

Transcript

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Welcome to Podcasting Power Hour with your host, Jeff Townsend, aka the indie podcast father.

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I'm your co host Greg from Indie Drop in. Network podcasting Power Hour is recorded live every Monday at 09:00 p.m. Eastern Time on Twitter spaces. Every week, an experienced panel of podcasters and other experts will tackle your podcasting questions. We will, of course, put links to all of our guests and any relevant information in the show notes.

[00:00:45]

All right, let's get this party started.

[00:00:51]

All right. Might as well kick it off. What do you think, Greg? Yes. Let's get started.

[00:00:55]

Let's get going. Let's get going. The greatest Twitter space in the world. Somebody just sent me an Im on Facebook. I don't know who you are.

[00:01:07]

International Podcast Day live Stream Invite I don't know what the hell's going on, guys, but it's Podcasting Power Hour. I'm your host, Jeff Townsend, and with me, as usual, my best friend in the world, Greg, founder of Indie Drop In. How's it going, Greg? It's going good. It's nice that I've been elevated to best friend.

[00:01:28]

I think the last time I was eight years old, I had a best friend. Well, fear no more, my friend. Fear no more. Thanks for helping like you always are. I really do appreciate it.

[00:01:40]

No problem. This next man is probably, like, my 67th on the friend list. Tanner Campbell. He's a philosopher. Now he is no longer involved in podcast improvement activities.

[00:01:51]

This is it. It's exclusive. If you want to hear Tanner talk about podcasting, you have to come here. It's becoming that way. Thanks for having me, ma'am.

[00:02:01]

Remember, like, two weeks ago when you're, like, you will not see one more tweet from me on Twitter to the public. And then since then, your tweet ratio has gone up 10% than it was before. Like 40 tweets because you delete them every day or whatever. I don't know, using some sort of fancy software.

[00:02:21]

Mallard. Jim Mallard. How's it going? Who do you have lined up for tomorrow night on the Mallard Report? Well, you would ask.

[00:02:28]

I don't have it right in front of me. I'll look it up and I'll tell you at the end of the show. All right, sounds good. Thanks for coming in, though. Digging holes and taking souls.

...ing in, though. Digging holes and taking souls.

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The hall of famer. Dave Jackson. Thanks for joining us. Dave, you were out last week. Were you playing bingo with your friends?

[00:02:45]

Dominoes is what it was. Yeah, I actually had a friend in from out of town that I've known forever, and it's really the only friend I have. I had another one, but I forgot to feed it and it died, so I had to pay attention to this one. So there we go. Thanks for having me.

[00:03:04]

I'm looking forward to it. Yeah, no problem. Always consider you good friend, Dave. Hey, Dave, you should try out a best friend. It feels pretty good.

[00:03:12]

Yeah, someday we all have goals, and of course, we have some of the amazing usual people. Ed wizard podcast, the greatest song ever. Song Shitty. I'm just kidding. It's poorly.

[00:03:25]

And yes, I would have got it right. I just missed it on purpose. Ed, too. Yeah. Jonah neil jacking around.

[00:03:32]

Jack Ingram representing that podcast. Well, I appreciate everybody where the hell is David at? This is unacceptable. My gosh. All right, we'll go ahead and get going.

[00:03:43]

Greg, what do we have on the agenda today? Well, we have a lot of good things to talk about. We're going to talk about call to actions. We're going to talk a little bit about Dave's Jackson's podcast rodeo show. He doesn't know that, though.

[00:04:01]

I did a good job making that title, didn't I? Yes, dang it, he does know it. But I think we're going to start. Tanner says he has a story that is going to be life changing, podcast changing, monetarily changing, fat wallet changing. So it's going to be amazing.

[00:04:20]

So amazing that will title the podcast version of this story. Yeah. Great. That's such an honor. Thank you.

[00:04:34]

One of the things I like about podcasting is that as it changes and things get better, sometimes they get worse. Not always linear. You sometimes have to revisit things that you were very certain of eight months ago. For example, with YouTube's new changes, maybe we'll find ourselves in another year feeling very different about YouTube than we did six months ago. Well, one of my podcast was recently acquired, and they have encouraged me to be more active on social, so you can believe that I need to do that.

[00:05:06]

So they asked me to open up a Tik Tok, and I'm like, oh, well, I don't know how well my content is going to translate on TikTok, but I'll give it a whirl. And I've recently, for anybody who's been following my tweets, has seen that I've been doing a lot of AI art with Mid Journey in my discord server, which, if anybody wants an invite to play with Mid Journey, just DM me and I'll happily add you. It doesn't cost anything. And I can make these really great pieces of I mean, for lack of a better term, is art. And I'm making them, but way better than I could ever make them if I had to use a brush and a pen and a pencil.

[00:05:40]

So I downloaded this app called Pod Buddy, which is like, \$20 for a life or something, and it's an audiogram maker. And I think you all know how I feel about audiograms in general. You love them. I can't stand them. They don't work very well.

[00:05:55]

And I didn't think that Tik Tok was necessarily a great place to do cross platform promotion of podcast content. Now, here's the thing. I want to preface what I'm about to tell you with this is a one off. I am the only data point in this experiment, right? So it's not fair to say that this definitely works.

[00:06:13]

I hate when people have singular success and then go become a podcast coach and say, well, I did it this way, so it's going to work for everybody. But it is interesting that it happened. So I created these audiograms that were essentially just if you go to Tiktok.com at Stoicismpod, you can see these images, or if you just scroll through my Twitter timeline, you can see them. They're black and white, men, women, different backgrounds. It's just AI art.

[00:06:36]

So all I did was take this AI art, lay a progress bar over the bottom of it, put it in 19 by whatever it is, letter format, but story format, and upload it with the audio to TikTok. And one of the things that I've hated about Tik Tok for a long time is that you have to have 1000 followers before you can go live. And I had a tick tock once upon a time and I think I had like 20 followers. I was like, I'm never going to be able to go live on this stupid thing within I shit you not. Two posts.

[00:07:08]

One of my post went, what I would consider to be viral got 40,000 plays, or just shy 40,000 plays in like 48 hours and I already have 1300 followers. And the interesting thing. The thing that is making me rethink how I feel about TikTok in general. Is that if I look at the day that I created that the day after I created the TikTok account. I have twice as many listings as I do on any other day.

[00:07:34]

Whether it's compared to that day in the previous week or any day previous to that day in any previous week. I went from having ten or 11,000 downloads a day to having 27,000 downloads in one day. And the stickiness of that increase has been about, well, I'd say 30%. It's not terrific, but it's certainly far from bad. So now my average has increased just because of creating a TikTok account has increased from ten or 11,000 a day to like an average of 18 or 17,000 a day, which is pretty fucking incredible.

[00:08:06]

And because sounder tracks referrals, I know that they came from TikTok, which is exciting.

[00:08:17]

So go get a tik tok. I took my shirt off on ticktock and got \$50,000 and I just called Dave Jackson last week. It was amazing.

[00:08:27]

Remind me of my dad trying to work the cell phone.

[00:08:34]

The point of that story is not just maybe get a ticktocks, but I shit talk TikTok for a long time saying it wasn't a great place for this kind of work. You really did. I really did. And I think it's important that people remember that what's true today maybe is not going to be the case. Especially true in marketing, advertising and in podcasting because it relies on marketing and advertising so much, it's not going to be true in six months.

[00:08:59]

Or a year or two years, things change. So always revisit strategies. It's probably one of the most important things you can do for your show. Always be willing to make and listen and learn and make those changes as well. You have to be open minded.

[00:09:15]

So, Tanner, did you go back in after the thousand and put your link in? Because you can't even put a link in TikTok without having subscribers. So here's what I learned. Yes, you're right. You can if you're a business.

[00:09:29]

But if you're a business, then you get really limited reach. Because I did my first post and I was like, oh, this is doing pretty well, but it's not getting that many. And then I took the post from being a business TikTok, I took the account from being a business creator TikTok to being just an individual TikTok. And all of a sudden, the next post got like ten times as many views. So, yes, you're right.

[00:09:49]

I didn't add the link to the bio until I had over 1000 followers, but I got those 1000 followers in less than 48 hours, which is nuts. So I'm going to be using TikTok, I think, to go live and see how that goes for me. Let's do it. Melissa, go ahead. You have random yeah, I just wanted to say I should probably do a Tik tak too, but every time I gave my kids find it.

[00:10:15]

Yeah. One thing you have to come to grips with, and that's everybody, if you make a podcast and you make TikToks, you make social media, people that you don't want to find it are the people that are going to find it. Right. I don't really want people at my work, my day job to know that I have other interests, but they find it. And I'm not embarrassed by anything that I do because I wouldn't be, but I just don't want them to think I'm distracted.

