

# 60 SECONDS WITH AN ENTREPRENEUR...

## GREG ZIENKIEWICZ

**Role:** Founder / Filmmaker / Video Editor

**Company Name:** CreateGreg Ltd

**Sector:** Creative Industry / Social Media

**Founded:** 2019

**Base:** Edinburgh

**Purpose:** Social Media Video Production with Purpose in Mind



**Tell us a bit about your business?** CreateGreg Ltd's aim is to create video content for businesses that fits in today's way of storytelling on social media. It always starts with figuring out the final desired outcome, which could be building brand awareness or increasing sales, and reverse engineering it to deliver video content that performs.

**How did you come up with your business idea?** The idea of CreateGreg Ltd came to fruition after failing with the startup I was building for over three years. I knew I don't want to accept the failure and I asked myself what was next? The key element to the puzzle was my 10 years of experience in the film industry since I was a kid plus another 10 years of video content creation after moving to Scotland. I knew that my passion for visual storytelling and business experience would come in handy. The answer was - to go out and create. CreateGreg Ltd was born.

**What's been your biggest challenge to date?** I think the last two years of COVID with all the restrictions that whipped out all my income from being out there and filming with businesses.

**How has SE (or any other support organisation in the Scottish ecosystem) helped you on your journey?** I didn't use support working on CreateGreg Ltd, but with the previous startup, I managed to take quite a lot of courses with Business Gateway and had consultations with SE. I've attended tons of events from Scottish EDGE through Startup Grind Scotland to Startup Summit with FutureX, building the foundation of my knowledge and relationships with people who helped me jump-start CreateGreg Ltd.

**What's been the highlight of the last year for you?** Focusing on content creation for YouTube which led to onboarding some amazing clients and growing my reputation as a YouTube specialist.

**What's your favourite thing about being an entrepreneur?** That there is no limit to where you can get and the person you will become working on the business.

**What's the best thing about being an entrepreneur in Scotland?** There is always someone you can turn to for help or a piece of advice.

**What's the best piece of advice you ever received?** I'm a huge fan of the Pursuit of Happiness movie and how it impacted my life. One Scottish entrepreneur told me - Greg you have two options - you can make a movie like the pursuit of happiness or live pursuing your happiness like in the movie.

**What advice do you wish you hadn't listened to?** All pieces of advice are good. At the end of the day, it's me who makes the decisions and I will deal with the success or failure of those decision.

**What has been your proudest achievement since starting your businesses?** Flying to the USA to film with an international client as well as working with one of the biggest YouTubers in the UK and hitting a million views on a single video with him.

**Is there anything on your business bucket list?** Hitting 1 million subscribers on YouTube and becoming a go-to YouTube video content creator for businesses in Scotland.

**Who's been your biggest supporter?** Kev O'Neil, a Glasgow-based creative agency owner who I met at a networking event in Scotland. Words of wisdom and work that I did with his agency have been key to my present success.

**How do you care for each other's wellbeing at work?** I think you have to understand that different people are driven by different things and trying to impose your standards on them is not the way forward. Ask questions and listen to them attentively, ask clarifying questions to understand them even further as you never know how this conversation can really impact them. Just treat people in the way you want to be treated.

**How do you start your day?** Ideally with morning exercise/stretch/foam rolling then meditation followed by a cup of black coffee and a journal to write down gratitudes and plan out the day.

**What do you do for fun after a busy week?** My work is fun and a busy week means there are things still to do to turn busy into less busy but still be more effective.

**What's the best business book you've read?** Anything You Want: 40 Lessons for a New Kind of Entrepreneur by Derek Sivers.

**Do you have a favourite TED Talk?** "Do schools kill creativity?" by Sir Ken Robinson.

**What's your best tip for achieving a good life/work balance?** I don't believe in a work/life balance. You have to live out of balance. When you work you go all in, nothing else, when you rest, you rest all in, without your phone or answering emails. When you try to build a business there will be periods without balance but that's the trade-off for success.

**What would you say is the secret to success?** There is no secret, you need to start with a hunger for achieving success, put in a lot of hard work, ongoing self-education, build relationships with as many people as possible, brace yourself for the long run and with a bit of luck hopefully one day you will succeed.

**What's your big dream?** To be able to say at the end of my life "I did it! I made the most of my life!"

**How would you like to be remembered?** The guy who worked very hard to make his dreams come true and proved it's doable no matter where you come from.

**Where can we find out more about your business?** [www.CreateGreg.com](http://www.CreateGreg.com) / [@CreateGreg](https://www.instagram.com/CreateGreg/) / [www.youtube.com/CreateGreg](https://www.youtube.com/CreateGreg)