



Our new, free podcast resource is ready!

Tue, 3/9 3:44AM 20:49

SUMMARY KEYWORDS

podcast, people, voxer, transcripts, module, audio, business, question, interview, potential clients, deadline, faqs, guest, acoustic, set, sound, sign, resource, share, ready

SPEAKERS

Erin Kelly

Hey, hey, Erin Kelly here. So I'm very excited. I know I've been talking about this all week. And I'm excited to actually announce that I have a link for you to sign up for the the new free podcast resource that we're putting together. So you can go to MemberVault vault.co/podcastcentral. And it is a free resource. And we are currently building it out.

And the reason why we're sharing it now is, like I said, In previous podcasts, you know, we don't like making people wait, once we start talking about something, I actually cringe a little bit one I share that I'm about to create something and I don't have a link for people. Because I know that that. Yeah, I mean, that's, I'm always like, No, I want to sign up, like, what if I don't hear about it again. So, so yeah, so I'm glad to have this ready. And we have initially, an FAQ module that is unlocked some kind of giving you the behind the scenes here on how that product is set up in case you want to swipe this process for your own, whatever it is that you're creating, whether it's free or paid.

But you can actually do sort of a hybrid product. Or a hybrid drip, I should say, when you are wanting to either pre sell something, or you're wanting to give people an opportunity today, sign up for something free that you're creating, but it's not quite ready yet. And so you can, you can put a module in there, that's so you set it up as date drip. And you can make the initial module just unlocked on the date that you're you know, creating that that content. And then all of the future modules, you would just set the drip date to be whenever you are promising that this content is

going to be ready. So that I would definitely recommend that. Definitely always set a deadline for yourself because it makes it a little bit more concrete for people. And it also gives you again, a deadline that you have to hit. So for this the Podcast Central, all of the resources inside will be ready on March 15. So they will unlock. And so if you actually go to that link, you'll see.

So again, it's membervault.co/podcastcentral, you'll see that there's a module that is an obviously you have to sign up for it to be able to see this otherwise, everything's just going to look blocked, because you don't have access to the product. But once you sign up, you'll see that there's a welcome message. And then there is the first module, which is the FAQs. And I also have a quiz question and therefore, like, Is there something that I didn't answer here? And I had actually pulled the FAQs from the questions that we have been recently getting in our user communities. So I just repurpose the content that I'd already written in Facebook comments. And so I took those questions, because I know that those were like they're really common ones. But I want to make sure that if there's additional questions that I don't think of, that I have a space for people to, to let me know. And so that's how the quiz question is functioning.

And inside of actions, I have a notification set up so that when someone answers that question, that it sends me a notification to my email, like so and so just answered this quiz question. And then I can go check it out. And then I'll, you know, if it's something that I think is going to be relevant to, to everyone I would or to a lot of people, I'll add it to the FAQ is otherwise I'll just, you know, answer the person's question by email. So that's how that is set up. And then you'll see that the other modules, you can see what they are, but you can't open them yet, because they're locked, and it actually tells you that they'll unlock on March 15. So this is a really great way for you to get your people involved in the process.

Give yourself some deadline, not have to wait to share it until everything's ready. And again, this works for free or paid products, so So what am I going to put in there. So now that I told you the backstory on how to set up that product, if that's something that you need to do or want to do, in terms of pre selling something that's not ready or having a freebie that's, you know, maybe it's like a live program that you're doing with a live live challenge or something like that, and you want to be able to have people sign up in advance, you can totally do that. So you would just set the dates accordingly.

So, what we're including in there, so, I at this point in my entrepreneurial career, I think that I am a definite outlier in how I do podcasting. Because every time I see anyone asked a podcast question, I see the typical, like you need you need a fancy mic, you need like sometimes people go

into you need like a special studio like with like acoustic tiles on the wall, etc, etc. You need to have a podcast editor so you need to be using like Audacity or GarageBand you need to do all of these things. Right? And so with my very first podcast back in the day, what like almost five and a half years ago my first podcast I did I did most of that stuff. You know, I got the microphone. I was still podcasting in my closet because I'm actually my brother in law is an acoustic person. He's a sound engineer, with Microsoft actually. And so, you know, I kind of picked his brain on, like, what's the best acoustic place to record. And of course, he has some geeky thoughts on that, like we all do in the areas that we're passionate about. But I mean, a closet actually works really well, because you have all the clothes in there, which basically function as acoustic tiles, like you would have on the wall to like muffle Echo, and so close, it's actually a really good option.