[00:10:45]

So I have the same issue, but you have to just suck it up. Yeah, I'm not embarrassed about anything. Like, I don't do anything that embarrasses me. Like, I don't really get embarrassed. It's just all of a sudden, I don't know if Dave Jackson can do it.

[00:11:03]

Anybody can. He was on there. He's confident and he's just delivering it. You just have to have that confidence. I don't think you can worry about that because Greg's right.

[00:11:11]

People will find you. I do want to go ahead, though, and go ahead, Dave. You have something. My thing with Tik Tok, after going to podcast movement, I heard so much about it and it was like, Chinese government be damned. I'm going to try this.

[00:11:25]

And I just do what I do. And I figure everyone talked about how great the algorithm is and they're like, the people that want to find yourself will find it. And like everything else, it takes a while. And I'm like, all right, well, I set up an OBS profile to be, whatever, nine by 16. And I'm using something I think called clipscrib where I uploaded it puts a little words that go across the bottom of my screen.

[00:11:50]

And I'm like, all right, we'll see what happens. All right, Greg, I do want to give you a minute to shine some light on Dave before we dig deep dive into this call there. So I use two of your resources, Dave, in the last couple of days. One is I took your list of all the podcasting shows about the podcast about podcasting, and I added every one of them that was live to just one of the new podcast apps. I'm using castle matic for it.

[00:12:24]

Anyway, one of the shows I inadvertently subscribed to was your podcast Rodeo Show. And I was just going through the list and adding it. Anyway, I listened to it today, and it was really good. And I just wanted to put that out on the wire as a resource for everybody. And maybe you can just tell people how it works because I thought it was done really well.

[00:12:49]

I thought it was funny, and I appreciated it. Well, here's the fun thing. This show, like many of my shows, was never

supposed to be a real podcast. I forget what Media Host had come out, but enough people had said, what do you think of whatever it was? And I was like, oh, crap, I got to start another podcast to try this media Host.

[00:13:10]

Except I had no time to do a podcast. So I said, well, I need a podcast that requires no show prep. I was like, all right, I'm just going to grab a random podcast and then kind of mystery science theater, just kind of talk about it and say, okay, here's where I'm coming from based on your description and your episode. And so some of them, I think I heard him on here, the guy was getting 20,000 downloads in a month. And I was like, well, I want to listen to the show now.

[00:13:38]

So I went over. Well, unfortunately, that particular episode, his co host had been drinking for 8 hours before he got on the microphone. And I said, well, if you're looking for a bunch of guys in the basement doing kind of the bro thing, these guys do it better than anybody. But if you're looking for a serious discussion, that's not going to be you. So it literally is.

[00:13:59]

It's the first time I've heard the show. And I explain, like, in some cases, the last one I just listened to, they started off great, and then they thought they were Joe Rogan and did like four minutes of commercials, almost like that guy on Saturday morning that does the show and starts off with a bunch of commercials, said the Hypocrite. But nonetheless, it started to lose me. But the good news is when they came back from the commercials, they got right into the content. So it's just me talking off the top of my head.

[00:14:26]

And I even tell people, you're going to have to have a really good if you're doing a fictional story, I'm not your guy. I will try to listen to it, but almost every fictional story I hear, the person that is putting it together has fallen in love with sound effects, and it's all icing and no story. So it's just something I started, and I was going to quit after about, I don't know, three weeks. I tested this media host and kind of saw what it did, and I kind of announced it. I said, okay, well, this is enough of that one.

[00:14:59]

And everybody's like, no, you're saying all the stuff we're thinking. We're just not saying it out loud. And so the goal is not to just bash your show. And I always try to be constructive. It's like, okay, here's how you fix the fact that you sound like you're in a cave or whatever's going on or that whole nine yards, but thanks, Greg.

[00:15:20]

It's just something I have people from time to time that say, hey, can you listen to my show and tell me what you think about it? And I'm like, well, and I think I charge a whopping. Well, right now I have it set up. You can pay me whatever you want. But it's just something that I want to play with fiverr so for a while with \$5.

[00:15:38]

It's just something I play with. And I like it because I get to hear a lot of different versions of content of what people are doing out there, and I throw it on the wall to see if it sticks. And it's a lot of fun sometimes. And I don't think there's anything wrong with giving a little bit of money either to get really good feedback. I know that some people that just get into it probably think that's kind of weird, but it's absolutely not.

[00:16:03]

It's great feedback. Yeah, I talked to Jack from The Darknet Diaries, and he spent a lot of time making sure that the show was good before he promoted it. And so many times we ask our best friends and our cousins and our uncles, and they're not going to really give you honest feedback in many cases. Not all cases, but many, because they don't want to hurt your feelings if it's not good. So you need to know if it's good.

[00:16:31]

And a lot of times it's low hanging fruit. It's the fact that you started the show and you didn't say what it's about or you didn't even say the name of the show. I have no idea what I'm listening to. It's really low hanging fruit. And I'm like, hey, this would be much better if you just did this kind of thing.

[00:16:46]

And I always say at the beginning of the show, I say the following is an opinion. It's only an opinion. If for whatever reason you disagree with this opinion, feel free to never listen again. It's like I'm not the podcast sage. That's like the final word on everything.

[00:17:01]

I'm like, this is my first impression as I listen to this, and it may just be that I'm not your target audience, but there are some things that are just that's bad audio I can't understand what you're saying kind of thing, and I point that out. But I also point out that, wow, this really hooked me in. This is a great story. You have me wondering what's going to happen next. Go ahead.

[00:17:22]

Number two, I know you're going to tell us about how you use the service and you loved it. That's exactly what I was going to say, Jeff. Yes. I took Dave Jackson's advice that he gave us on the show. It was very helpful.

[00:17:34]

I was amused listening to him make fun of us, and it was invaluable. I bought the book he recommended. I have worked really hard to get my goal to get to the meat of it a lot faster per day's suggestion. So. Thank you, Dave.

[00:17:51]

Glad to help. Anybody else have anything else on the discussion of taking that constructive criticism and handling it? I mean, there's nothing wrong with it.

[00:18:05]

It's nice to join us. Speaking. Hey, what's happening? Sorry I was late. My wife was at my daughter's dance class, and somebody ran her truck into my wife's parked car.

[00:18:21]

So I was just evaluating the damage, and here I am. So fun. Interesting night. You also are a State Farm insurance agent? Yes.

[00:18:35]

I was waiting for Jake to call me back. What do you think, Greg? I know we can jump into this call to action, do anything else as far as the podcast radio, I know you'll throw it in the show notes for this episode online, and we can get ahead and share it down below, too, so people listening can get involved with that. Yeah, no, that's the reason I wanted to bring it up is because I wanted to try to tell resources that people can use to help them improve their show and for whatever day of charges seemed cheap. All right, Greg, so the call to action here, and I titled it Rodeo, but we'll move on from the rodeo.

[00:19:16]

What does Call to action mean to you when you hear that? What do you think? Yeah, so just to kind of get this started off, call to action for me is when I ask the audience to do something that I want them to do. Right. And I know that's a kind of a terrible way to say it, because really what you want to do is empower them to do something they want to do.

[00:19:42]

But let's just be real. I want them to do something. So that's why I create a call of action. Now, the goal is to, like I said, to get them to feel like they want to do whatever it is you're asking them to do. And that's the hard part.

[00:19:59]

I thought we could go around the room today and talk about how people construct their calls to action and how we each can improve. What do you think, Fuzz? Do you have something or even things that did not work right? Greg? Both examples go both ways.

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[00:20:17]
Yeah. Everything you do, whether you're in marketing or if you're podcasting, everything you do is call to action from I shot at my neighbors across the street. That doesn't seem to work. So that would be an example. But it is a call to action.

[00:20:33]

Yeah. And if it didn't work, it's time to try something new. Test and then try something new. Test, analyze, and adjust. That's what we do all the time.

[00:20:42]

And just as simple as getting somebody to listen or to subscribe to your patreon or tell their friends, whatever it might be. So buy your stuff. Everything is call to action, but people will get overwhelmed. And I think my opinion is that keeping your calls to action concise and tight and not too bountiful is likely to work more than asking people to do all the things that you could possibly want them to do at the end of your episode. So I would stick with a few or one or two and don't get too crazy.

[00:21:38]

That's a great point. Actually, Tanner had a review about that. You want to go ahead and go ahead, Tanner. It's your turn. Segue into it with that.

[00:21:46]

My review? Are you talking about didn't somebody say that you were trying to push things? I don't know what the hell it was too many. No, somebody just complained that in the podcast that I create for free and that they said the review was really enjoyable and very valuable to them, that they thought I should talk less at the start, and I ignored that because that person is a cunt.

[00:22:08]

Wow. All right, well, go ahead and speak to Call to Actions while you're up here. I didn't mean to start laughing over you, Tanner. Well, the phone slipped out of my hand because laughing and needs love it at the same time. Total actions, you had a limited one to two.

