Colin: Hey, folks. Welcome to another episode of PodCraft. PodCraft is a show all about podcasting from launch to monetization and everything in between. I'm Colin Gray from thepodcasthost.com. Joined by Matthew as always. How are you getting on, Matthew?

Matthew: Yes. Good, good. Just poured myself a nice cup of coffee. Just had a drink of coffee back there. Have we talked about this before? You use coffee bags rather than--

Colin: Sometimes.

Matthew: I use a thing called a spoon.

Colin: [laughs] Yes. I'm a bit of a coffee snob. I don't really like instant coffee. I like in a cafetiere or similar. When I'm at the shared office, I've got a shared office with a kitchen that's at the other side of the building and a shared kettle and all that kind of stuff. Making it in a cafetiere always feels like a bit more of a hassle. I've got these bags and they work really well actually. They're just a teabag. Goes in your cup. Boil it in water and it's really good. It's better than instant. Give them a shot, Matthew.

Matthew: Will do. Will do. Coffee snob. A snoffee, that's what that is. I've decided, just made it up.

Colin: [laughs] A snoffee. Okay. What are we doing then in this episode, Matthew? This is the last of the season, isn't it? The last of our listener questions season.

Matthew: Yes. Last of the summer wine. You're Compo and I'm-- The American listeners won't get that at all, will they?

Colin: No.

Matthew: We're answering the last of our listener voice questions. I really enjoyed this season. Good to get some real world examples and case studies and hopefully we'll help folks along the way with a few pointers. The feedback's been really good so far. On this episode, we've got Mike from Conversations with Kinfolk. We'll just let Mike explain what it is that he's looking for today.

Colin: Go for it, mate. Fire in.

Mike: This is Mike, one of the cohost with Conversation with Kinfolk podcast. I'm interested in learning and hearing from you guys what apps and/or software would you recommend to be able to take small clippings from the podcast in terms of video and/or audio content that I could use with different borders and/or backgrounds? Different things to increase the visibility of the podcast and make it appealing to a broader audience by taking some of the video content and audio content from the podcast and being able to place it on different social media platforms? I don't know if

there's an app and/or several apps and/or software you guys can recommend that's available to be able to utilize. Thanks, guys.

Matthew: Mike's looking for apps and software that can take small clips, either video or audio to create micro content for visibility and promotion. Before we dive into this, Colin, this is really good promotion strategy, isn't it?

Colin: Yes. It works really well. It's always the proclaimed downside of podcasting, isn't it? That it's hard to share very easily because it's long. You can have a podcast of 30 minutes, 60 minutes or longer. It doesn't have visuals often. People only often record the audio rather than the video as well. It's not that easy to share. Turning it into something that's much shorter and either having the visuals in there or adding some visuals can be a really good way to get share clips of your show. So that people can quite easily taste, much like they got 30-second taster of the show and have a wee listen to it.

Maybe even see you as well if you manage to include some video. Which, we'll talk about the options there, won't we, Matthew? Whether it's video or audio-only or that kind of thing. There's a whole bunch of benefits. What else do you like about micro content?

Matthew: It's just that fact that from a listener perspective, if we put on the listener hat, or headphones or whatever it is. Getting in a new podcast is a big challenge because you've got to invest the time in it. A podcast could really speak to you from its title, from its episode titles, from its description. You might be sitting there 15 minutes in thinking, "I still don't really know if this is for me." Getting those little highlight clips, that's a really good gauge of immediately it appeals to you or not. I think from a listener point of view, this is just really useful.

Colin: They're trailers, aren't they? It's like movie trailers. You can have an impression of what it's about. An impression of the topic, the types of questions, the way you solve them, the kind of person you are as a personality. They're really cool. We'll talk about a few options for making these. They can be quite quick to create if you're doing them the right way as well. Which is usually nice. Have you ever actually made any, Matthew? You're a social hater so probably not.

Matthew: [chuckles] I just, funnily enough, in preparation for this episode, I was messing about Overcast which we'll speak about soon. Yes, in answer to your question. Yes, I have. [laughs]

Colin: Okay. **[unintelligible 00:05:05]**

Matthew: I'm something of an expert. I think another benefit of these as well that they're pretty search engine friendly, aren't they, because your podcast episode or conversation, you could cover quite a lot of different ground on that episode, and this is an opportunity to take one tap or one question that got answered, or one really searchable question, and just create a one-minute clip around that which people could then actually start to find as well, can they?

