

Podcraft

Season 16, Episode 4

Colin Gray: Hey folks and welcome to another episode of *Podcraft*. This is a show all about podcasting, teaching you to create a successful show. I'm Colin Gray from thepodcasthost.com, joined by Matthew as always. How are you, Matthew?

Matthew: Splendid, thank you.

Colin: Good, good. We have a special guest on this episode as well, as we're doing on every episode this season. We have Jacob from our team. Jacob, how are you?

Jacob: Hi, I'm great. Thanks for having me on.

Colin: Good stuff, good stuff. This is your first time on *Podcraft*, isn't it?

Jacob: It is. Very excited, I feel very honored. I've been listening to *Podcraft* since before I started working at the company. It's been a long time coming.

Matthew: I thought you were going to say, "Before it was cool."

Colin: Before it was cool.

[laughter]

Matthew: Yes, definitely before it was cool. Definitely before it was cool.

Colin: Cool. All right, Matthew, what are we doing on this episode?

Matthew: Yes, so we're continuing our Season 16 theme of bringing our team members and colleagues onto the show to lean on their expertise, insights, and experience. On this episode, we're going to talk about business podcasting. Does your business need a podcast? What reasons might there be or not be to get into podcasts around your business? Also, touch on what actually makes a good business podcast as well. I guess a good place to start, Jacob, is just for you to tell us a wee bit about what you do here at the thepodcasthost/alitu.

Jacob: I live in the marketing world, so helping people find our blog, helping people find the tools that we make, the courses that we're writing, so guiding people towards solutions, essentially, when they have a problem. Which is a really nice way to say marketer [crosstalk], salesperson.

Matthew: Do you like the term marketer? I know it's a controversial topic.

Jacob: It's a funny one because I think you get-- there's a lot of different types of marketers, right? Often when someone asked me what I do-- I met someone new and I say, "I'm a marketer." I can see in their eyes that the first thing that they think is that I deliver flyers.

[laughter]

Jacob: Which I have done, by the way, and there's nothing wrong with delivering flyers. It's such a broad range. I think that it's easy to think of it as a dirty word or a dirty thing to do. I think especially when you're trying to build an audience, whether it's for a business or it's for a bit of fun, if it's for a hobby or whatever, whatever the reason is that you're podcasting, marketing shouldn't be a dirty word. It should be something that you think about seriously because it's like anything else. It's like a blog that you're trying to grow. It's like a product that you're trying to sell, something you have to do.

Matthew: Cool. The place I wanted to release that, Jacob, was just to look at businesses-- businesses get "should-ed" a lot, don't they? Like, "You "should" be on social media. You "should" be creating content. You "should" start a podcast." Does this advice ring true for pretty much every business out there?

Jacob: No, I don't think so. I think it's really easy for businesses to end up spinning their wheels, and things aren't going to benefit them. You could argue that anyone or any entity, any business should have a podcast, but I think that it's only really beneficial if you are a business that deals mostly in relationships and sales, or around education. I think that's probably it. If you're selling, I don't know, if you're an e-commerce business, or you're selling physical items and stuff like that, I don't really think that it's going to help you get very far. If you're either a business that has to rely a lot on sales, or you're selling really big expensive items that maybe it takes quite a long time for people to make a decision on, or if it's something education and knowledge-based, then I think there's a good fit there. Otherwise, I don't think so. I think there's other things you could do with your time that would probably get you more out of it.

Matthew: What do you think, Colin? All businesses should have a podcast?

Colin: I think, Jacob, I agree totally. If it's bigger-- We always talk about the fact that podcasting, it's that really high-leverage marketing tool, as in it builds real trust, and real credibility. It can build such a big personal brand as well. It works so well for people who just need a small number of customers for a high price point. That's why we often talk about coaches. If you're a person who basically your business is you only need 20 clients all paying £1,000 a month or something like that, but it's hard to sell them on that because it's blimming expensive. [chuckles] Podcasting is perfect for that because you can have a small podcasting audience, even just a couple of hundred people a week, and you only have to convert 10% of them through just the trust, and the credibility, and the pure personality that you put across. Yes, I totally agree that it's the big ones.