[00:22:24]

I'm not great at them, either, I'll be honest with you. I'm terrible to podcasting things, but yeah, sorry. Didn't mean to interrupt. I mean, I think so long as you just be authentic with them, like Greg said, you can't put too many of them in there because there's a tolerance for them. Right.

[00:22:45]

And every listener should while consuming something for free that you labor to create, should have a certain amount of there's an acceptable amount of tolerance that you can accept, that you can expect them to have. And that can be maybe one pre roll and two mid rolls and maybe something at the very end that they can skip anyway. Everybody who's consuming something for free should shut up and deal with that. And I never feel sorry for any listener that's like, oh, no, an ad? Can you just do that for free, dude?

[00:23:13]

Can you just make that stuff for free? It's reasonable to expect some amount of advertising, call to actions, whatever they are inside of your podcast. But you can't be like, hey, welcome to the show. Have you given me money yet? And then play an ad and then say, hey, I hope you enjoyed that ad.

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Can you go subscribe to me and give me some money now? You have to be authentic about how important it is that you're asking them to do this, especially if it's for giving you money. Explain to them, I'm trying to do this for a living. This show costs money. I'm going to continue to do it.

[00:23:47]

But your support would help make it easier for me and just respect them for the most part, respect that they are showing

up with an expectation. They don't have to give you money and some kind of you know, they understand there's a trade off. There like, we're not going to give this guy money, but we like their show, so we're going to put up with the ads because we're the call to action, because we know that this person has to make a living somehow. So I don't know. Just don't abuse it, I guess.

[00:24:14]

Calls to action are not that complicated. Dave, what do you think Jackson will segue you? What do you think the overall purpose? I know that it could be getting what you want or whatever, but of this call to action, I think for me, it's getting people to go to whatever or consume whatever you're wanting to get them to. Yeah, it really comes back to, why am I doing this?

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Or what's the most important thing for the show? So if I'm starting to show, I'm not going to ask them to buy my T shirt because I've got 13 people listening. I just launched. So what do I want them to do? I want them to tell a friend, I want them to share it and things like that.

[00:24:52]

So you have to really kind of boil down to, what do I want my audience to do? But what I hear a lot is, will it be like, follow me on TikTok, like me on this, do that? And I'm like, Why not put all those on one page and call it Contact? If you'd like to contact me, it's all there. Twitter, Instagram, everything.

[00:25:10]

There my email. Just go to schooluppodcasting. Comcontact. Now I've got one call to action because I remember once I had a guy, he's like, I'm not getting any engagement and I'm not making this up. He had eight calls to action.

[00:25:23]

And I go, I'm pretty sure at Call to Action, three people's eyes rolling the back of their head and they start drooling, you've lost them already. So forget what happens at Call to action number seven. They're gone already. So you have to kind of figure out what it is you want them to do and do that. Now, for the record, I suck at this.

[00:25:43]

I have a very hard time doing one call to action, so sometimes what I'll do is I'll sprinkle a call to action in the middle and at the beginning, not right at the beginning, I tanner said that makes no sense. But it is hard to do just one when you're trying to do multiple things. It's something I work on and then try to make it easy to remember. So instead of going to try and spell my website.com 27, blah, blah, blah, there are all sorts of things you can use to schoolapodcasting. Comfollow.

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Instead of saying, follow me on wherever Find podcasts are sold, no, reinforce your brand, number one, and hopefully then they'll share that on Twitter or someplace. That might boost your SEO a very thin amount. But it's worth it because you got to remember, a lot of people are on the treadmill or they're walking the dog or whatever, so we all know what it is. It's one of those things that sounds simple, but it's easier said than done. To do one good call to action, that's specific.

[00:26:43]

And then why tanner was saying, you have to explain. Why do you want to do this? So I call to action. I do a question of the month or the last episode of my podcast is where my audience has hopefully sent in answers. And so I always tell them exactly where to go.

[00:27:01]

School uponcasting. Comcastion, be sure to mention the name of your show and your website and a little bit about it. So it's like, hey, want some free promotion? All you got to do is answer my question of the month. So here's where you go, here's why you're doing it, and here's how you're going to benefit.

[00:27:17]

And that seems to work so far. Yeah, and only ever one. I don't know if anybody will disagree with that, but to your point

And that seems to work so far. Yeah, and only ever one. I don't know if anybody will disagree with that, but to your point earlier, Dave, like putting three or six or eight Call to Actions in the podcast, they're not going to remember which one you want them to do, so they're not going to do them all. So every podcast, you just have one very clear call to action. Put it wherever you want.

[00:27:40]

I usually put it as I'm wrapping up and say, that's all I've got for you today. And I'll literally call it this. I'll say in today's Call to Action, if you do anything after this episode, I would appreciate it if you bought me a taco and buy me a coffee. And the next episode, I would say, I'd really appreciate it. If you haven't reviewed the show yet, to review it, give them one single thing to do, because if you give them six.

[00:28:04]

Or even two, they're not going to do either one of them. It's also important too if you're going to use your social media as a call to action, that when you're setting up your show, make sure that every I think there's a service out there that you can use to find open social media handles and make sure that your handle is the same across all the channels. So you're doing multiple if you're working with multiple channels to make sure that it's going to be the internet next, you're still ahead of it. Sorry bro. The other thing while I'm on it, captivate has this short URL, call to action thing is I forgot what they call them on there, what they specifically call them, but they're super helpful.

[00:28:55]

So I bought a short URL fuzz CC. I bought it in like 2006 or something and finally get to use it for something. So I use that for my URLs just so people don't have to type too much. And some of the host services have really good abilities for you to do those links through those short codes pretty easily. So check that out.

[00:29:24]

If anybody is thinking that a short link is somehow different than any other domain, it's nothing special. In the same way that you go by A.com, you just kind of truncate your domain name and buy a co or in Fuzzcase CC. So I had a podcast called podcasting sucks. I had a short link, a shorter domain. That was P-O-D-S UX co.

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So it's just that when people see the short link it's much shorter, which is visually appealing, but they can tell even in that truncation of your name that it is still the same thing. It makes sense that like for example, Dave Jackson says DJack, that would probably not be great. I just bought the domain uncle Dave.com. Yeah, something like that you can do, I don't know, some kind of shortening of your name just get invented. But it's just buying a new domain name for another twelve or \$15 a year and then it's connecting it to in Fuzz's case it sounds like Captivate allows you to use a custom domain for those short links.

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Or you can connect it to something like Bitly so that instead of using VIT Ly or using whatever you bought and then all your links can be that. And when you have one of those, one of the benefits of it is because you have to connect it to one of those shorteners or to something like Activate is you get data about the clicks. I use switchy IO for that. So somebody clicks, you know, where they're from, what device they use when they clicked it, what OS they were using. You don't get like demographic data, like what their gender is or what their income is, but it helps you to at least see where your links are performing.

[00:30:59]

That was some good points I think the short is important, but the verbiage has to be strong, too. Okay, we got Neil. Then we'll go to Michelle and she requests to come up too. Neil, go ahead. First of all, I don't even know if anybody can hear me or not.

[00:31:14]

Can you hear me okay? Yeah. Okay. Because I'm using a headset rig that I've never used before, but my AirPods just died, so forgive me. No, everybody's hit exactly all the right stuff.

[00:31:26]

And that leaves those of us down at the bottom of the list with almost nothing left to throw in. But let me reinforce a couple of the points that were made. First of all, I forget who it was that said, don't say hi. Welcome to such and such a show. Have you given me money yet?

[00:31:44]

Give me a reason before you give me your patreon, before you send me your buy me a coffee link, all those different things. Give me a reason to want to send you money. Give me some content before you ask for me to pay for that content. I liken it to walking into a party where you don't know anyone in the room and 5 seconds into a conversation with the person that you just met, you've asked them if they'll give you \$20. You'd be horrified if somebody did that in real life.

[00:32:14]

And spoiler alert, just because it's a podcast doesn't mean that the rules for real life gets suspended. Give me a reason to want to give you money and then tell me how to do it if I decide to want to do it. If you leave it to the end of the episode and you're terrified of leaving it to the end of the episode, because what if everybody's gone? Okay, we'll make a better episode then where everybody's not gone and they're around long enough to hear your call to action. If you're scared that they are going to bail first, your call to action is not your problem.

[00:32:47]

That's the main one. The other thing, and I'm going to be harping on this probably for about the next three to six months, I would say is, yes, you want them to do something in your call to action, but for crying out loud, make serving them the priority with whatever your call to action is going to be, give do something. If they respond to that call to action, give them a reason that they will be glad they did it, not just so that you can chalk up one more person on your follower account or five more bucks in your buy me a coffee. Figure out something that they will get in return for responding to your call to action. That makes it worth it for them.

[00:33:30]

Put them first. That's the only other thing I've got. I segue to you perfect there with the strong piece, didn't I? That was beautiful, Neil. You're very kind.