Colin: Yes, that's a really good point, actually. If you cut out-- if you have one question that's quite long-tailed, quite a specific question, but it's a really well-

searched question. Cut that out, make it into a two-minute clip, pop it onto all the different platforms, whether it's social, it's YouTube, all these places, and then, anytime anyone pops that question into any of those platforms, you pop up. That's great. Then they can get the answer quick, and hopefully, go on and subscribe to your show. [chuckles]

Matthew: Some preparation for this episode, I thought I'd have a chat with Becca because she takes care of our social media. She knows a lot more about this stuff than I do, certainly, so I was just interested to hear her point of view. She says that she came to use Premiere Rush to get snippets and then uses Canva to add borders, any text, stickers or anything like that. Canva's a great free tool. I know you could upgrade, but Canva's very popular for a podcast, isn't it?

Colin: Yes. There's a lot of stuff you can do in there for free. We've always used it. It's one of those tools that makes you look good, because you can look like you know how to design. Make yourself look cool. I even use it for a lot of personal stuff, like invites for parties and things like that. It's really good, but it does video, and they only added that not that long ago, so that was a really nice addition. Do you know much about Premiere Rush? That's a good tip from Becca there. Have you used that at all?

Matthew: I know nothing about Premiere Rush. I think I've heard of it. I'm assuming it's Adobe.

Colin: Yes, it is, indeed. I think it's basically the-- I don't know that much better either, I have to admit, so if you're out there listening and you think you want to try it out, worth going and have a look, but my impression is it's basically the lite version of Premiere. I believe there are free versions, but I could be wrong on that as well, but it's worth a shot. That's a tip from Becca. It's a simplified video editing, so you can get out those clips and then use them because I think that's the one bit that has potential to be time-consuming, isn't it, Matthew? Editing always is. [chuckles] Finding those clips and then cutting them out, so if you have a tool like Premiere Rush or something similar.

Do you know Alitu can do this as well, actually? This is something that Alitu's really good at, our podcast maker tool. It lets you chop out certain sections, like you could edit out, you could find a section inside Alitu or inside Premiere Rush, whatever you're using, but Alitu has a speed modifier as well, so you can look, listen through it one and a half times or two times, find the bits that you want to do, and then just edit out in the part before and the part after, or split the clip around it. You can export that to the library and export it out, and then pop it into Canva or Premiere. Sorry, Canva or any of the other tools we're going to talk about too.

I think that's probably the big-time potential killer is that kind of editing process, but there's a couple of things in the tools we'll talk about, isn't there, that can help with that, potentially.

Matthew: Yes. We've just talked about Canva. I was just laughing, it was six or seven years ago, maybe a bit longer now, but remember, most podcasts made their artwork on Canva or their inspirational quote graphics, and it just got a bit samey. I think Canva had to just create loads more stuff, basically. [chuckles]

Colin: There was so much repetition.

Matthew: Ruined the internet.

Colin: What about finding the clips, though? That can be time-consuming too. Like I said, you can listen through in some places, like Alitu, at two times speed to try and find the clips, but is that the best way to go about it, do you think? If you want to find places to use as a trailer because you've done this with audio drama and stuff in the past, haven't you? You've got to comb through dialogue and find what you want to bring out. Have you got any tips around how to actually find those clips you want to cut out?

Matthew: I have worked with clients in the distant past when we did this sort of thing who would outsource that aspect of it. When we were editing podcasts, and I worked with a client who had a virtual assistant whose job literally was to listen back through the episode and see this, this, and this **[unintelligible 00:09:38]** clips, so if you've got the budget for that, that's obviously an option. Another option that's probably hard to do in the moment, but with a bit of planning is just to keep track of these things during the conversation, but I do understand that a lot of podcasters are wary of doing this because they just want to really concentrate on the chat, and the less other things you're doing, the better, probably. That's maybe something you would add if you're pretty experienced. I also have one of the services, I want to briefly touch on here. Podintelligence. This is something we reviewed recently on the website, podintelligence, one word. I'll just point out everything we mentioned here, I'm going to put links to in the show notes, you'll find them at thepodcasthost.com/podcraft158. That will save me reading out a bunch of short links. Most of which I've not yet created. [chuckles]

That's the podcasthost.com/podcraft158. So I'm going to link in there to a review of Podintelligence that Lindsey did. This is a service that analyzes your podcast dialogue, it repackages it and delivers visualizations and searchable databases that you could use to repurpose your content. I think a service like this as well would be really cool for something like that.