So even with my first podcast, when I was doing all of the things that you're supposed to, quote, unquote, switch to, when podcasting, I was still recording in a closet. And it was like, not even a walk in closet, like it was just one of those, like accordion door kind of thing that we like, put a very skinny board in there as the desk and like it basically was enough room for a small notepad and my microphone. And actually, Mike was also doing his own podcast that we both were using that. And it worked great. Like it was it was fine. And I but I hate it. And it was an interview podcast. So I was doing, you know, I was doing the whole Skype recording. And, you know, there was there was issues with people's like, sound, there was issues with not always obviously, like there's there's a lot that went seamlessly but, but frequently, like people would have to change the change when they when we did the call, or there, they would have sound quality, or they would have a lot of background noise. Or they would have internet issues.

And so and sometimes I did too, on my end, like I remember there was a point where my for some reason, my laptop kept dropping the connection. And so like this is this is what like, you know, five and a half years ago, and it scarred me so much because it would drop the interview recording, and then it would pick it right, almost right back up. So it was we could keep going with the conversation. But it was a hot mess to try and piece together that episode recording after the fact. So yeah, so I was doing a guest guest interview podcast, I was doing the microphone, using a closet. I was using Audacity to edit it. And it just need to do the sound balancing and all that stuff and like importing my intro and outro music. And then I use Lipson as my podcast host, which is you know, one of the original podcast host options. And I mean, they're great, like, they're not fancy. And it definitely looks like a very outdated interface, at least when I was using it. But that might have changed at this point. But it was just like all of these steps that I had to do for every single episode, it was a weekly show. And it just, it worked. I mean, I fell in love with podcasting.

And at that point I was still an online business manager. So it was a fantastic way for me to

connect with potential clients because I would interview, you know, top entrepreneurs, and we would talk about their business. And I would share little like geeky Active Campaign things. And so they would be it was basically like a discovery call for my services, right. I mean, that wasn't fully why I did it. But it was such a great effective way for me to find clients as well as connect with fellow peers, that I would highly recommend that if you if you are working, if your business model is service based, and you're serving entrepreneurs, like having a podcast, where you are connecting with potential clients is a fabulous way for them to obviously get traffic for their business.

And most people will not say no, if you ask them to be on your podcast unless they're insanely busy. And because it's free, it's free promotion for them. And it's a great way for you to be able to connect with them. And obviously, it's not going to work if they don't need. They don't need your services or if you don't click with them. But it's it's a great way to get your foot in the door. So that's a sound like oh, like side tangent advice that that works really well. And that's a lot of water like the podcast guru people. That's one of the things I teach is that podcasting is a really great way to to grow your business. Sure, but also to connect with potential clients. So yeah, so that worked really well. But it was exhausting. It took so much time. And so once I had my first kiddo that just went out the window, I stopped doing that podcast cuz I was like, I just can't, that's just not where I can put my time. And it was too, it was too rigid, because I had to schedule the calls.

And it just anyone, anyone who kids knows that, like they it's like they have this internal sense of when you're going to have a call. And that is always when they are the loudest or the crankiest or whatever. And so it just did not work well for me. So I kind of stopped podcasting for a while, because I just didn't think that that was going to work for me and that that was the only way to do podcasting. And it has since evolved, right so I have tried a couple of different options being like, okay, I don't want to do it like that. That didn't work well for me. I can't do that now. How could I do it and So I first tested out doing voxer because I so wanted to do a guest show. So the the season one for daily hive mind is a guest show where I was doing.

I hesitate call it an interview because it really wasn't an interview format. But it was my voice and then a guest. And I knew that I needed it to be asynchronous for it to be able to, to work with my schedule to be flexible enough to be able to batch things to not be exhausting, all that good stuff. And so I wanted to test out using Voxer. And so Voxer is a tool that you can use, you would need an audio, you will need the pro version because that's the only way that you can download the the audio file from there. But it's very price reasonable. And so yeah, I will go set my car, and I would have all of my different guests and I would have that I wanted to have for, you know for that batch recording session. And I would have the topics that I wanted to cover with them would

have their Voxer handle and I would go into Voxer and I would just, you know, do like five or six at a go and I would start the conversation.

And so I structured the show in such a way that I wouldn't have to do much editing, because that was another thing, I really don't want to have to do podcast editing again. And so I did my intro, which was like, this is who I'm talking to, this is what I want to talk about, like tell us about you. And then they immediately, you know, came in with their audio where it's like, thanks, Eron, like, my name is Doug, you can find me here, this is what I do, who I serve, and let's let's jump into whatever the topic is right. And then I made sure that it wasn't something that I had to come back and do another audio for. So it was just they would end it with this is where you can find me. yada yada, yada, right? And then I would do a recap.