[00:33:41]

Thank you, Michelle. I hope you're feeling better? I'm feeling like I still have COVID I'm better than yesterday, though. Yesterday is kind of rough, but I love this topic, but I get a little frustrated because sometimes I feel like podcasters are not as intentional around their content as they need to be. And that is part of the reason why they have so many difficulties wrapping their head around calls for action, calls to action and things like that.

[00:34:18]

So I have some suggestions. First is, if you have a call to action, do a text to opt in. Text to opt in is so easy for people to do because most people are listening via their cell phone. And so if you are trying to get people on your email list or in front of a helpful tool or what have you, text to opt in is super easy. If you have WordPress, using pretty links is a great way to have easy links.

[00:34:48]

So in my case, say for example, I use pretty links because I have a WordPress website, it could be Michellemoneyhungry Coma. So it's super easy for people to remember to your point, like telling people bitly.com 1274, that's not going to work. You have to make it so easy for people because our brains are fried. Most folks don't know what their show intent is because they're random. Like they'll just randomly record a thing and that's fine.

[00:35:22]

But if you are working on monetization plan, it's going to be very difficult to attract income to your brand if you're random. It just is. It's going to be very frustrating for you. The other thing is be clear about your show intent. What is the point of your show for you, as well as what is the point of the listeners intent?

[00:35:48]

[00:35:48]

Like, what does the listener want to get out of listening to your show? It could be that they just want to be entertained. It could be that they're part of a fandom, it could be that they want resources, it could be that they want to be in a community. But if you don't have that clear, it's going to be, again, very difficult to monetize because you have no idea what you're doing, because you have no idea what your audience is wanting. And then finally, an easy way to monetize.

[00:36:18]

But this is tricky because you have to be consistent and if you have a smaller show, it takes a lot more work. Affiliate marketing is a great way to solve a problem that your listeners might have where it doesn't feel like you're asking for money. So a good example is I'm now partnering with a company for a segment of content that's coming out sometime in October and it is a tool that helps freelancers. I do freelance work. I know lots of people in the personal finance space that are always looking for tools to make managing their invoicing things like that much more simple.

[00:36:59]

So I love this tool. I use this tool. It makes sense to me. And so it's a really good partnership. Maybe I'm a Veronica Mars fan because I actually really am, and I'm obsessed with the whole season, like, all four seasons, even though the fourth one broke my heart.

[00:37:19]

But we're not going to talk about that. And I'm just looking for a place where I can get Veronica Mars sweatshirts, right? Maybe I create a Veronica Mars sweatshirt because my fans are like, I just love Veronica Mars, and I love her snarky wit, and I just wish I could get a sweatshirt. Maybe you create apparel line that's print on demand so you don't have it up in your house. Just people print it when they feel like buying it, and then that's how you monetize.

[00:37:51]

I just think people think really like, everyone weigh complicates things, but partly because they don't have the structure and the components behind. Like, why are people even going to take an action that means they're spending money? So to the previous speakers point, you always have to lead with the audience. And I feel like most conversations that I consistently hear in podcasting, because podcasting is still in its infancy, people are so uncomfortable with monetization that they're kind of framing it in all their weird financial trauma around money themselves, so they get weird about how it looks. And as a person who's literally built a brand around, I charge people for things, but I do it in such a way that I try to partner with brands so that my content is free.

[00:38:47]

I create books so that people can buy things that make sense. It just has to make sense. And people will spend please remember that it was like four years ago at Art Basel in Miami, three different people paid \$120,000 for an actual banana duct tape to a wall. People have money. They will spend it.

[00:39:10]

However, when you're putting calls to action in your show, you have to always lead with them first. It has to make sense. And I think this is the piece that people just get wrong from the outset because they don't sit down for like, 15 minutes before recording and have a flow for what their show is going to be and what the point of it is, the purpose and who it serves. You just sit down and record, and that's great, but you're never going to convert to money, and you're not going to serve your audience, ultimately, because you don't know what they want anyway. So that's my opinion.

[00:39:48]

I'm sticking to it for SMS marketing. I got to jump in on that. Slicktext.com is goodcommunity.com is good. Slicktext.com is probably the most affordable as a pretty approachable pricing scheme. And I think it's a 14 day free trial where you can send up to 50 texts, which most people are not going to send that money when they first start.

[00:40:09]

So you can kind of get like, the hang of it, but SMS marketing is what you would Google to find solutions for this. And it converts at an incredibly high rate and allows you to have one to one relationships with people, get onto their phone, get into their text messages. and if you do it well. it can be extremely powerful. And also what Michelle just said on like. trauma

around money, like, oh my God, how have we not had tacos yet? Michelle, you're like literally miles from me. We need to meet because you and I are so on the same page, it's ridiculous.

[00:40:38]

I get so mad about that shit. Like, you start talking to people about money and you realize that when you see their faces, realize that money is not the problem. Their perception of money is the problem. It's like you changed their whole life. You and I need to be best friends, okay?

[00:40:53]

So that needs to happen soon, but I don't have the COVID. I will definitely be up for this and I'm going to Breckenridge in a couple of weeks. We're at Pixie wants to meet up as well. Which one did you say you use? I've used Community.com in the past, which was Gary Vaynerchuk's project for a while.

[00:41:12]

It's not going to take all of its own, but I use slick text now. Slicktext.com? Okay. We've been using simple text. How's that?

[00:41:23]

Yeah, that one. It's pretty good. We use it for some pretty big campaigns through Tractor Supply Company and some other stuff that we're doing. Is it approachable for somebody small? Yeah, it is actually approachable and scalable.

[00:41:39]

So we've had great success with it.

[00:41:44]

Podcasting power Hour is part of Indie Dropin Network. If you are a podcaster looking to grow your listeners, check out Indropin.com. Indy Drop In is always free and we have opportunities right now for comedy, true crime, scary and paranormal podcasts. Just go to Indydopin.com to learn more.

[00:42:12]

Yeah, Tanner, look. Tanny.com is on sale for \$4,500. Good, tammy, go ahead. I have to run, but I just wanted to hop back to the call to actions really quick. The most effective call to actions that I've ever had is when people like you and Tanner have done call to actions either on Twitter or in their podcasts about my show.

[00:42:37]

So whatever I'm doing, don't do what I do. Do what Tanner and Jeff do. Because no blood. For example, the call action you did last year for the Halloween episode was probably the best one I've ever had for my show. If you can get somebody who's trusted within our community to do a call to action for you because they like you or they care about seeing you succeed, that's probably going to be even better call to action than one that you throw out yourself.

[00:43:07]

Because they're speaking of authority, they don't normally do call to action for other people. So I want to say thank you to you too, specifically because your call to actions have been the best call to actions for my show in the last year. Thanks, man. Yeah. And this year we're going to do a Halloween episode together.

[00:43:25]

No, we're going to do, hey, take care of it. Be safe, don't run. You could fall. Great. Back to you.

[00:43:38]

I was just hoping that Ed doesn't break his hip. I realized that I'm young compared to him. Absolutely.

[00:43:47]

One thing I just want to point out a little bit is you also need to be intentional about the language in your podcast. So one thing that I try to never do is talk about my podcast as a podcast. Right? I talk about it using its name. So, for example, I'll

say, thank you for listening to True Crime by Indie Dropin instead of saying, thank you for listening.

[00:44:16]

If you like this show, hit subscribe. Because one thing that stuck out at me, which I thought was really strange, is I told you I added all these podcasts for podcasters into my one app so I can listen to them kind of in a list. And it's surprising how many shows where I'm listening to I forget who they are, what the name of the show is. They're asking me to do things, and I'm thinking to myself, who is this person? And especially for shows that only come out like once a month or at unusual intervals, they just end up in my playlist, and I just moving through them.

[00:45:04]

And at the end they're like, thanks for listening. If you liked the show, hit the subscribe, and you can check me out on Twitter at whatever. And I'm thinking, what show even is this? So I don't know if that's a common thing, but I make sure to always talk about I always say my show name. I always make sure to say it at the end and make sure to give any call to actions that are very specific to the name of the show.

[00:45:35]

Because I figure I'm jammed in a playlist somewhere on a long car ride or walk or run or something, and people just might forget. Let's go ahead and talk about some other ways to do this. We touched up on social media a little bit. Is the concept there different? And how are some ways you can execute that?

[00:45:57]

We'll go to Dave Jackson and Tanner and Michelle.

[00:46:02]

That's a great question. I always have a worry that if I just make every tweet a call to action, then nobody's going to look at whatever I'm saying. So it's tricky. Again, I think you have to point out how they're going to benefit. If you want somebody to click on something, here's how you can benefit.

[00:46:24]

I know anything I put on Twitter, like, Tanner was talking to you. I think he said switchy or switch li or something like that. I use a couple of different tools, Rebrandly, which is kind of like bitly, just to track on what people are clicking on. So I can see what's working. But in terms of if the call to action is different, I guess not really.