There are some case studies out there of bigger companies with lower price products and stuff that can use podcasting, but it's probably more brand-building at that point. Maybe mixes in with the rest of your marketing as opposed to being like a primary channel for those lower-cost ones. I'm not sure, what do you think on that, Jacob? Have you seen any examples of much more B2C consumer-type stuff using podcasting well?

Jacob: Only when it's really indirect, it will be-- I don't know. What was one I saw recently? I'm pretty sure Tide did one. You know the folks who make the washing machine detergent?

Matthew: [chuckles]

Colin: Podcast to do with washing.

Jacob: Yes, and it was about a completely random subject. It might not have been Tide, might have been someone else. Whenever I see B2C, it usually is, it's sponsored by this company, and it's just entertainment based. "Here's a funny show that we've paid for." [laughs] "Please think about our brand when you make your next purchase," and that's it. I think for a lot of B2C stuff, that's all you really can do.

Jacob: Yes, there's an interesting one there where it's almost more worthwhile, if you're in B2C, being in podcasting, but actually just sponsoring other shows because it's hard to grow potentially. It's hard to grow a big show. It's possible, by all means, and it can do really well for you, and you probably should try that as well, potentially. As a B2C customer, maybe actually it's that reach that you can get through being on other shows, and growing brand awareness for your own product. Also, maybe even talking about your own podcast on those other shows so you can grow it that way. I'm not sure. There's a couple of approaches there.

Colin: There's a helpful way to think about it, and this is how I normally think about it. If you're not sure on whether your business would suit having a podcast, if you already have case studies, if you already have ebooks, and if you already have some longer hero-type blog posts, then that could quite easily be substituted with a podcast with the additional benefit of it being a lot more intimate, you're able to command probably a lot more attention, and in a lot of ways more exclusive attention. I think it's quite easily substitutable for those things. If you do have one of those, then you should probably consider a podcast, it'll probably work for you.

Matthew: It's unlikely. I'm prepared to be proven-- not proven wrong, but disagreed with here. Podcasting, it's really going to be the first form of content someone will create, is it, because if you think about somebody, for example, I'm a landscape gardener doing local work, it's going to make sense for me to have a Facebook or Instagram, isn't it? Because people are going to share photos of the work I've done for them. It wouldn't probably make sense for my first port of call if I'm going to dedicate some time to building a reputation, creating content. The podcast is probably not the first port of call, is it?

Jacob: Yes, I think that comes back to the time it takes to make the sale. If you're a landscape gardener who's doing jobs, and somewhere in the region of a few hundreds to maybe low thousands, then it's probably a lot less consideration than someone who's going to come in and do a massive estate garden [chuckles] or something like that, where actually there's a lot of decisions that need to be made along the way. There's a lot of comparing that you need to do. I think if you were doing that higher ticket service, then I think it probably is. If it's just someone's coming to mow your lawn, then you'll probably just pick the first person that has a reasonable price. If there's a lot of consideration, there's a lot of comparison, then I think it works. If not, if it's just quite a quick sale, then it's probably not going to be the first place to look. Facebook's your best bet.

Matthew: I just realized there. Yes, I was arguing the corner for social media over podcasts, and that's absolutely mental.

Colin: No way.

Jacob: That has never happened.

Matthew: Absolutely mental.

[laughter]

Matthew: And it never will again. Let's have a wee think about then. We've covered some of this already but some additional decisions that people might want to weigh up if they're thinking about going down this route. They're trying to figure out if this is the right move for them or not. Colin, what are some of the things for you that they might want to run through?

Colin: Yes, good question. The key ones are the ones that you probably worry about the most. It's the time, it's the gear, it's the technical knowledge, it's things like that. There's a few things that go into that. Podcasting certainly is something that takes a fair bit of time, but then again, so does any content. I always argue whether it's blogging, video, podcast, as long as you can commit a certain time of the week. If you can say, "We've got two hours," three hours, even a full half day, just once a week, you can create so much great stuff, that is a long-term play because it creates this evergreen content that just plays for you forever.

