

0:00

[Music]

0:01

Text on screen reading "8.3 Million people in the UK are over-indebted" fades in

CSA logo with the slogan "# here to help" at bottom of screen

0:05

Text on screen reading "What would you do if a debt collection company contacted you?" fades in

CSA logo with the slogan "# here to help" at bottom of screen

0:08

Scene - Two people speaking in an office

Text on screen reading "Brad Burton - Top UK motivational speaker (used to be £25k in debt)"

CSA logo with the slogan "# here to help" at upper right corner of video

Camera focuses on Brad

Person Speaking - Brad Burton

I was twenty five thousand pounds in

0:11

debt on daft cars

0:12

daft televisions, daft nightclubs that I

0:14

no longer had or went out to. I'd got

0:17

myself in debt and you don't believe

0:20

Text on screen reading "Colleen Peel - Head of communications"

Camera focuses on Colleen

there's a way out so consequently if you

0:22

Scene - Brad and Colleen walking through a forest

don't believe there's a way out you get

0:23

worthlessness and so it continues. I

0:25

Scene - Cut back to Brad and Colleen in the office

Camera focuses on Brad

could see what a debt letter was, so i

0:27

didn't open those ones, if you get

0:28

particularly franking, or second-class or,

0:30

Whatever. I stopped opening them and that's

0:32

when it all started going wrong, wrong,

0:33

Wrong, because it's not going to get any

0:35

Camera focuses on Colleen

Better, and to get to C which is

0:37

debt-free, which is where anyone wants to

0:39

Camera focuses on Brad

Be, you've got to go over A and B. And A and

0:41

B's that bit where you've got open letters,

0:43

A and B is the bit where it's tough, A and B is the

0:45

bit where you've got to pick up the

0:46

phone to a debt collection agency and

0:49

actually start on that process of fixing up

0:50

Person Speaking - Colleen Peel

I think what's key and what you're

0:52

picking up on is that no, matter what

0:54

Happens, no matter where we are, people

0:56

are always going to get in to debt.

Brad speaks up "True Story"

0:58

Colleen Starts speaking again

and people are always and it's unfortunate

1:00

and nobody wants to be there .

Brad speaks up "I know"

1:02

Colleen Starts speaking again

But what I think is key, is how you get out of it.

1:04

Person Speaking - Brad Burton

What ends up happening is, by not

1:06

picking up the phone the debt collection

1:09

agencies are thinking the worst. By picking

1:11

up the phone, and you're explaining the

1:13

Situation, they're now thinking the best.

1:15

So you're now trying to find a way that

1:17

Works, not only for you but also for them.

1:19

Scene - Brad and Colleen walking through a forest

The debt isn't gonna go away, so have a

1:21

conversation and see what you can do,

1:24

Scene - Cut back to Brad and Colleen in the office

work with the debt collection agencies

1:25

to try and get a way through. I've seen

1:28

Scene - Brad and Colleen walking through a forest

the human element, right, of what you guys

1:30

and girls do, that's the difference.

1:31

Scene - Cut back to Brad and Colleen in the office

It just seems a lot more human now. And

1:33

now on debt free and life's good

1:37

CSA log with the slogan "Building confidence in debt collection"

Another tag line below - # here to help

1:43

[VIDEO END]