[00:46:47]

You have to explain. Here's something that's going to help you. And this is why you should click. I think that's how you get people to click. Well, my big thing is voice is different than text, right?

[00:46:57]

So as far as you can tell in someone's voice, the passion, and you can kind of get a delivery through that. But go ahead. Tanner. Got something to say? No, I'm sorry.

[00:47:08]

I didn't realize I was off me, and I apologize. No, but I think that it's how you come across just as passionate and intentional as you would on text. Michelle, go ahead. Excuse me, I meant on voice. But Michelle, go ahead.

[00:47:23]

Wait, can you repeat the question? Because remember, I'm still sick.

[00:47:31]

It's more or less a discussion about so we've kind of talked about, hey, this is how we're going to do in our podcast. But other methods, for example, with social media, is it the same approach? Like I just said, different than text. So it depends on the platform and it depends on your level of comfort. So if you follow me on Twitter, which is my favorite platform, to be honest.

[00:47:57]

So I'll do things because I do a lot of political content. I'll troll people with my content. So by that, what I mean is when I was doing I was covering the student loan forgiveness, potential for student loan forgiveness this whole summer. And then I would link to people's tweets. But people like Elizabeth Warren, people are tweeting about these things and like, well, actually, I have this episode about you guys can check it out here.

[00:48:29]

So it's like you control people in a nice way. Like, I don't do mean trolling, but I always look for the opportunity. Right now, there's a lot of chatter about Rihanna, and I actually have a podcast episode about our billionaires bad, even if they're Rihanna. So right now, if I weren't feeling like crap, I could be doing a lot of social sharing around. You know, I love Rihanna, but I have this question, what do you guys think?

[00:49:01]

And people might go in and listen to the episode that way, I think just being natural. I feel like, again, people are really weird and scripted and think too hard about how people are going to react to what their moves are online. Don't be a douche. Don't be a dick. Just be genuine.

[00:49:24]

Be funny. Like, embrace a lot of humor. And I think usually it goes over pretty well. And so that's typically what I do. If I want people to take action, I'll just let them know, like, hey, this is what I'm doing right now.

[00:49:42]

I'm doing a poll. Hey, guys, I just need help with this poll answer. Just ask them like you would if you were to meet them at happy hour. That's how you should be talking to them. That's exactly how you should be communicating with people.

[00:49:57]

Except for on LinkedIn, because LinkedIn is weird. You have to be a little more formal. Other than that everywhere else. Imagine you're at a bar and you've had just one drink. You can't imagine that you've been at a bar and you've had three drinks.

[00:50:10]

That means you're getting sloppy. Everywhere else, you're communicating. You feel loose and relaxed, and you're just asking the questions that you feel like the vibes with because you've had one drink. That's how you should be communicating with people about what you want, what your needs are. Absolutely.

[00:50:29]

Tanner I was going to agree with all that and what was said before. I'm not much of a call to action guy on social. I think that well, except in the way that the call to action might be, hey, here's an article that will be useful to you. So it's less of a call to action and more of like a drawing attention to something that's beneficial to them. It's not that I want them to click on the link to the article because it's going to do anything for me.

[00:50:59]

It's because it's going to do something for them. I usually put my CTAs in the article, so they're more likely, after having gained that benefit, to respond to a call to action at the end of the benefit than they are, I think, to respond to an ask for stuff that happens on platform, like Polls. It's probably pretty easy to get engagement there. I have pretty good luck with that. I think most people do.

[00:51:24]

But putting it in the middle, like you just said in the article, do you think that kind of helps with the kind of appeals and more realistic to the people that are actually consuming product rather than just shutting out in the void? Yeah, I think so. Because if you're putting it in the content that they're coming to, I mean, there's already been one step in the funnel, so to speak. So you've already filtered out a bunch of people who weren't going to respond to the CTA anyway. In that way, it's useful.

[00:51:52]

Sure. That's a good insight, Jeff. Sorry. Yeah, I cut you off. I just wanted to mention that because I feel like especially a lot of newer podcasters, it's kind of shot in the void.

[00:52:03]

Well, one thing you can always do is make sure you cultivate the right followers so that when you're talking about the stuff that you talk about, it matters to those people who are following you. So I did a little bit of promotion with quote, unquote, micro influencers when I launched one of my shows, and the only CTA that they had in there was my podcast link in their bio, all they would do is talk about stuff they heard on my show, and it drove tons and tons and tons of traffic. So I think I paid like \$50 for a person who had like 100,000 followers on Instagram at the time to do, like, two carousel posts, and it may have gotten me 200 subscribers to my podcast. That's an interesting point you're bringing up there, kind of funneling it through somebody else. Neil, do you have anything that will go to Fuzz?

[00:53:11]

I think one of the best things you can do is for a really strong call to action, is come up with something like a really effective one I think would be something like, when I was born, I couldn't walk at all. And now at the age of 55, I can walk across the room to get a beer from the fridge. Here's how I did it. And then take about 15 or 20 tweets in a thread to outline how you got from zero steps at birth to 20 steps at the age. I'm just messing with you.

[00:53:42]

What I'm trying to get to is, for God's sake, don't bury your call to action in a thread, because threads make me want to poke my soul out with a spork. Oh, my God. Somewhere in area Ice and Flat just died. Yeah, I'm so glad that you did the button hook here, because I was like, what are you talking about, man? Yeah, please.

[00:54:00]

Like, the worst thing I think that Twitter has ever done is the little thread emoji, because I think that needs to be outlawed and banned, because now it's gotten to the point where do you remember that meme that went around for a little while where it was the girl yelling in the guy's ear about something? We have no idea what she was yelling in his ear about, except that everybody found a way to use that, and it became a thing where suddenly the parodies of the meme were actually better than the meme itself. And so I think threads are at that point, think I threads had their day, and now all they are to go back to something that Michelle said earlier and was piggybacking off something that I said an earlier question ago. Like, if you're going to put the audience first, if you're going to put your followers first, your listeners first, or whoever's first, you're not giving them threads because the thread only serves you. The thread doesn't really serve them in any way that I've been able to find or measure.

[00:55:02]

If somebody's had wonderful success with their threads, and people are saying to them, oh, thank goodness you post so many threads on Twitter. I really want more threads from you. I would love and maybe one or two sentences for you to tell me exactly how you did that, because to me, threads are the most annoying thing ever. Nila kind of reminds me, go ahead. If you're annoyed by the thread, then you're not the person for the thread.

[00:55:29]

But I've definitely done threads, and people love them. But the reason why it goes back to your point, they serve them. So I've done several threads on freelance writing specific to earning more and how to do it. So it's not just like me randomly directing them, in fact, it doesn't direct them to my podcast or anything.

[00:55:52]

This is time to make more money. This is how you do it. Here are all the steps. But because freaking, you can only do like 250 characters in a tweet, it takes more than 250 characters to explain it. So it becomes a thread.

[00:56:05]

Like literally, that's it. Thank you for sending the rough edges off of what I meant to say, which was that if the point to your thread is self-serving, then the thread is garbage. But if the point behind your thread is to educate because the reason I found

thread is self serving, then the thread is garbage. But in the point behind your thread is to edge because the reason I found you, Michelle, in the first place and the reason I started following you was because of a thread that you posted, that all it did. The only thing it did was lay out tips for me. You weren't selling me anything, you weren't trying to get me to go anywhere.

[00:56:35]

You just laid out and I forget when it was, but it was a few months back and it was just this killer list of nothing. But even each tweet on its own in the thread was helpful in and of itself and the fact that they were all together in one thread was gold. But the point was you were helping me. You weren't trying to get me to follow along some breadcrumb path that was end up stuffing money in your pocket and that was what I liked about it. But the thing is, I wonder if in that thread I wonder if I have an affiliate.

[00:57:09]

Probably not because I haven't had a focus to do affiliates for a while. But what I would say is this, I don't think many podcasters have an ecosystem thought out for their brand. And so that's part of the reason why their monetization strategies can feel so jarring and obvious to people because maybe there's just one thing that they're so hyper focused on because they don't have an ecosystem. So by this, what I mean is I have my social media, I have my podcast, I have a website, I have interviews that I do on other people's platforms, I have collaborations that I've done with brands like I have a very robust overall brand that I've built out for years. And I think that the reality is a lot of the monetization and calls to action, all this stuff that people want to do, it takes time to build up properly over time, kind of like tending the garden and to do it in such a way where it's almost not obvious to people, it takes a while to understand how to do that, right?

[00:58:26]

And if you are only podcasting on an app, you don't have enough of an ecosystem. To kind of pass people through what you're doing in such a way that they aren't going to notice your monetization efforts, right? So sometimes people can't tell when I'm monetizing things, right? And I do that on purpose because I want it to be super subtle. But I will be clear and say that every single post is monetized and I'm transitioning to more of a passive income model.