It's so worthwhile. It's the thing that's always hard to get your head around, "Half a day a week, and I'm going to spend three months on this?" or something like that. It feels like a lot, and you're not getting a huge payback on it straight away, but give it a year, give it a year down the line and you'll see the value that that has built for you, what you've built that asset that is in your business from then on.

That's the big thing really, is can you actually put that time aside and can you make it regular so that you can make this consistent for at least a short period? Have that experiment, create that first season. We often talk about that, don't we Matthew? The fact that if you can actually even just commit to 8, 10, 12 episodes, that's maybe 2 to 3 months' worth of weekly content, then even if you quit it at the end of that, you have that chunk of content. If you do it as a season you cover a really important topic to your customers in depth, then even if you stop it at that point, that season is a really chunky, useful bit of content that you can point people towards. You can build into your marketing or you can talk to people about, you can push people towards it and can really attract people in. To me, that's the biggest one. It's that commitment and maybe setting that initial goal.

The other stuff is worth considering. The gear, the tech, all that kind of stuff, but so much of that is so much easier these days. Just get yourself a USB mic like Samsung Q2U, or a RØDE Podcaster. On the tech, that's what we built Alitu for. Alitu is designed to take away so much of the tech. It helps with the editing, it helps with building your episode, with the exporting, with the publishing, and it automates things like the audio cleanup, and stuff like that. You don't have to worry about EQ and compression, and all that nonsense.

I think it's so much easier to make the show nowadays, but the thing that's not easy is actually committing that time on a regular basis. Does that make sense, Matthew? Is there anything else you think is in there?

Matthew: No, I just wanted to upload that smooth wee mentioned for Alitu as a marketer.

Colin: Thank you.

Matthew: Jacob. Marks out of 10 Mark for Colin there? Solid eight and a half?
Jacob: Oh, I'm thinking 9.5. That was pretty good, that was pretty smooth.

Matthew: Just where you're mentioning there, Colin, I think you're right when you talk about some people come into podcasts and thinking, "All right, so this is me every Monday forever." There's a lot to be said for the season or just a self-contained body of work. "I'm running a business, let me take my top 10 questions my customers have and just create 10 episodes." Like you say, that's where I direct people. They're evergreen answers. "Maybe one day I'll update them, but I'm not sitting down every Tuesday to record. I've created my season and it's there, and it's a good place to send people." It's maybe a lot more palatable for some people than working their way through big blog posts or stuff like that as well. Any other thoughts on that, Jacob?

Jacob: I think there's one thing to consider if you are going to do it, if you've decided it's probably going to be a good fit, or something you want to experiment with, you need to think about what the purpose of it is because I think there's two different things that you could do as a business with a podcast.

There's potentially creating more people that know about your business in the first place, so quite top of the funnel. There's slightly further down in the funnel where you might actually use it as a sales tool. I think that, for most businesses that are considering a podcast, they should probably start at the bottom. People that have already heard about you, people that already are in your pipeline, they're contacts, they're leads, and you're thinking about, "Right, how can we get a little bit of trust? How can we get a call booked with them? How can we talk to them?" I think a podcast at that stage for those people is a pretty foolproof way to go because essentially, what you're able to do is create a good percentage of the trust that you would with a live call just by sending them pre-recorded content.

I think be very sure about what the purpose of it is. Know who exactly it's for, what questions are they going to have at that point? What are their concerns going to be? If, at all possible, try not to talk too much about your business, talk more about the problems that they might be feeling, and the solutions that certainly that you could provide hypothetically, but not specifically your product or service. That'd be my best advice.

Matthew: Something we've talked about on this show a lot is when you're writing something like your podcast description, the big mistake is, let's say we're a business, we're writing our podcast description, I'm writing, "We are this, we do that. We've done this, we've come from here." Instead, you want to take this, "You are this, you need this. You're looking for this." It's just flipping that on its head, isn't it?