Colin: Looks really interesting, actually. I've not used it yet but Lindsey was quite impressed, wasn't she, in many different ways. It proclaims to be able to chop your show up into very short clips based around sentiment and keywords. You can look through the spreadsheet, you can find where you said, "magnificent," and it will show you a clip. It will give you a clip automatically edited out that has you saying something with the word magnificent in it. If you want to use a trailer which has something really related to your topic, like for us, it might be we want a trailer related to talking about the best podcast microphones. It might be that it picks out that and gives you a couple of trailers for it or a couple of clips for it.

I can't profess to the quality of that clipping but certainly Lindsey liked it. Worth a wee shot, maybe having a free trial. Anything that can cut that down, I think you're absolutely right on the concentrate on one thing problem. I have found over time, you do get better at that, don't you? I think you can become better at being able to just quickly note down a time code. You're like, "Oh, **[unintelligible 00:12:05]**, that was a really good question. That was a really good response that my co-host made or my guest made."

You can really quickly just have a pen and paper next to you. Just in case, I have pen and paper right next to you and just note down time codes. That's all you need. Then, you don't even need the detail there because that just means you can clip through, skip through, sorry, and look at the time codes and find what it was you talked about. I think that's a worthwhile thing to practice. If you do find this degrading your content because you're just a bit distracted, then certainly don't do that. I think that can work with practice. **[unintelligible 00:12:48]** picking them out, do you think?

Matthew: Yes, magnificent. That was the word you were using, wasn't it, magnificent. We'll see if we could find that later on in the episode. Mike was talking obviously at the start as well, he was saying video and audio. Obviously if you are recording on a double ender video recording platform, whatever that might be, then you're maybe going to be wanting to make these clips just of the people talking, whether that's you or your interviewee or both. Also if you're an audio-only podcast, you could do something called an audiogram.

We've talked about these before on the show. That's basically, I mean, how would you describe it, Colin? You've got a dynamic waveform in front of you and often you've got the subtitles as well, so it acts like a video but it's just audio.

Colin: That's it exactly, isn't it? Yes, there's an image in the background, often your podcast cover art or maybe something related to the episode particularly. There'll be a bit of text, a title for the episode maybe, or for the clip specifically. Then a little waveform that moves. It's something that does change. It's not just a static image with some audio plastered over the top there, that wee kind of moving audio wave just adds a wee bit of dynamism and a bit of interest to it. Yes, they work quite well.

I mean, I think if you can use the video as well, that can work really well. Recording on many of the double enders but actually, I think the Headliner type audiogram type approach does work really well. If it's only a 30-second, 60-second clip, if that keeps it easy, if that keeps the process easy, then that works really well too.

Matthew: You mentioned Headliner there. That is pretty much as far as I know the most well-known audiogram service. You can make them elsewhere, but Headliner is where a lot of folks go to make theirs, certainly. We've got **[unintelligible 00:14:34]** audiogram. Again, thepodcasthost.com/podcraft158 is where you'll find the link to that. I see Mike's hosting on Podbeam, great host, but I need to give a shout-out to Buzzsprout, an alternative podcast host because they do have an audiogram feature about another host.

Colin: They do indeed, yes. I believe you can just pick out one clip per episode, can't you? Or maybe that's not true. That might not be true at all, actually, I think maybe you can just do it one at a time. You go into your episode page, you click their clip maker. You can basically select 30 seconds to 60 seconds. I think there is a time limit on it, I believe in Buzzsprout. You select that element, and then they pop out an audiogram. It doesn't have the video or anything. It just has the picture and the title, moving wave form, but yes, it makes it really easy, actually. They're pretty good.

Matthew: When I was playing about with, just before we started recording, I use Overcast as my listening app. I really like it, I swear by it, in fact. I didn't really realize this, it's got a cool share clip feature that lets you create an audiogram and they don't

even force their own branding on there. You would think, the company's created it themselves. They're perfectly entitled to stick a wee Overcast logo on there, which was on there by default, but you could just take it off and it'll even pop up buttons for Apple Podcasts and everything. That's very, what's the word, altruistic?

Colin: Altruistic. You've made me now realize I've said that **[unintelligible 00:16:05]** altruism. [laughs] Anyway, generous.

Matthew: Yes, that's the word. I think that's cool because that is something that your listener has access to too. Just think off the top of your head, say you did a special milestone episode or you ran a competition and you were doing a roundup or listicle type thing. You just said to the listeners at the end, "Your favorite one of these, go Overcast and create a short clip of the section that you liked the best the thing that you liked the best, and share it out there and tag me." You could then get them creating shareable clips for your show and getting involved as well. Just building a bit of engagement.