[00:59:07]

I'm going back to what I used to enjoy from before. And so that means understanding cookies. Like, if you don't have a website, then having cookies on your website, you have no idea what the hell I'm talking about. But it's a really great way to make affiliate income without even people making a buying decision. And so I'll explain it in 1 minute.

[00:59:28]

A cookie is literally you click on a link and you look at a thing. You don't have to shop, you don't have to do anything beyond that. And I could earn money, right? And it could be that you click on a book that I'm like, this is a great book, blah, blah, blah, and you don't buy this book and you're just like, wow, that is a great book. That's it.

[00:59:48]

And I could get affiliate income from that. Or maybe you guys develop your own products and services. This is actually a great one. You develop your own products and services and those are the things that makes sense within the context of your show and how you're serving your audience. So of course it makes sense that people might want to interact with it, but I just think that the overall brand ecosystem most people have isn't broad enough.

[01:00:13]

And so that's why a lot of what they're doing is so obvious to people because they're in one place. Podcasts are like two things at the same time, right? They are the middle school boy who finally gets up the courage to ask his crush out and just says, how are you ground me, Jessica? And just like dumps everything out all at once without building any relationship before that. And then they're also the obnoxious college student who's like, buddy's the man.

[01:00:40]

This is late stage capitalism, dude. They don't like, want to get their shit together. It's so frustrating. But what I would say to that is personal finance space was like that for a long time. And I think if podcasting follows the same trajectory, people who are in it now because it's still so much in the infancy, they're positioned to do very well, right?

[01:01:05]

So it's really wild to me to see some of the same, like, conflicts around monetization and calls to action and this is art and we shouldn't do certain things. And it's the same thing that I heard ten years ago when I first started blogging in the money space. And there were some very real concerns. Like, we are trying to do certain things for the better good. We're trying to help people.

[01:01:34]

We're trying to entertain people. And then people are like, wait a minute, this takes 7 hours to do this one thing and we can't do it for free? There's a reason why back in antiquity and now there were patrons for the arts, because it takes time and money to do these things right? But I think people are so skittish around, just being blunt. It takes me 7 hours to do if I do a 1 hour interview podcast, like, if it's an episode with an interview, I have a guest.

[01:02:11]

When it's all said done, it's probably about 7 hours worth of work because I have the edits, I have the interviews, I have the admin, I have the marketing. Like, it's a lot of work. I'm not doing that shit for free anymore. I am not doing that. So you guys have heard me say this before.

[01:02:26]

In order for me to do my show, every five to seven episodes have to be paid, period. I do not do that shit for free. Or I'll do an affiliate play, depending on the content. And if you are clear with people around why you're doing what you're doing, they get it. They get it.

[01:02:46]

You'd be surprised they get it. However, there's more than one way to make money. So this is why I do podcasters, getting paid. I'm like, there are grants, there are partnerships with brands where you don't have to have that in your content. Like, I worked with Experian last year.

[01:03:03]

That's not in my podcast. That just happened to leverage. Like, they leveraged what they learned about me. And we did a partnership that was never in my podcast. And that was my most lucrative partnership last year.

[01:03:16]

It was \$15,000. So I just think that I wish people would stop being so rigid around what this all looks like. It's art. It is whatever you want it to be. Especially now, because this is the Wild West.

[01:03:32]

You don't have to solely your content. You don't have to sell your soul. But you do have to have like, a framework around what your content is, like, who you serve, what the point of it is. And so if you're just like every week sitting down and you're like, let's just shoot the shit, that's fine. But it might be very difficult to figure out the other components to that.

[01:03:54]

That's all I got to say. Wow. Man up or shut up, right? No, but seriously, that's some great that's great knowledge I see down there. AJ will wrap up with you.

[01:04:06]

But Greg and Fuzz, do you have anything to throw in here? I'll just say what I think I've said on every single podcast, power Hour, it always comes down to knowing what your audience wants, knowing who your audience is, what their drivers are, and connecting with them in a way that they want to be connected with and connecting with them where they are. So there's a lot of advice that's been given on here by myself and others, but your show is going to be different than everybody else's show. Your audience is different than everybody else's audience, and you're going to have to test what works for you and adjust and test again and keep adjusting until you get it right. And it might take some time, so there's no one answer.

[01:04:55]

[01:04:59]

Some of the things you've heard today, if you're new to this, will be things that you can try out, but don't expect anyone one of them to be a silver bullet for your show, because your audience is likely different than every single one of us who have spoken today.

[01:05:17]

So what you're saying, Fuzz, is offer them something they want and your call to action will work. What he's saying is this whole thing has been useless.

[01:05:29]

No, it's good to talk about it. It's good to get ideas. It's just that what works for Michelle isn't going to work necessarily for me, isn't going to necessarily work for take anybody on here. Yeah. Sorry to interrupt your folks, but I think that you have to do some serious consideration.

[01:05:49]

Like if you're a TV movie pod or you're talking about ghosts, you really have to think about what it is.

[01:06:02]

How will the listener help you and help themselves? Because it's not so obvious if you talk about aliens or whatever on your podcast and you're not planning to create a product, you're just kind of hoping for some alien related sponsor to come along. Your calls to action are most likely going to be joined by Patreon or something of that nature.

[01:06:34]

You have to think it through. Like you were saying, Fuzz, it's not so easy because you really don't know yet. It takes a while. Podcasting, I think, before you really know. What exactly is it that you want to get out of this podcast probably started it for fun.

[01:06:53]

And Michelle is a powerhouse.

[01:06:58]

She's doing big stuff. Right? Some people are just, like, talking about kitchen knives, sell kitchen knives. That was an easy one. Probably some ginsu naig dummies.

[01:07:17]

All right, AJ.

[01:07:23]

Can you guys hear me all right? Yeah. Okay. Yeah. This is my first time here.

[01:07:29]

I just came in late. So I was talking with Texan David earlier about what's missing here. But no, I was actually liking what was being said between Fuzz and then was it Michelle who was speaking beforehand?

[01:07:50]

She was saying all the sort of things okay, yeah. No, I was really resonating with what was being said, especially myself being just coming into podcasting and I'm kind of learning, like, bits and pieces from David and then Jeff, you obviously sent me some links and resources. Some of the people in this group were on that list, so I'm just trying to take as much assistance as I can. And just like what you're saying, you got to know what the audience is saying. I'm sorry.

[01:08:24]

What they want. I guess basically what I'm asking is, as an aspiring podcaster here, are trying to work towards that, how should I be pursuing this and how should my call to action form be? I don't know how else to really word it specifically. It's just like I think the answer is you should be approaching it as if it were a business. So many podcasters come to

podcasting not realizing that what they have done, whether it's going to happen right now or if it's going to happen in a year, if they make it a year, is that they have just started a business that's going to need to become a business if they're going to keep doing it.

[01:09:09]

And they're not just willing to give 7810, 20, 30 hours of their life every week to a hobby. So you've asked a very complicated and very multi layered question because essentially what you've asked is, how do I build a business? And I think everybody in here would be more than happy. I know I would be. My suspicion is that Michelle would be and probably everybody else on the stage who is proffering advice and pretending like they know everything except for Michelle.

[01:09:38]

She actually does know everything. I think that we would be happy to probably have that conversation in like, a direct message or an email capacity because it's too much for me to dive into. Maybe somebody here can give some very quick highlights. But I really do feel like what you've just asked is how do I start a business that works? And that's a long answer.

[01:10:01]

No, you're absolutely right. Part of it is joining us every week, though, AJ. I mean, I think that would be I forgot. Thanks, Chef. Yes.

[01:10:11]

David will let me know when Power Hour is, but I'm gambling trying to work on this podcast and going to work, and it's like, oh, my goodness. I literally came in and I literally touched him. Like, all right, what are we talking about? Where we talk about I'm just completely burned out, like, from working, like, multiple doubles this past four days. I'm like, okay, hang on.

[01:10:36]

What are we talking about? Okay, so X, y and Z, etc. Well, man, it was nice to meet you. We hope to have you back in here in the upcoming weeks. I appreciate you taking the time to it was kind of an odd way to say hello, but DMN.

[01:10:52]

Yeah, well, hello. Hi.

[01:10:57]

I think just DMN. Well, that's a frequent thing. I do that throughout the day, but I think that's the first step and then coming in here and doing that as Nick, so it's good to see people interested in working towards that improvement. Yeah. I don't remember how often you guys will have podcasting power Hour.

[01:11:18]

David will let me know every so often, but otherwise it really depends on my schedule and whether or not I'm really looking on my phone all his call to action. When we asked him to bring a friend, he did. Here's maybe a first step you could take as Jeff was talking there, a lot of people say, identify your why, and I feel like anybody who says find your why, run from them if that's the first piece of advice they give you. Because that person probably doesn't know much more than to tell you to just start and find your why. What I like to tell people to do is find their to.