Jacob: Yes.;

Matthew: Constantly making it about the listener. To be honest, that applies outside of business podcasting, that's pretty much almost any podcast, you want to make it about your listener instead.

Jacob: Yes, absolutely. The dreaded over 10 years in business that all small businesses seem to rely on.

Matthew: Award-winning, I always like award-winning.

Jacob: Yes. [laughs] The most local award ever.

Jacob: I've won an award myself. I suppose one last thing just on this side of things is there's differences I suppose between if we call them hobby, I know some people don't like the term hobby podcast, creative outlook podcast, if you launch your own personal podcast around something you're interested in, you've got that bit of time to find your feet, you might experiment, a few episodes might flop. Arguably if you're podcasting for your business, you want to hit the ground running a bit better, don't you? You want things to be as right as possible first time, I would argue, is that correct?

Jacob: Dependant on how you're going to release it though. I think Colin had mentioned this just there actually, if you look to prerecord a lot of it, it gives you a little bit of extra time to maybe fiddle. I would say that it's probably more important for a business to do that little bit of extra editing than it is for an individual. Not too much, you still want to come across and it's natural and personable and all these things, but I think it's justifiable to do a little bit more.

Speaker 1: I think you're right for almost all cases, but I think there is a case sometimes for if it's stopping you doing it all together, then just try it anyway. The worst that happens is you never actually release it if you think it's that bad. Actually, even with a business, I would argue sometimes that kind of completely raw, just get it out there.

I think one goal of a business podcast, and there's many, so this might not apply to all, and it probably depends on the size of the business, the type of the business, the type of product, all that kind of stuff, one potential goal of a business podcast is simply to humanize that business, to put a person behind it, to show that this isn't just a bakery, this bakery's run by a real human with real problems and real wants and real goals and real desires, all that kind of stuff. To actually get that stuff out there and the raw podcast, really low production, just get it out there week in, week out, sometimes that can have a really profound effect as well, I think.

Jacob: Yes.

Speaker 1: I'm not arguing against you, as such, because I think yes, absolutely, business podcasts need to, most of the time, have a little bit more work put into them.

Jacob: I think it depends on your brand as well, to be honest. I think that- I don't know- if you've got quite a tight and corporate brand, it's not going to jive very well if you've got quite a just totally natural raw podcast.

I think there's a lot of businesses where it probably fits really well to just be almost completely unedited. You're right, I think that it's definitely a lot more humanized and you feel a lot closer to the people there, especially if you do hear the little hiccups, the little missteps that they do when they're talking.

Colin: It's the personal brand thing, isn't it? If you are really a personal brand, if it's literally a butcher or a baker or something like that, or a plumber, or if it's just around a few people, I think it's more justifiable. Yes, for sure, but you're right, the corporate-type ones or something probably need a little bit more.

Matthew: Speaking of how they might sound then, do we have any concrete examples or good examples of business podcasts that you guys have heard?

Jacob: My favorite business podcast is one called *The Growth Show*. It is very cleverly disguised as essentially RSS feed of case studies. It's by a company called HubSpot. I watch Colin's roll as I talk about HubSpot for the third time today. It's essentially that, they're talking to customers of theirs around some of the challenges that they'd faced in their business. HubSpot makes business and marketing tools. They're talking about the problems that HubSpot solves without talking about HubSpot. This is what I mean when I say talk about the problems, talk about the solutions, but try to remove your product and service from it if you're going to do it because it does feel a lot like selling.

I think what this does really well is it does focus on solutions and it talks about how you might be able to solve similar solutions but agnostic of tools or services or brands. It's actually really valuable just to listen to, and I do. I have done for quite a while and it's a good show. It's worth listening to.

Matthew: One of my favorites, you'll be familiar with it as well, Colin, a show we've worked on firsthand the team at Blackadders, the employment law podcast.

Colin: Yes.

Matthew: I thought they were a brilliant example of-

Colin: So good, yes.