Colin: Yes, great idea. A growth one as well, sharing much more of your show. I know that Pocket Casts has something similar. I don't know if they can post it to social or not, I've not tried that, but I've certainly used that for sharing clips with friends. You can send a link, I believe it sends a link to a page that they run. They're less altruistic, **[unintelligible 00:17:15]** used that word. It goes straight to a Pocket Casts page. Then I think that's fair, to be honest, it's a free service. They can share it that way too. Yes, that can be something too. Yes, I like that. Have you come across repurpose.io, Matthew?

Matthew: I haven't, no.

Colin: This is an interesting one, it's worth checking out, Mike, if you get the chance. It's a paid service, obviously, so you have to have the budget for it. It's a service that can take-- You can link up your podcast RSS feed. Then you just put that into the app, and you can set up some workflows. You set up a workflow that turns that RSS feed into audiograms or repurposes it to YouTube or repurposes it to TikTok. You can set up all different ways to do it. With the podcast one, I believe you can set it to do shorter clips, but it's automated, so it's not as good quality as you picking out good ones yourself.

You can repurpose the whole thing as a video as well, if you think that's something that you want to. You talked about teasers and shorter ones, micro content, Mike, but this is a different approach to it. Worth checking out the capabilities there.

Matthew: Audio animation I thought was worth mentioning. This is something we experimented with in the past and it was a lot of fun. Do you remember us doing that?

Colin: Yes, that was cool. Did we use some of the standard outsourcing that? Was it Fiverr we used for that one?

Matthew: It was Fiverr but the person that I found was really good. I know you're always going to get extremely mixed quality on Fiverr. The person that we found was brilliant. Just for context, you basically submit a clip of audio, and obviously, it's

based on the length of the audio. They also had other pricing factors, like how many characters are there in this. If it's you and a guest it'd be two characters, for example. You submit it to them, and you can give them as much or as little direction as you want.

I think this is really cool. We experimented with it and Colin, you were doing an interview, I think, so we did that just to demonstrate that you can do this with just two people talking and it'll still be a lot of fun. We also were running a **[unintelligible 00:19:30]** podcast **[unintelligible 00:19:31]** at the time and that really lended itself to it as well because there was so much going on in the soundscape. I think even for a solo show, you could have a lot of fun with this, you could make something really compelling that catches the eye.

If you've had an interviewee on that you think they don't really share their episodes because they are on a lot of different shows, but they've got a big audience. If you created something like this, that would really put you ahead of the game for them taking notice of it and probably sharing it out as well.

Colin: Yes, something that totally stands out. Something a bit different. I think the thing is like the one that we got with the interview was that they just visualized it. They had the picture of the two people. It was me and I think that was Rob off *Startups for the Rest of Us.* They had the two of us animated talking to each other but it cut away to visualizations of the ideas we we're talking about as well. It was really cool [crosstalk]

Matthew: Like you were fighting a dragon and stuff even though you were actually just sitting in your cupboard.

Colin: Yes. Are you not thinking about the one that you did of your audio drama where you and Robert were fighting a dragon?

Matthew: We were fighting a troll. Fighting a troll in a cave. That was a good look.

Colin: That was really cool too. See, it works perfectly for an audio drama. [chuckles]

Matthew: Brilliant. You know what, again, this isn't the cheapest and it's certainly not the sort of thing that you could do for every episode unless you had loads of money. If you do, by the way, give me a shout. I think this sort of thing, this will grab the attention of people and then you have certain things in place to pull them in with other episodes as well. For most podcasters, you do this once for your show and just put it out there on YouTube or whatever.

Colin: Ideal. Cool. All right. Anything else you want to cover around tools?

Matthew: I think that's all on tools. I had a wee, as you do, had a wee peek at Mike's website. It didn't show up on Google so I was about to give him a row for not having a website, but a bit more digging. He does actually have a website, konversationwithkinfolk and that's with a K, konversations with a K, .com. Again, I'll put the link in the show notes. I did notice, first and foremost, props for having that website. Don't know why it's not ranking on the front page but the episode titles, this

is just a wee bonus step. Can you click that link, Colin, and just get a look at the episode titles there?

Colin: Latest episode is titled *Konversations with Kinfolk* Podcast, Season Two, Episode Eight, and then one before is *Konversations with Kinfolk* Podcast Season Two, Episode Seven. [chuckles] Mike, we need to improve those episode titles. What's your-- go for it, Matthew. You like it?

Matthew: Yes. If you are walking through the train station and you're grabbing a coffee and you want to get a newspaper and one of the newspapers is the *Daily Express.* I don't know why you would buy that, anyway, you wouldn't, but the *Daily Express* Episode 450, March 20th, you'd be like, "Okay, I'll probably opt for one with a tempting headline instead." I think you've got to treat your episodes like this, don't you? All those other podcasts out there in your space, you need to be saying in the episode title, "This is why you want to listen to this. You won't get this anywhere else."

