

(DON'T!)
**WASTE
WATER**

Trace Blackmore

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BLACKMORE
"Prescription Water Technologies"
ENTERPRISES, INC.



How do you bring a scattered industry together?

In the US alone, there are 1.3 million water professionals (a stat we've learned with Seth Siegel by S7E3).



But another picture reveals, once you divide it by about 51,000 Water Utilities and 35,000 Wastewater Utilities and compound their size.

More than half of all water and wastewater utilities have only one or two employees. And 85% have three or fewer.



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The water treatment community can be lonely. We're working in faraway places, commuting by ourselves, and we don't have people to converse with. We're doing our work, and we're alone!



Yet, the state of the art is constantly evolving. Risks, regulations, opportunities, and technologies change over time, and it's hard to keep up if you do it all isolated. Yet, it is crucial!

At the same time, the general public rarely knows whenever a water professional is doing good. But they indeed notice as soon as things go wrong.



We're in an industry that most of our customers don't understand. And if we don't hold ourselves to a high standard, that's bad for all of us.



**So, are we doomed?
Not if someone does
something about it!**

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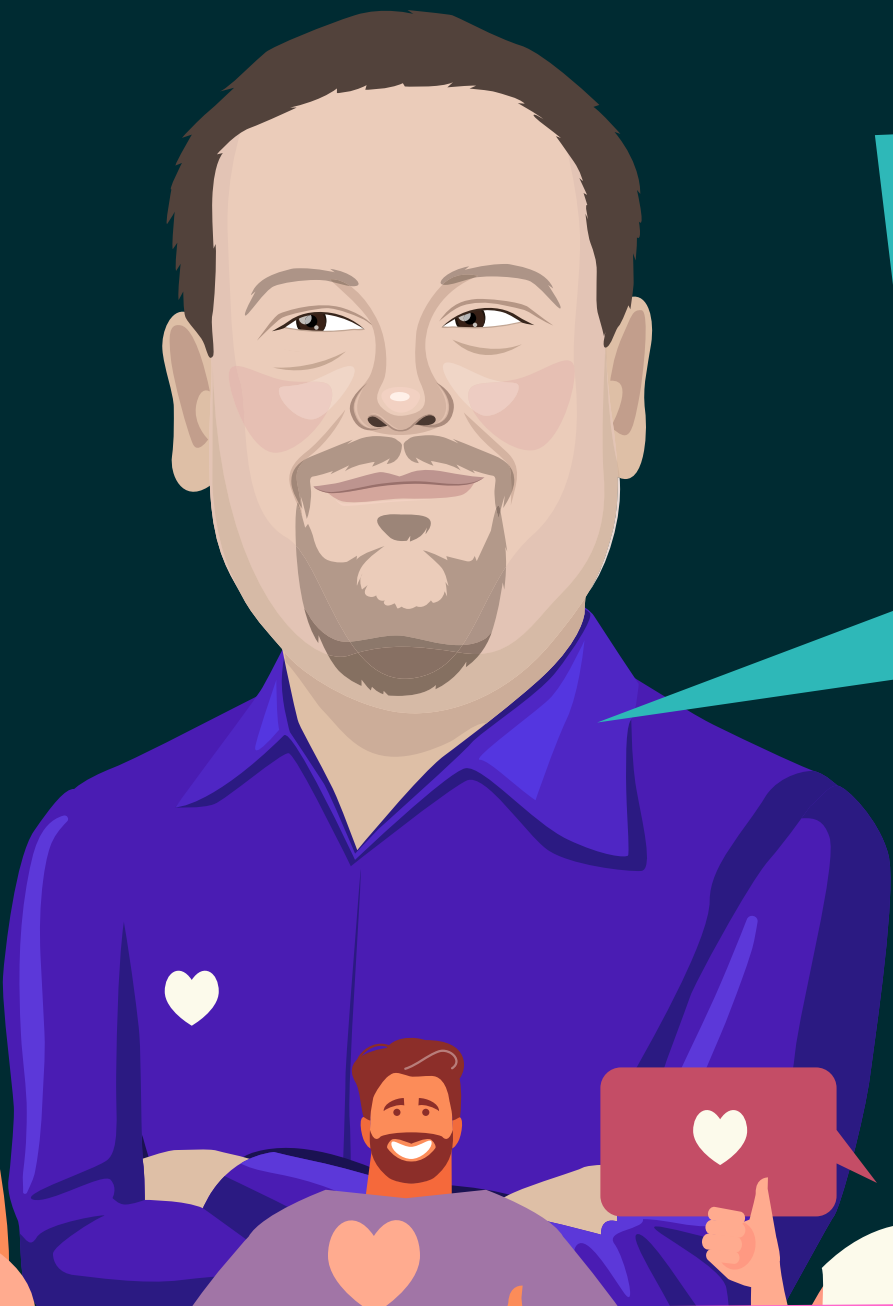
Sure, associations and conferences do their part to bring our industry together on a regular basis.

But it will never reach the level of support a weekly wisdom shot can offer! That was my thesis when I started this podcast.

It also was Trace's one a good while before - and still is:



I just thought I wanted to help people in our industry over a podcast format that I was learning one step at a time. We were trying to get people to go to the next level, so that was very well received.



This - deserved - good reception led Trace to gather the "Scaling Up! H2O" nation, the name of his listeners' community.

Beyond the about 270 published episodes and the countless insights shared by his guests or Trace himself, this initiative now doubles up into a mastermind:

Life is hard; why do it alone? And especially, why not do it with people that understand your industry, so you don't have to start by explaining to somebody what water treatment is?

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This all burns down to one single concept:
sharing is caring.

Stop being so selfish! I think the more we help other people, the more we get in return. I love the JFK quote: a rising tide raises all boats!

So, how can YOU help?

We also covered:

- How Trace started his entrepreneurial journey and why
- What steps led to the inception of the "Scaling Up! H2O" podcast
- How being true to his voice and style was the decisive kick to set the path for success
- Trace's bullet-proof process to produce quality podcast content that you should steal and copy
- Four "DOs" and Two "DON'Ts" to help you start out a successful show
- Trace's crazy schedule when it comes to interviewing people
- Creating a spark, building a community, being a catalyst, developing a business model, starting from square six, being a Friends fan... and so much more!

Don't miss a single bite: head over to dww.show!