Matthew: -doing something like this because they were coming at it with ostensibly quite a dry topic, weren't they? Employment law. Their target audience was generally small or medium-sized businesses who have staff and need advice on all the pitfalls that come with dealing with staff. I think they took that topic and they made it really, really entertaining and listenable even if you weren't the target audience, wasn't it?

Colin: Yes, for sure. Yes, it was so good. That was a complete example of what we're talking about there, just putting people behind it. You think just, "Lawyers, solicitors, anything legal is going to just be pure-- It's just so dry, and it's just a brand, it's just a company. These people are going to turn up, do their job, charge you by the hour and go home." They just showed who the people were behind it, like Simon

and Jack. What was one season, Matthew, around? It was around something really serious, like how to discipline and potentially even fire staff, like how to do disciplinaries and stuff like that. Potentially, a very negative subject, but they managed to find this really nice balance where they put an almost quite silly framework around it. What was it? The Seven Dwarfs, wasn't it, Matthew?

Matthew: Yes, aye, for the listeners' benefit here, they always had funny wee themes like you're saying *Snow White and the Seven Dwarfs*. They would take a real-life case study, but they would use a famous-- something in popular culture, and they would rework it. "Snow White said this," and, "Dopey said that," and, "He's not happy about it." They would go into what happened here, who was in right, who was in the wrong, what's the decision to be made, what are the takeaways. Even for somebody like me, like I was editing it for a few years. Never going to be in that position, never have been, but I found it really entertaining, found it really listenable. It just shows you with a wee bit of creativity-- It was short episodes, short and sharp, but funny and really entertaining. I think they did a brilliant job.

Colin: It was really useful. It actually taught some really valuable lessons but just in a creative way. Along the way showed exactly who these guys are, what they're like, what their values are, and just made you want to work with them because they just seemed to care. The amount of work that was obvious that they put into that, it just made you know how much they care about what they do. Yes, I thought that's such a good example.

There's a lot of work in that one actually. That would be an intimidating one to copy. I think it's a valuable one to take lessons from, but it's an intimidating one too, but maybe a less intimidating one is the indie games fund that's based in Dundee. They are based around funding indie games companies, video games companies, a really interesting company. They essentially just got us to interview other indie games founders. Any company could do this. We just went along, interviewed them, and took lessons from other indie games companies.

The goal there really is to not talk about their fund, but it was to create content that was really interesting to their target audience so their target audience would listen, and that was actually just going out and interviewing their own target audience and getting lessons from them that's applicable to the rest of that community. That was an easier one to potentially create and make, but still worked really well for them too.

Matthew: Good stuff. What about some early growth opportunities for folks getting into this then, Jacob? What are some of the things that they could do at that beginner stage?

Jacob: Depends again on who the podcast is for. If it is for that bottom of funnel, then essentially, I think what you want to do is start swapping out podcast episodes for emails and case studies that you've got in there. If you've got a process that you follow when you're selling to people, if you've got a series of automated emails, if you've got a website, start building it into all these places that people already go, the conversations that people are already having, and just treat it like another piece of content. An obvious place to start with some of the content might actually be to repurpose some of your blogs that you've already done, ones that you know work

well, and turn them into audio. Swap them out directly where it is that you're linking to them. That'll be a good way to get people there.

If it's for top of funnel though, I think if it's for bringing new people in, telling more people about your business, I think probably standard podcast growth methods do apply here, get gorilla, do promo swaps, use your existing audience to spread the word a little bit. I think at that point you're really treating it like any other podcast, but if it is for further down the funnel where you're just looking to sell or improve relationships then just build it into what you're already doing.

Colin: Yes, my feeling is one of the most effective ones is like you say promo swaps, but also sponsorships as well in a similar kind of way. Actually sponsoring another podcast works really well because you're in there. You can choose podcasts that attract a very similar audience so you can make sure you put forward a pitch and you know what kind of thing those people are looking for, you know they're podcast listeners, they're looking for that kind of content so it's an easy one.