At the moment, Mike, and it's good news, there's a lot of improvement here. Just by changing these episode titles, which you could do quite quickly and easily, you'll definitely grow your audience. There's no doubt about that.

Colin: For sure, yes. Get a problem, get a solution, get something in there, a question, something that really strikes a chord with the people that are going to listen. Think about your ideal audience, what do they want to hear about and pop that into the episode titles. I'd be tempted to even make a subtitle for your main podcast title as well. The whole *Konversations with Kinfolk* is a nice title, but it doesn't really tell me anything about what those conversations are going to contain or who the kinfolk are. If you have a subtitle that can be maybe three, five, seven words which really gives an impression of what it's about, what the topic is, what kind of things you're going to be discussing and solving and helping people with, that can make a big difference too.

Matthew: Aye, and figuring out what you're doing for the micro content will help you come up with the episode title too because it's the same thing. This is often the meat of episode and therefore it could also be the title.

Colin: Yes. Cool. I'll just finish up by mentioning one other thing about Alitu as well. Again, going back to our app, it can output the whole episode as a video file in an audiogram format. Actually in some ways it might be just as easy to take an output from that full episode turned into a long video and put that into Premiere Rush and then actually just chop that up into segments because it's already turned into a video. It's already turned into something that you can share. All you need to do is chop it out and there's no further processing beyond that. Don't know if that'll help or not, but that's an idea. For anyone else out there listening, as always, we talk about Alitu. Just help you make your podcast.

It does all the call recording, it does the editing, or it helps you with your editing, sorry. It does some of the production as in adds in your theme music, your fades, helps you piece all the pieces together. You can drop in your adverts, your segment intros from your library right into the episode builder. Just makes the whole building of your podcast super easy. We've got hosting in there now too as a beta test soon

to go public. We have hosting built in so you can have it all in one place. All right, Matthew. That's the end of the season. What are we going to do next? Do we know yet?

Matthew: It's a secret. It's actually a secret, but yes, I reckon we'll be back-- What are we now, time of recording? 23rd of September. I'm going to go out on a limb and say the 1st of November. Does that sound reasonable?

Colin: Committed. Okay. That does sound reasonable. Sounds good. I like that.

Matthew: Now I've said it, so that's it. Set in stone, because I've never let anyone down before.

Colin: No, no, never. [chuckles] I'd love to make an ask of you guys out there listening. If you listen to this show, if you enjoy the stuff we do, I'd love to get some questions answered during the break. Actually, we often talk about this, the fact that seasons-based podcasting is really good for the fact that you can you can make a big push for getting some feedback from your listeners. It's really helpful to hear what you guys want to hear more of, what you want to hear less of, what you like, what you don't like, all that kind of stuff.

I've got a few questions for you. If you would get in touch, that would be absolutely excellent. Probably the easiest way is Twitter. I would be delighted to get a response from you on Twitter @thepodcasthost. I'll give you the questions in just a second. If you send it into Twitter, thepodcasthost, and if you're unsocial like Matthew, understandable, then we'll set up a form for you as well. In fact, if you want to do that instead of Twitter, that might even work better. Up to yourself, you can either get in touch quickly on Twitter or go to our form.

The link for that will be in our show notes at thepodcasthost.com/podcraft158. Really the main question is just as simple as what are you most struggling with in podcasting right now? What's your biggest struggle? What is the thing that really holds you back from achieving everything you want to with your podcast? Whether it's the time you take, whether it's growth monetization, if you can get really specific about the elements of that you're struggling with just now, that'll give us some really good insight into what we can cover on Podcraft in the future. Those struggles that we can try and help you with and anything we can do to put out more resources to help with those struggles.

That'll be what it will, what it'll be. If you're tweeting, just let me know that. What's the struggle that you're having most in podcasting that we could help with? I'll maybe even have a couple of bonus questions in the form if you fancy that. That sound all right, Matthew?

Matthew: Yes. I'll fill it in myself. Then I could answer myself. Just be a live me talking to myself type thing, which happens frighteningly often in real life.

Colin: [chuckles] Indeed. Thanks for listening. It's always nice to get to the end of a season. Feels like you've hit a milestone. Feels like you've got somewhere and also a wee break as well. We'll take a little break. We'll be off for, like Matthew says, we'll be off for about five, six weeks ish. Start of November, we'll come back. As always,

thank you for listening. Thanks for following along. I hope we've been of value to you, helped you with your podcast. We'll see you in November.