes

D: Right

H: And standing up

D: And so that feature is also sort of almost complete, I would say we are about 85% there. We have a map and so if you go to our site and you can go to the menu and click on map. You will be able to count yourself, put your name, email, where your mother and father are born and then a little circle thing will appear on the map and you will then be counted and then so we will have a ticker and is that what the word is? Or a ticker or something where we will have all the flags of all the Spanish speaking countries where we can kind of keep score of what country has more Enyes then others and all that kind of fun stuff

H: And then we will be able to say like Dominican Republic isn't representing. Where are all our Dominicans at? Come on

D: So speaking Dominicans, lets talk quickly – even though I know we talked about Fidel last week

H: Oh yeah

D: Lets just – so he's – so I received a text message from him last night just sharing how excited he was about

H: Yeah

D: His sneak peak. So what we do when we create these little short vignettes that we are posting, is that we send them to our subject before we release them



officially to get feedback to get ok this is cool with me, I like what you did. Whatever it is. We just – they get to see it first and so he wrote me this beautiful text just telling me how excited he was about how we told his story and that his girlfriend felt the same way and it just kind of went on about how he just loved it and it just made my night

H: Yeah and Fidel is just a fantastic guy and he has got such a right kind of well informed prospective

D: Yeah

H: On who he is

D: Yes

H: And where he fits and where we all fit in this timeline and evolution of who we are and...anyways one of things he said is that we really kind of elevated what he was saying and kind of made him sound even better. Anyways, we definitely are really happy with how that vignettes turned out and that will be published on the website Tuesday.

D: Which is today

H: Oh yeah

D: So

H: Not really.

D: How do people do that. How do they make it sound like it is that day. I feel like we probably shouldn't tell people we are recording this on a Saturday.

H: We made a big point of that

D: We did so. Forget it, you all know it is Saturday and this is being released on Tuesday



H: Enye count this is kind of we got Enye count, Enyes count 1.0 on the site right now. And it is going to continue to get the presentation is going to get more interesting and interactive and we really excited about this goal.

D: And so if you are listening we feel like we don't know what exactly the demographic of people who are listening, we do know we had 111 listens to the podcast so far in January. So between our first and second episode quite a few of you are listening. And we are excited about that. And we are excited about you, we are excited to get to know you and in a few months we are going to be sending out a survey and with a fun gift and prize.

H: Yes

D: And right now we kind of feel like most of you are probably Friendnyes.

H: Perhaps

D: Do you want to explain what a Friendye is?

H: So we all know what an Enye is. And then we realized as we were talking to folks about it, that a lot of people were a little disappointed that they were not Enyes. They were like I want to be an Enye. I love Enyes. And we said well you are a friendnye. It is a combination between a friend and an Enye. So. A lot of friendnyes out there, a lot of friendnyes in our community right now and we are really growing in the Enye department as well

D: Yeah, but we should probably start counting Friendyes. But lets do 160,000 Enyes first. So if you are listening and you are an Enye, please we both invited you to go to our website and count yourself. We actually have a little bit more information and really what it means to count yourself and we will be releasing that for the next few months but for now please count yourself. If you are a friendnye and you know Enyes, your dating an Enyes, your married to an Enye, related somehow to an Enye. Please let them know that we are counting Enyes and forward our website to them. So that they can make the decision to count themselves on the website too.

H: And we also have some exciting trips coming up this month



D: Oh right! Yes

H: We will be heading off to San Diego for the conversion

D: Traffic and conversion

H: Traffic and conversion gathering

D: Its like, so like a conference so a few thousand of the most influential people in the online marketing world are going to be there and the best thinkers, the most accurate and up to date thinking right now as it pertains to online marketing are going to be there giving all kinds of online workshops and breakout sessions. So why are we going to this?

H: Well we are going to this because we are about building community, building team and there are going to be some fantastic folks there with some great ideas and we just want to connect.

D: And we are doing it in a modern world.