The one I always talk about that people miss out as well on top of that is actually creating that written content as well that goes alongside it. This is the bit that people miss, but if you're a business podcast, there's even more reason to invest that time into the written SEO side of things. Creating great show notes that go alongside your blog posts-- Sorry, along your podcast episodes. As in you create blog posts that go alongside your podcast episodes. That helps your business website stand out in Google, helps with search, helps with people finding your business directly, but it'll help grow the podcast as well because every time you answer a question that your audience is interested in, you're creating a bit of content, that blog post that really can attract people in. They'll then see the little bit of audio that's in there too. They'll listen to that and say, "Oh, what's that? That's interesting. There's a podcast," and then they'll subscribe. Yes, that can help a lot.

Matthew: Did someone have a frantic Amazon man at the door there or was it just my imagination?

Colin: It's a big hammer in my hallway.

Matthew: A big hammer? Just on its own.

[laughter]

Matthew: Doesn't even have a human attached to it.

Colin: What is it we talk about? We've got a whole article on the thing, "The magic powers of podcasters. My magic power is that every time I turn on a recording I bring hammering people to my corridor." It just happens magically.

Matthew: Colin's got a cartoon hammer that follows him around. "I'm Hammerly the hammer."

Colin: Apologies for the noise.

Matthew: I was just thinking there, one of the things we talk about in terms of content creation is the big five, isn't it? This is really applicable to business

podcasters I think, isn't it? What you got for the big five; you've got costs, comparisons, reviews, case studies, and how-tos?

Colin: That's it, yes. Yes, absolutely. Yes, they're all really, really valuable. It's the stuff that people are most interested in knowing, isn't it?

Matthew: Definitely a good framework to build maybe your first 10 or 15 episodes around too. Just take those frequently asked questions and fit them into that format. Like you're saying, Colin, it works really well if you're-- you have to be creating the written content around it too, don't you?

Colin: Yes for sure. The stuff that worked really well for us in the early days was the best of, so people are always searching for the "best" something, and they'll be the exact same in your industry, whether it's-- I don't know, in legal, talking about the employment law runs, "Best ways to fire somebody," thinking of something negative, but people search for that. That's a really important subject to people. The other one was comparisons so versus, something "versus" something. There's bound to be something that's relevant to that in your own industry out there as well. Yes, those are really good relevant business topics.

Matthew: Jacob, what about podcasting alongside social media and other content channels? How does podcasting work alongside anything else that you're putting out there?

Jacob: Yes. Treat it like a blog. Treat it like a blog post, in the same way that you might promote written content on your website, on social media. You would promote that just the same. You would promote a podcast episode just the same on social media. There's probably a little bit more that you can do with a podcast versus a blog, to be honest with you. If you record video with it or even if you've just got audio, you can take clips, you can take quotes, and you can turn that into little micro content for social, and link people to your full episodes quite well. I think they do work hand in hand really well. Whether you're a fan of social media or not, if you've already got social set up for your business, then you probably will see a bit of an uplift if you start using social and podcasting together. I would say it's probably not worth starting up social altogether just to promote your podcast. If that's not where people are finding you, then they're not going to find you any better just by putting your podcast on there, but if you're already there, if you're already on social, if you've already got a social strategy, then work your podcast into it.

Matthew: Just a potential pit follow-on on today's for you to mull over is, you see this a lot with businesses, again, small to medium size business, when they get into social media, it's just the fact that Bob in the kitchen, he has an Instagram, we'll just get him to do our social-- say we're a hotel or something like that. I suppose the same mistake could be made in podcasting, but we find out Bob has a podcast. We want to do a podcast. We'll just let Bob do it, and it turns out Bob's terrible. He makes a really bad job of it. I suppose you can't just take that approach. You like somebody at the company, we think they kind of could know how to do this, so we'll just hand it off to them and see what happens. There needs to be a bit more planning here, doesn't there?