[01:11:54]

What ends? As in with whatever your podcast is. I'm assuming it's something about therapy, because your bench is something about the uncerpy or something. What is the thing you want to accomplish? If you could just identify that.

[01:12:08]

What's the end point as far as you can see? Not why you're doing it, but where you want to be. And I think having a very clear picture of where you want to be. For me, for my podcast, it was, I want to be a premiere. It's not the right word, but I want to be somebody.

[01:12:24]

I want to be a pundit within the podcast space you want to think of when they ask the question, who can I go to to get answers on how to do this related to podcasting? I want it to be one of the go to's. And everything I did started with my desire to become that thing. So I think you need to decide what you want your podcast to accomplish. Not why you're doing it, but what you wanted to accomplish in the long term.

[01:12:49]

Sounds like an influence retainer. I'm sorry. Yes. I actually like that. I've already established the why, but I think I've already discussed this with David Brianna.

[01:13:06]

But it's just like you said, what do you hope to achieve? Like your end, like, end game or whatever? I'm still yet to try to figure that out. I mean, I still have enough time to get it all situated and then figure that out down the road, but, like, yeah, I guess there's just some anxiety there, and I just don't want to end up just losing focus on that.

[01:13:39]

I want to say something. Why are you making this so hard? This should be enjoyable. There should be no anxiety around it. There should be no expectations.

[01:13:48]

And it takes a while, in my view, to figure out if podcasting is the right thing for you anyway. Most folks, whether it's podcasting, blogging, YouTube, whatever, it takes a while to see if this is the format for you. So in my view, quite honestly, the minute you said anxiety, no simplify everything. So you enjoy it. That's it.

[01:14:16]

Just enjoy it. I started blogging about money because I wanted to help people. I wanted people to connect with who understood the story that I was living. Right, right. And if I could help one other person, great.

[01:14:32]

That was it. That was it. I wasn't trying to make money, and I did that for years for free, and I did it super imperfectly. There's no perfect system. I don't want you to fall into this weird idea about that.

[01:14:45]

Just when you can publish an episode, hopefully somewhat regularly, that's it. That should be it. And then as you do it, over time, you'll figure out the other parts. But if you're already having this thought, like anxiety, that's no bueno, have fun, relax, it'll be good.

[01:15:09]

I didn't know how to word it differently, but it's not necessarily anxiety, but I have a very high frequency of ADHD. So it's like just trying to put a complete 100% into something that I'm very passionate about here, which is like my podcasting. Like, it's going to be about like you don't need it to be 100%, my friend, because most people won't even start. So since you already started, you're good. Literally, you're good.

[01:15:43]

Yeah. It's not really like 100% investing into there. It's like making sure that, hey, am I still going to be doing this? No, I understand what you're saying. I literally understood what you said, and I'm being very clear because I've done this for ten years.

[01:16:01]

You don't need to do all that. You just need to show up as often as you can for you comfortably and then go from there. That's it. I would say, to sum it up, podcasting can suck if you make it suck. That's funny.

[01:16:19]

I actually apply that to my day to day life. Like, life is what you make it to be. If you want it to suck, it's going to suck. Yeah. So let's go ahead and jim. I know you jumped

[01:16:30]

Okay, we'll go around the horn closing thoughts here, then we'll get to you. Jim, I know you're in and out of the space. I think to me, like, a lot of the important things we talked about, having a plan and all that, being strategic, that is all useful, but it's also about continuing to grow and learn and take advantage of and really focus on the things you're good at. When we're discussing these things and we're executing these things, but yet, like I said, not being afraid to learn. Great.

[01:16:57]

I think you summed it up pretty well, Jeff. I think if you ask your audience to do something that you think they want to do, be in it with them. I always use the analogy of being in their canoe. So if you're in their canoe and you're building content that they want, then your calls to action, they'll be nice. I like Tanner's calls to action because they relate to podcasting.

[01:17:25]

And even though I've never bought him a taco, I don't think he's a bitch. I love how he says his CTAs.

[01:17:39]

I'm not giving him any money, but I think he does them really well. And so it's just something to consider, I think is getting your listeners canoe talk about the things that they want to talk about and ask them to do something that you would do. And that's my closing thought. Speaking of canoeing, glad you said you're doing that earlier, right? What you got?

[01:18:04]

I was canoeing. Yes, I was canoeing earlier. No similar lines to what Greg said. Be your authentic self. Be authentic to your audience.

[01:18:15]

That's why they're listening to you. If your call to action is authentic and it sounds like it's coming from a place of good and not a place of want, then your listeners are going to react. Otherwise, you're just going to come up as a huxter.

[01:18:34]

What's the word, Tanner? A busker? No, it's the thing they called Donald Trump all the time. Aggressor. Agrifter started with the C.

[01:18:46]

What was it they called you, Tanner? Who? No, that's who called that person that left him on a review?

[01:18:55]

That was Matt. It was a Twitter argument a few months ago, and he called oh, the charlatan that's it.

[01:19:03]

Be authentic. I don't think anybody's ever accused Tanner of being inauthentic. Somebody called me a Charlotte.

[01:19:13]

We all remember that. Highlight of my year. Actually, I screenshotted it. Oh, shit. Can you send it to me?

[01:19:20]

It's sitting on my desk in a frame. I'd really like to post it on my wall. Now that I've got all these fat stacks of money I'm sitting on, I still have the account that I created so I could call him that nice. Perfect.

[01:19:36]

In my phone. Oh, my God. Perfect.

[01:19:41]

No, I think somebody was commenting in the thread saying, hey, they wanted to de Michelle or something. Yeah, and my

point was, I think everybody up here is more and willing and knows, in fact, we're going to receive DMs, so I don't think Michelle would have a problem with that or anybody else up here. Jim Howard, you've been podcasting for ten years. Surely something relates to you besides the authentic, because that's all you can do, right? Be you?

[01:20:06]

That's all I've done. And the answer your question earlier, I got Neil Lockman on tomorrow. We're going to talk about space, and he's working on this rocket project in floating cities and all kinds. I can't even really get into it all. So just tune in tomorrow, 09:00 p.m..

[01:20:21]

Easternauto.com. Greg. Greg. Don't you ask him what that has to do with paranormal. Don't you do it, Greg.

[01:20:29]

I'm not going to do it. I was just thinking to myself, he's been podcasting so long, it used to be called flip phone casting. Well, I can tell you what I have to do with paranormal. It's space aliens. Come on.

[01:20:40]

Not that far. That's called normal.

[01:20:45]

There's got to be something on normal out there. Come on. All right, philosopher. What you get? Thanks, man.

[01:20:54]

So if I seemed extra aggressive today, I'm sorry about that. I get really worked up about podcasters and money. I don't do this anymore. So this isn't a plug, but I want to share it with people who are still here because I want you to know that it's possible to do. When my studio went functionally bankrupt because of the pandemic, and I had to find some way to keep my family afloat, I turned to courses.

[01:21:21]

I had done that maybe a few months before the Pandemic started, but towards the end of 2020 and December, in fact, I stood up a course called the Podcast Revenue Machine, and I charged \$5,600 per enrollment for it. And I helped. I think I had 44 students in total over the few nine week periods that the course ran because it was a nine week long course. And every single one of those students, with the exception of one who was absolutely impossible and didn't listen to a damn thing I said, went to bad fit. That's my fault.

[01:21:54]

I shouldn't have sold it. The course went on to and still today makes five and six figure gross revenue from their podcast through the methods that I taught in that course. Now I don't teach that course anymore. I'm not going to teach it anymore. Don't DM me and ask me for access to it.

[01:22:11]

It doesn't exist anymore. But those podcasters did it. It's possible. And I think one of the things that motivates me and probably maybe motivates Michelle as well, is that we know that you can do this. And we know that that kind of money would really probably help most podcasters.

[01:22:27]

They'd be happy to escape working for some job. They undoubtedly, most of the time would rather not be working for somebody else, would rather be working for themselves, making their own fucking money and not having to give most of it away to whoever they have to give it away to when they work for somebody else. So I'm sorry if I get like all in a fluster when we talk about money, but I feel like so many of you have no idea what's possible. And go to Michelle. Go to Michelle because she's way more patient than I am.

[01:23:02]

I'm not patient

I'm not patient.

[01:23:05]

What I will say is something actually adjacent to this, which is we keep learning all these things about we're going into recession. I don't know if we are or if we aren't. And people will be nervous to do monetization activities during a recession. Please remember, money is made all the time. So still do whatever you need to do to make money with your show.

[01:23:31]

If that is something you would like to do. If you don't want to do it, no worries. So, like, for me, I'm not changing anything that I do with my show. I'm going to dig in deeper because I'm in personal finance space. Obviously, there's a lot of opportunities if there's a recession.