H: Right

D: We are doing it in a world where people are on the intern on their phones and their you know on the intern more on the phone than on the laptop. And we are, we're – its about being current and it is about taking advantage of the technology and learning what the technology looks like to build a movement. Most people look at movement building like on the ground, grassroots and what if it was – what would it be like if it was also online

H: Yeah

D: And how could we create community, a large community around using the kind of tactics and strategies that we are going to learn in San Diego

H: Yeah

D: So, I'm really excited about it



H: So San Diego is going to be fun, we are going to be in that area. What are the dates?

D: February 16th through the 20th so if you live in San Diego and you want to meet us we would love to meet you. We are staying at the Embassy Suites somewhere near the water, which I know

H: Which includes breakfast! So we can maybe do breakfast, we can just walk on down

D: And we will get back to you on what the hotel is, but really if you do live in San Diego or if you are there on business we love to meet you. So we will continue talking about it until we are there. And actually Henry we should do an episode while we are there

H: Absolutely

D: Ok, good. So let's talk about the Miami trip.

H: Oh, we are going to Miami. Which is, Denise has some roots in Miami and

D: Yes I do!

H: Some of our Enyes and Friendyes

D: A lot

H: Will be supporting us and connecting us with folks in L.A....or Miami

D: In Miami right. And I just was going to say I cannot wait to see my friends in Miami. Cannot wait. It has been a long time.

H: That is going to be good. So we are heading to Miami for like organization....no.

D: An event. Another event. It is a conference it is called Hispanicize. And it is basically – what they are trying to do is make Latino south by southwest. So do you want to describe south by southwest?

H: Well, it is not like aerobics to salsa? That's not what Hispanicize is?



D: No, you're signed up for the classes already so, we are going to be shooting them

H: So, my understanding of Hispanicize is that it is a lot like South by Southwest and we I think Denise is getting her aerobics. It's a little distracting. But Hispanicize is going to be a lot of fun. Like south by south west.

D: Yeah, talk about that, because Henry knows a lot. He has been there

H: Yeah, so south by southwest is in Austin, Texas. It is in the first quarter I believe it is March

D: Yeah, it is actually the week before Hispanicize.

H: Oh terrific

D: In March

H: So they have a fantastic film festival, they have a music festival. They have an online gathering of people that are really cutting edge doing exciting things online and the whole town just kind of, I don't know before that, but everyone there is all excited about the same things. And there is this great energy and this great exchange and what we are doing in Miami is going to be very similar to that expect it is focused on Latinos and

D: Film and thinking, but much smaller. It has only been around I think for a few years. Maybe three, maybe this is the fourth year, I am not sure. But I love that they have this aspirational goal to be as big and impactful as south by southwest and I love the idea that we are going to be meeting some of these bloggers that, whose blogs that we read and keep up with and share articles on, and so I'm excited to meet those people first hand and then learn all there is to learn about reaching the Latino community through blogging, podcasting, and we actually threw our hat in the ring to lead a workshop.

H: Did we hear back?

D: But haven't heard back, but do you remember any of the titles. Because we came up with many, I am actually pretty proud of what we came up with.



H: Check our show notes for some of the titles

D: I have got to have them somewhere. I hope I do. But we will put them in the show notes if we can find them, but from a marketing point of view I would go to our workshop. And hope they do invited us. Regardless if they do or not we are going. So if you are in Miami March I think that is the 16th

H: 16th

D: Through

H: 20th maybe

D: Yeah through the 20th so we would love to meet you. We are staying at the intercontinental hotel and we are also looking to interview some Enyes while we are there. And we would love to you know receive any suggestions you guys might have. So please email us at info@projectenye.com with your suggestions and also if you would like to meet us in person we would love to meet you

H: Enyes of Miami. Stand up. Be counted. Come on represent on our show. We would love to meet you

D: So the next thing we are just about close, when we going to do the big reveal of our intern.