Colin: Yes, absolutely. Unless, of course, Bob is actually genuinely really interested. Because I think that's actually one of the maybe undervalued skills in podcasting is actually just genuine enthusiasm. [chuckles] I think genuine enthusiasm, like just a complete sort of fanatical desire to do this makes up for a lot in podcasting. We've also seen those examples of people who are just really just so enthusiastic and passionate about their subject and they're a bit crap at presenting. They're a bit not so good at planning their content, that kind of stuff, but you just buy into how much they love their topic, and then over time they get better at it as well. They develop their skills and stuff.

Definitely, I would usually recommend-- It does depend on the person a bit, but I'd usually recommend, like if you've got somebody who's a really strong presenter, really organized, but isn't that bothered about running a podcast, you kind of have to force them into it. Versus somebody who isn't necessarily so strong in the presenting side to begin with but has potential, but is just genuinely really passionate about the subject, I'd go with that person. The second one, the passionate one, over the first.

Matthew: To give Bob the podcast and the right circumstances.

Colin: Give Bob the podcast, yes, give him the chance, let him go.

Matthew: Can we do a, "Give Bob the podcast" t-shirt in time for Christmas?

Colin: Definitely.

Matthew: Have we got time for that? [laughs]

Colin: Who's Bob? I need to know Bob better. I need to get Bob on here. We'll ask him about it. Ask him, Scots.

Matthew: Tune in next week. Jacob, what relevant podcast do you listen to that you might want to recommend that maybe cover this angle that we've discussed today?

Jacob: These are actually really just marketing podcasts, so they won't teach you much about podcasting and marketing, but really good marketing podcasts. *How to Win* with Peep Laja, interview style, gets on interesting founders and marketers to talk about essentially their growth journeys. It's probably quite a good reference for an interview-style podcast if you wanted to do something like that. *Everyone Hates Marketers* with Louis Grenier.

Matthew: That's a great title, isn't it? A great show title.

Jacob: It is, yes. It's the no-bullshit, no-fluff marketing podcast, is the sub-headline for it, and it's exactly that. They just break down everything that is nonsense in marketing today and get to the meat and cut through just a lot of the noise that gets made by people trying to sell their courses on marketing and all of this kind of stuff. All of the scammy, spammy nonsense that we have to deal with today, and *Akimbo* by Seth Godin is a really good one, and is actually a nice example of a solo podcast if you're not so interested in doing interviews or having a cohost.

Matthew: Seth has been around a while, hasn't he? He's done a lot of stuff in his time.

Jacob: He has.

Colin: The ones I'd throw in. I'd say if you want an example of a good show that is something that you could quite easily take as a format, as in go and interview other people in your industry, try and get as much value as you can. You've got *How I Built This* by Guy Raz, it is one of the best interview shows out there around business. He's such a good interviewer. He's so good at pulling out stories and narrative, and making you care, and making the people fight quite natural as well. The interviewee is quite natural, so that's a good one for that. I would go and have a listen to *Employment Lawyer In Your Pocket*. That's what it's called, isn't it, Matthew?

Matthew: Yes, ELIYP.

Colin: Yes, totally. *Employment Lawyer In Your Pocket* by a Dundee company in Scotland called Blackadders. It's UK law, so it might not be relevant to you necessarily, but a lot of the stuff that they talk about isn't necessarily directly related to the strict legal sense, it's more just how to handle teams and your staff and all that. It's such a good example of a company doing an internal podcast that is not interviews, and it's just them all together, and showcasing what they're like and what they believe, and how much they care. I think that is genuinely a good lesson and could be useful to most people running a business, I would say.

My third, slightly, slightly random one, you might like this, Matthew, do you remember that show called *The Message*? Do you know what I mean by that?

Matthew: Yes, it was our fiction podcast.

Colin: That's the one. Do you remember who made it?

Matthew: Yes. General Motors?

Colin: [laughs] Close. That was actually the first thing I searched for, and then I realized it was General Electric.

Matthew: General Electric, yes.

Colin: Yes, General Electric, they're massive. I don't even know, is it electric company? An energy company in the US? It's **[unintelligible 00:36:25]**.

