# BASIC

## Description

Tune into this podcast and learn everything business, accounting, social media marketing, intellectual property, and customer relations (BASIC). With experts in all these areas, we bring you information and the right tools you need.

Hosts: Thabo Baseki and Layla Larona

## How It All Started

### Description:

In this episode of BASIC, Thabo Baseki explains his journey with Vision In Word. He discusses how he makes and keep clients, lessons learned, and services offered by Vision In Word.

Host: Layla Larona

Guest appearance: Thabo Baseki

**Layla**

Sometimes you only need passion to get started with great achievement, attesting to this statement is Thabo Baseki, who today is my guest. After completing his education in 2021, he began studying ways to provide products and services to individuals and companies. Out of that goal, Vision In Word was born to provide a number of services including transcriptions, podcast productions, such as this one. It also provide audio descriptions and more. Welcome to the show, Mr. Thabo Baseki.

**Thabo**

Thank you very much, Layla. I appreciate it.

**Layla**

First of all, why the name Vision In Word? And what does this mean?

**Thabo**

How I came up with this name is, you know, I was trying to communicate that, since I'm blind, I rely on what I hear with my ears. I rely on feedback from speech synthesizers, or from what I'm being told by somebody else. So, the word Vision In Word is more like I see with my ears, or I see with what I hear. That's how I came up with the name.

**Layla**

Wow! How did it all start?

**Thabo**

It first started in 2019, there was a start-up, where we had to come and pitch our ideas. So, I wanted to create a mirror that would help blind people to examine themselves before they can leave an area. I also wanted to create a game which I called Mind Mold, which would help kids with dyslexia, it would also help kids who are blind, and or other kids, whether living with disability or not. And I also had an idea of creating what I called the TMT or Tell Me Time watch, which would be a clock that would tell blind people, what's the time? Yeah, so that's how it came. And I registered for that start up, where I got to win an award with the idea of a smart mirror.

**Layla**

Wow! Why haven't you implemented those ideas?

**Thabo**

That's a very good question. But I must say, I had a lot of issues implementing the ideas. Because following that year, we know what happened COVID Hit, the pandemic. And I had partnered with some people that I had met at the pitching of the idea, so we could develop this mirror together, but it never worked out well. So, the partnership didn't go far. And I didn't pursue the idea going forward. But still, I wanted to keep my brand of Vision In Word. And I thought I could do something different with it. And hopefully, someday, I'll carry on with my ideas of the smart mirror, that watch, the game, and so forth.

**Layla**

What products and services do you offer?

**Thabo**

Currently, Vision In Word is more focused on offering services, I can say, we are an online market, we offer podcasts transcriptions, we also do podcast production, we do audio descriptions to videos. And this means, you know, adding a voiceover track to the video that will describe the nonverbal scenes to blind people, which otherwise they could miss, you know, because they can't see the screen. That's how audio descriptions work. We also do audio books. We teach Braille literacy. We offer you know, quite a number of services. That's what I can say. But those are the main core, with the transcription one being at the top of the list. And we've managed to secure clients in countries like the United States. We've had a client in the UK, and yeah, we're still trying to expand the business here and…

**Layla**

Wow! Okay! How do you find new clients, and retain the already existing ones?

**Thabo**

Finding new clients? I use various methods. One is really advertising on social media. The other one is networking. Like I use LinkedIn to network with people and tell them about my business. I also do attend events, whether in person or virtual. And I make sure that whoever that I'm networking with, I'm telling them about Vision In Word, and I'm inviting them to go and explore the website, see what services Vision In Word has to offer. And yeah, about retaining them. If you'd go to the Services page on our website, you'd realize that we pride ourselves to be you know, professionalism, timeliness, and of course, responsiveness. So, that's our drive. We take everything professional; we do provide services in a timely manner. And we also respond to our clients as soon as possible. You know, that's the mission at Vision In Word, that's the goal. And our clients appreciate that, they love it. So, that's how we keep them.

**Layla**

Great! What have you learned since you started this business?

**Thabo**

Quite a lot of things really. I have learned a lot of things, especially with the transcription service, because you get to deal with different podcasts. So, you know, for me, I always say it's getting information for free, because they come with rich information. I've learned to network, I've learned how to grow my personal brand, I've learned really quiet a lot of things, I've learned communicating with clients. You know, I've learned consistency, I have really learned a lot.

**Layla**

What has been some of your biggest challenges, and how did you overcome them?

**Thabo**

I started this business in the middle of the pandemic in 2021, where really many people were at home, where sales were not easy to make. And I started with one client. You know, we started back in September of 2021, and finding clients was a real challenge. I wasn't a businessperson, so, I also had a challenge of, you know, price tagging. I didn't know how much I could charge for the service. And even when I tried to look up sources on the Internet, asking people within my area, they didn't know much about transcription. So, it was really a challenge to provide pricing. Having to learn by myself how to be best at transcribing was yet another challenge, which I had to deal with. But of course, you know, with the determination, I made sure that I'm learning it and I would send out a survey to my clients to see if they're happy with what I'm offering, and I would also calculate the cost to see if the pricing that I had given them helps me. Until I was in a position whereby, I could say, Now I understand what I'm doing, the position where I could now invoice my clients with confidence. Yes!