H: Spoiler

D: We have an event that have been doing in Denver over the last several months and we have been testing out different types of venue, different ways of doing it and we decided – at first we decided we were calling them happy hours. And now in 2015 we are calling them socials. So, our next Enye social that is in

H: Our very first 2015 Enye social

D: Right, is at the Si Film Center here in Denver. And we are co-presenting it with CineLatino, our friends at the Denver Film Society



H: Yup, we have a long standing relationship with the film society and they are hosting the podcast. That was a child banging into the door, I am not sure which one. But, don't let that distract you

D: And the reason I am laughing is because I just was seeing Henry's face get really irritated

H: There was a bit of a furrow in my brow. So, we have an Enye social coming up

D: Right that's

H: And that's going to be at that Si Film Center. And you can definitely check that on website or on Facebook to get more information.

D: And Suerte tequila, I just want to give them a shout out because they are awesome, they just – they show off for us, they sponsor our stuff. The tequila is delicious and I am so – yet again they are sponsoring this event. So Suerte Tequila, thank you so much.

H: And I do want to. Oh. Lets talk about our staffing

D: Yes

H: So, like I said at the beginning and team is so important and I want to acknowledge one person on our team who I have had the pleasure of working with for the last four years anyways I think. And, that is our office manager and my

D: Executive assistant

H: Executive Assistant, Heather Roark. And she was been just a great fantastic team member

D: Yes

H: And a great kind of personal support for me and this kind of big transition period, she has been great. She is moving on, she has some personal things she has to free up some more time to deal with and we will miss her.



D: Yeah, and we appreciate her and love her and hope she comes to visit us as much as she wants

H: Yeah

D: We love you Heather

H: And you have probably met her at some of our socials if you have been there. So Heather is fantastic.

D: Yeah

H: And we have now some needs on the team

D: Yes

H: So we definitely want to kind of speak to the community at large and let you know what we are looking for because finding the right people and the best people to join the team is a big priority. SO what are we looking for?

D: Well, so we are looking for an executive assistant. And we do have information about that and you can find that in the show notes and you can find out what we are looking for. Must be really, able to be very flexible and fun and dynamic and

H: There is one other word: unflappable

D: Unflappable.

H: That is what we are looking for

D: Right, so if you know someone like that or you are that person please take a look at the show notes and send us an email with your resume

H: And we are also looking for social media volunteers, and some intern positions

D: Yes, we are

H: How would you describe those?



D: So we are looking for people that are interested in contributing to our mission and what we are up to and giving us some support around this podcast, around our social media. On set, on shoots. Just like support type people that really want to learn about this business.

H: And it is great learning opportunity. We are really pushing the envelope here and Denise is up on all the trends and we are fearless in trying new things

D: You are so awesome Henry, thanks. So we are looking for someone like that who is also interested in learning the most up to date new things and can contribute their idea on them so.

H: So again just want to say a big part – a big focus for us is learning more about our audience, learning more about this idea of avatar. Who, who, who is this message resonating with, who are we, who si our target, So folks that are listening to this podcast, you are exactly the kind of people we want to talk to who are attracted to this podcast and we want to learn about you.

D: So if you wouldn't mind taking thirty seconds and going to our website projectenye.com and going into scroll all the way to the bottom where you see the big fat Enye logo, there will be a spot to put your email. Once you give us your email you will receive an email from us asking you to tell us a little about yourself. So that is a long, long kind of way of saying

H: It is a whole lot easier than it sounds and we really want to know who you are

D: And if you don't want to go through the trouble you can just email me directly Denise@projectenye.com or you can email info@projectenye.com. Say your name and a little about how you ended up on this list. How you ended up listening to this podcast. And just a little bit about yourself. It would be so helpful because we want more of you to listen. And we want more of you to show up at our events and also to enjoy what we create with our media.

H: Absolutely

D: With that said I think that is it. Right Henry?



H: I think that is it

D: And can you hear giggling in the background

H: There is a lot of giggling

D: I feel like

H: Going on

D: So, it is a beautiful day here and Henry and I are going to leave the office now and enjoy the rest of our long weekend. And it is your kid's birthday tomorrow

H: That is right. I have twins turning 14. Oh my god.

D: So he had a lot of party planning he needs to do. So until next time have an amazing week. We love you guys and thanks for listening

H: Alright talk to you soon bye-bye.