Matthew: Is that massive plug factory?

Colin: Yes, totally. I don't know exactly. Anyway, General Electric created a really good fiction podcast and it was just a story. I don't think they even mentioned themselves in that show very much at all, but it did really well, it became a hit. They did get a lot of publicity around it anyway, even though it didn't talk about anything to do with what their business is. There's even room within podcasting to just create something entirely random that you just think is going to be a hit, that maybe you want to make, that one of your team is passionate about. If it blows up or even if it just becomes reasonably popular, it can still have a really good effect on your business because you can still just sponsor it, and it might not be quite so targeted, but it might be quite fun. Just as an example, an out-there suggestion.

Matthew: Lovely stuff. I suppose just to mention, as well, if you're looking to at least hit the ground running and get it as right first time as possible, picking up a course or two, that might be a good idea. It just so happens we have a course or two in our podcast academy, doesn't it?

Colin: It does indeed, yes. [chuckles] We've got our full guide. If you're out there thinking about starting your own podcast as a business, go over to our free guide to start with. It's over at thepodcasthost.com/start, and that'll take you through all the steps you need. From there, you'll be guided towards a few of our courses. If you do want a bit more handholding, a lot more detail, guides, to everything you need to do, right through videos and checklists, and all that kind of stuff, and plenty of information around whether you could use Alitu or not as well as a tool to actually make that show, then you can pop over to thepodcasthost.com/academy.

Matthew: How is my marketing there, Jacob?

Jacob: I think maybe 9.6, it's ever so [crosstalk].

Matthew: 9.6?

Colin: No way.

Matthew: A 9.6, that's a men's-- We're changing the name of the show to *Everyone hates Matthew*, in the new year.

[laughter]

Matthew: You name it, going forward. It's going to be me and Colin's massive cartoon hammer as the co-hosts. That's what I've learnt today.

Jacob: 10 out of 10, always listen.

[laughter]

Colin: This guy, every time, every time I mute my mic in between when you guys are speaking, he doesn't do anything. Then, as soon as I unmute, genuinely every single time, he starts going, bang, bang, bang, bang, bang. [laughs]

Matthew: You know what it is, it's actually one of the tracks on the RØDE caster or whatever, you're just pressing that button.

Colin: Yes, totally, I'm playing it in the background.

Matthew: Hallwayhammer.wav.

Colin: Oh, geez.

Matthew: Thanks very much for your time, guys. It's been a pleasure. Thanks also to the listener for listening. I'd love to tell you what's on the next episode, but I don't quite know yet because I'm speaking to two or three different folks and trying to nail down days and times, the exciting life of a podcast, eh? You'll just have to-

Colin: Email ping-pong.

Matthew: -remain in suspense for now, but one thing's for sure, it will be about something, and it will be with someone. What a teaser, what a teaser that is.

Colin: It's a great teaser.

Matthew: Please subscribe and follow on your app of choice. Colin, take over before I sink.

Colin: [laughs] Thanks very much for listening, folks. We'll see you on the next one. It's good to have Jacob on this show. Is this your first podcast, Jacob?

Jacob: It's my first one on *Podcraft*, so I'm very excited.

Colin: Oh, it's not your first at all, is it? You run your own show, which you have a few episodes out. Go and plug it, plug it before we finish.

Jacob: We have done things.

Colin: That is as good as Matthew's little [unintelligible 00:40:08] there.

Matthew: That's a solid teaser, yes.

Colin: Do you not want to mention it? You can not mention it if you want.

[laughter]

Jacob: It's called *Hell's Theatre: The Cinematic Inquisition*, and it will be coming to your ears very soon, but not quite yet. It's not quite ready.

Colin: Oh, it's not live.

Jacob: No.

Colin: We keep telling you to get it live. Of course.

Jacob: There's magic and the potions are brewing.

Colin: Nice. Good stuff. All right, folks. Thank you for listening. Thank you for following along. We'll see you on a future one. Cheers.