[01:23:46]

If there's not, no big deal, like, whatever. But there's always money out there. Again, people pay for weird shit people paid. I'll never forget the \$66 for a pound of colored greens from Neiman Marcus for Christmas. Like they have their Christmas catalog.

[01:24:07]

Like, people are weird and there's money everywhere. It may not flow the same way, but there are people who may be interested in either investing in your vision. There might be grants that give you access to funds. Like, there's just a lot of different ways to do a thing. And I wish people would stop being so rigid around how they think about monetizing their creative work.

[01:24:32]

It doesn't have to be. Sponsorships is my point. Michelle. Thank you. Seriously, all jokes aside, as always.

[01:24:39]

You bring great information and you just hit at home with it. We really do appreciate you. Well, Neil, Neil, man, I think people in here listening. You got to realize how great of a resource this guy is. I know.

[01:24:54]

I shared an episode of yours on my podcast, Neil, and I heard such great feedback. So. He's a very great resource. You're very kind. If I can throw in a closing thought, and I'm going to try to minimize how much of a sort of a plug I have to throw in here to make the context matter, if you're going to do a call to action, whether that's to get somebody to buy something from you to go and read something you want them to read, whatever it is you're doing, for crying out loud, make sure it's something that you believe in and that you honestly believe is worth spending the money on.

[01:25:35]

And that might be the first filter that any of this stuff needs to pass through. Before you start worrying about how you're going to word it and where you're going to put it in your show or any of those kinds of things, make sure it passes the sniff test for yes, I can endorse this confidently, and I believe in it. As an example, I have a copywriting course that is on sale now. It goes live October 1 and there's like a presale discount on for it. But one of the things that you get when the course is done is you get an affiliate code.

[01:26:08]

And if anybody signs up and takes the same course that you did, then you get \$50 for signing them up. And it's only a \$249 course, so you're getting, like, a 20% piece of the pie with your affiliate code. Well, I had somebody email me this week and say, listen, can I just skip the taking the course and get to the affiliate code part? Because I would love to make the \$50. And I can get a bunch of people to sign up.

[01:26:35]

Well, in my head, I'm like, well, I would love to have someone lined my pockets full of money. But then I said to the person, no, because you can't have the affiliate code until you've taken the course. Because I don't want somebody out there selling me. Essentially, if they don't know what they're talking about. If they can't come from a place of honesty, and I honestly

believe in this thing that I'm promoting, then you are a, dare I say, once again, charlatan.

[01:27:06]

And I don't know that we need to go down that road again, but let's just put the people that we are claiming to serve first. Let's put them at the top of the pecking order and put ourselves second, because if we do a good enough job serving them, then the serving us will take care of itself.

[01:27:29]

You're great now. I appreciate that. Greg, take us home. Thanks, everybody, for coming to this podcasting power hour. It's every single Monday at 09:00 p.m.

[01:27:40]

Eastern Time because that's where Jeff lives. But it's 08:00 my time because I'm in Central time. If you want to hear our past episodes lightly edited, mostly what I do is I just remove ed. They're actually pretty greg, can I say that? Yes, they're edited, but no, Craig, seriously, those are good episodes, man.

[01:28:02]

I went back and listened to some today. That's a good shit. Yeah, I go out and I cut out a bunch of the dull parts, and I normalize the audio and make it sound a lot better so the pace moves a little bit faster so you can hear my dog. But go to podcastingpowerhour.com and you can find them. Find them.

[01:28:30]

Get them. Now. Seriously, though, all you people that are up here speaking highly respect you and appreciate the time you put in every Monday with us. Then, of course, everybody listening. A lot of regulars there, and we appreciate all the support.

[01:28:43]

We'll be back next week, Monday at 09:00 p.m Eastern for Podcasting Power Hour.

[01:28:52]

Thank you for listening to the podcasting Power Hour. Everyone is free to participate on Twitter Spaces every Monday at 09:00 p.m. Eastern time. To join. Just follow Jeff at Podcast father or Greg at Indy.

[01:29:09]

Drop in. If you found this podcast helpful, go into your podcast app and write a quick review. Other podcasters will see it and know this show is worth listening to. Also, I'll put a few links in the show notes for ways you can support the show. I think by now you know we love our coffee.

[01:29:28]

Have a great week. That's me, I guess.

[01:29:37]

I feel like you need to add some echo onto your voice when you do that last line. Yeah something. Podcasting power.

[01:29:48]

Did anybody else hear the sound effects I was playing as Tanner was talking? Yeah, the crashing. Yes. Oh, I thought that was just Tanner. He sent me a note.

[01:29:59]

He's like, I got to hang up. I'm like, okay. Yeah. Dave Jackson said his boss pulled him away. DJL, I see you down there, man.

[01:30:10]

Look at that smile. Million dollar smile. Jackson having a 10:00 p.m. Work call. That's what he said.

[01:30:17]

He tweeted me that. Then his boss actually replied, wow, mucks got me on a call. And his boss replied, To it.

[01:30:30]

We've got some clients in Beijing where we have team members who get on calls at 10:00 P.m., which sucks, but is what it is. That I make no money. Yeah, but Fuzz, what you pay people. You're not in podcasting. I'm not.

[01:30:52]

It's too dang high. Well, this one went well. They always go a little bit over, but it was a good discussion. I don't know who came up with the idea, but they're a genius. Yeah, I had a slow start, though, so I have to edit some of that out.

[01:31:06]

Yeah, but, you know, we set the stage and then it took off. Anybody have any ideas for guests? I have some ideas of people who own products and things like that. If anybody is interested in that. I was going to jokingly suggest Randy Shaver from Kare Eleven comes to my work sometimes.

[01:31:28]

I could maybe try to persuade him.

[01:31:33]

I don't even know what that is. I don't know what that is.

[01:31:40]

A lot of people spam Greg and I saying they love to come to us, but they're not really I'd love to come sell my NFTs to engineering podcasts. You know what I mean? Can't stop. I think once a month would be a great I think that's kind of like what I see as good. These are great conversations, but once a month it would be nice to have somebody in here.

[01:32:03]

We were doing it every week. I think that was too much. I would like you to get more gas equipment. I'm not going to say that that's easy. I tried, but it's three morning there.

[01:32:15]

Okay, well and he is on daddy duty most of the time, so I guarantee you that more nights than not, he's up at 03:00 in the morning. It'd be fun to do, like and ask me anything with Mark Live. I agree. I love Mark. That would be amazing.

[01:32:29]

But no, I did and of course was reminded that it's late there, but if you have any ideas, let us know for sure.

[01:32:40]

It's at three in the morning there. It's two.

[01:32:45]

I'm sorry. I keep thinking, he's in Australia. He's in Great Britain. Carry on. I'm like noon.

[01:32:55]

I just googled it. I'm like, it's noon. He's in position. For crying out loud. In the morning.

[01:33:01]

There you go. I suspect that he doesn't really have to work anymore. Yeah. Going up at 200 in the morning is probably like the no go. Yeah, I'm sure he's sitting pretty good now.

[01:33:15]

Well done. Besides, doesn't he owe you for that whole Prince of podcasting thing earlier today? That and the clubs I

constantly do for depth of eight. But I really do love it. Like Fuzz is talking about it later.

[01:33:29]

It's great. I know Greg will never do it because it's too greedy.

[01:33:36]

Yeah, I'm lazy, so I pretty much rely on dynamic ads because I'm too lazy to sell ads and do other things. They're coming soon. I'm captivated Amy two point out they're just integrating Global right now, and I think within the next six months, we'll have what you have on Spreaker. I think so, too. We'll see what the payout is.

[01:34:03]

This stage is definitely your soul. Your soul. Speaking of which, I got to get off here. I got some holes to dig, some souls to take. For goodness sakes, man, I should be writing music.

[01:34:16]

Thanks for doing this, you guys. No problem. Thank you, Michelle. Everybody. Thanks, everybody, for coming.

[01:34:23]

You were late, pixie. Yeah, thanks for nothing, Pixie. Yeah, you were late. She was so late. Wasn't even funny.

[01:34:31]

Next week, she just tried to sneak in there. Like she was here the whole time. Yeah, exactly. Exactly.

[01:34:40]

I love when I join a conference call late, and then, like, one of my employees will hop on a minute after me, and I'll be like, Where the hell have you been? And their face goes white, and it being addicted because I was also late. We switched to all teams before that was actually, like, at and T conference call in, and when somebody would join, it would beep. Right? But now it's just all teams.

[01:35:02]

It's a pandemic. Back in the day, they would beep, and you'd be like, oh, shit. And then you stop the meeting. You're like who just joined. Yes.

[01:35:11]

Who just joined? Like, Yup. Busted.

[01:35:17]

Sorry, I got disconnected and rejoined. Yeah, exactly. Sure. All right. Good night, y'all.

[01:35:24]

Yes. Good night, everybody. Good night.