**Layla**

Do you have any people helping you run your business? Or you do it by yourself?

**Thabo**

Yeah! I do have people helping me. And I'm so much thankful to you especially, as well as my friend, David Branscome for all the things that you do for me. From transcribing, to putting stuff on the website, too talking to clients, and more, that is really something that I appreciate. Because otherwise, I wouldn't be able to do all those things on my own. And the feedback that I get from my clients appreciating the transcripts they get from Vision In Word, the feedback I get from people appreciating how great the website looks, you know, it's all made possible by your efforts, and also the efforts of those who give me feedback, because it is feedback that helps us improve on daily basis.

**Layla**

Wow! Tell us about [Seeing Without Sight](https://www.visioninword.com/blog) blog.

**Thabo**

Okay. This [blog](https://www.visioninword.com/blog) is designed to really give comfort to blind people, those who may have lost hope in life. It is also designed to help the mainstream society appreciate us and see how they can help us. You know, it provides practical suggestions. And yeah, that's really what the [blog](https://www.visioninword.com/blog) does. So, I make sure that every week on a Saturday, there's a new article, a new post that goes on the [blog](https://www.visioninword.com/blog) page, and I share that on my Facebook platform, as well as on my LinkedIn platform. People can just go to visioninword.com/blog Then there'll be able to get access to [Seeing Without Site](https://www.visioninword.com/blog) [blog](https://www.visioninword.com/blog). For now, we have more than 20 articles already there, and there's still more to come.

**Layla**

What would you say to a 16-year-old Thabo?

**Thabo**

Know what you want in life. Be clear with your goals. Because when I was 16, I didn't know what I wanted in life. I knew nothing about transcription. But now I know that my passion is in typing. And because of that, I know what I want. I enjoy transcribing podcasts. I enjoy, you know, listening to videos that have audio described content. So really, it's you are knowing what you want in life and working to achieve that.

**Layla**

That's nice, great! Okay, tell us about your business in just 30 seconds Mr. Thabo

**Thabo**

at Vision In Word, we are focused on professionalism, timeliness, and responsiveness. All our services are tailored to meet the needs of the clients in a way they want them. We are customizable, adaptable and ready to work with you out of the box. So, try us now whether it's Transcription, audio descriptions, audio books, or any other [service](https://www.visioninword.com/services) that we offer, we are here for you

**Layla**

What’s the future of Vision In Word?

**Thabo**

the future of Vision In Word? My plan is to see it having more clients, my plan is to see it securing the market in different countries. My plan is to see it one day inventing all the technologies that I spoke about earlier on, be it the talking watch, be it the mirror, the Mind Mold game, you know, I would like for Vision In Word to launch all these products someday. And I should say to people that they should look forward to a transcription software that's been designed by Vision In Word specifically. And they can use it to have automated transcriptions by the best company in the world.

**Layla**

Wow! Wow! Wow! I love it! Wow! Okay! Who has the biggest influence in your establishment of this business?

**Thabo**

Oh! I cannot stop thanking Mr. David Branscomb. For all that he has done for me. If I should just take you and the audience through the history of us, we started connecting back in 2016. And he would always help me with Microsoft Office. Since then, until now, 2022, or whatever year that someone might be listening to this podcast. We've been talking since then he has been helping me. You know, he's even the one who contributed to me learning a computer, He even offered to pay for my certificate when I completed the computer course from a blindness perspective.

So, he has been a source of great support. Even when I finished my schooling in 2021, when I reached out to him and said, Hey, could you help me find some work? I remember he said to me, what kind of work do you want? And then, you know, he clearly mentioned it that I shouldn't say, any kind of work, which is usually the mentality of students. So, we had to figure out what I love, which of course, he realized that it was typing. And he connected me with my first client, whom even now I'm still providing the transcription service to, sir really, David Branscome has done a lot for me, and I appreciate him. He is the biggest influence of this business. And he's the one who now is managing the [Vision In Word](https://www.visioninword.com/) [website](https://www.visioninword.com/). And he does the administration work for the business on the technology side of things.

**Layla**

Thank you, Mr. David! Where and how can people access your services?

**Thabo**

Well, it's very easy. They can go to our [website](https://www.visioninword.com/) visioninword.com, and there is the [contact page](https://www.visioninword.com/contact), they can fill out a form which we will then get to see whatever comments they have, questions they have, or they can also send an email to services@visioninword.com. It will still reach me, or they can directly contact me thabo@visioninword.com. Also, we are on Facebook, our Facebook pages Vision In Word, our YouTube channel Vision In Word. So, yes, and they can find me on LinkedIn as well, Thabo Baseki.

**Layla**

thank you for joining us today.

**Thabo**

Thanks. It's been a pleasure talking to you