Also in the, in the Voxer of like, after my audio be like, okay, like this is because it was asynchronous. It's not like they were sitting, waiting for my Voxer to come through. So it was like, here's the audio for me that that's going to be the beginning of the episode. This is what I what I want to make sure that you cover, keep it under 20 minutes, make sure you include like where to find you. And that actually worked really well. I did have to, you know, follow up with a couple people because because it was asynchronous, there was no, there wasn't as much of a deadline for them. You know, they didn't have to just show up for a live call. And so for some people, I think they forgot about it, right? Like they would see the alert. And then they'd be like, Oh, I need to do that. And then they would forget about so I had to send a couple of follow ups to a few people. And there were a few people that just never actually got their audio into me.

And so, you know, it's not perfect, but nothing is because again, when you do live calls, people will cancel or no show on you. So this is just just a fact of life, when you're involving other people like there's going to be, there's going to be some situations where it just doesn't work out. And that's fine. But in this case, it actually used less of my time than if I was you know, structuring my entire day around a podcast interview call. And then the person no showed on me. So I really, really liked doing that. It worked really well. And I highly recommend it. So I will be covering that. I feel like I feel like I just went right into the things that I'm interested in, and the different ways to do the podcast and the backstory and everything. But I didn't really like give you the recap of like what's included in the resource.

So what you're going to be getting is all of the different ways that I've done different podcasts that we've done a private podcast feed, we've done, I've done this asynchronous Voxer feed, I've done a private feed. There say that anyway, there's like five different kinds. And they all are very,

like low maintenance, hassle free, easy. I most of them, I think I've actually all of them used Anchor. So that's free, very easy to use. You don't have to worry about like finding intro outro music unless you want to, because anchor actually has that they have like a bunch of different options that you can just pull in for free again. And so yeah, I mean, it is the, it is the super simple way to do a podcast.

And so I'm going to be showing like the pros and cons of each of those. And so if you sign up for the resource, you'll see that I have those broken out those different types broken out as modules. And so those will have instructions on how to do each of those. So if one of them sounds really good to you, like you want to do the box or one, it'll have more information about how to do it, because I want you to get the inspiration. But I also don't want you to get stuck on the implementation. So that will be included there. And then we're also going to share and this is an ongoing process. We have not like locked down the efficiency here. Like we haven't optimized how efficient it is. But doing transcripts using Otter. And then we're using MemberVault teaser modules to host the transcripts and embedding the show and doing pretty links to share it which will then drive traffic back to your member vault.

So and if you're like I don't want I don't know where to put my transcripts like we will show you how to do it. This is how we're doing it. We're figuring out as we go. It is because we have two podcasts. This one is a Monday through Thursday podcast. So it's four podcasts a week. And then we also have The Vault podcast, which is two podcast episodes a week. It's a lot. It's a lot of transcripts. And so that's why I say like, we haven't fully optimized how it works, because it's just a lot. It's a lot of extra labor for Ira who is managing that on our team. But if you're doing one podcast a week, or even every other week, or once a month, this would be this would be like, super, super easy. Like, you could totally use our process as it is with transcripts. And it wouldn't be a lot of work for you.

And of course, the benefit of transcripts is it makes it more accessible. There's a lot of people who don't like podcasts, there's a lot of people can't listen to podcasts. So you can turn it into, you know, a readable format. And then you'll be able to use that content more easily for social media posts, you know, you can pull little snippets and sound bites and stuff like that. So and then always linking back to your MemberVault because you have the transcript posted there, and also the embedded episode.

So we're going to be walking you through all of those different options and how we do it. The pros and cons and all that good stuff. And so and like I said, like, you know, I've done that the

asynchronous voxer interview, I'm doing the daily of podcast, this is kind of a daily because it's every, every week, except for Fridays. We've done the, like one off specific topic podcasts. We've done a, you know, the I think I already said this the private podcast. And so clearly my brain is like not fully operating today. I need more coffee. But yeah, so it's I'm really excited about it. Because I love podcasts.

And I know one of the biggest questions Is there really isn't really an ROI with doing a podcast? And I would say yes, absolutely. And I have this in the FAQs. It's one of the questions I answered. But depending on what your goal is, with your podcast, whether it's to find more clients and your service based, like high dollar business like, like, yes, yes. So like almost immediate ROI. If you are doing it to drive traffic to your business, and you have a membership and like low dollar offers and that kind of thing. You know, it's gonna it's gonna take you a little bit longer to to see the ROI, but it is definitely there. And audio and podcast is only going to continue growing like all of the all of the business experts that I follow that are outside of our entrepreneur bubble that are actually in like small, large business spaces, and SAS business spaces. They are all predicting that, you know, video was very big with Facebook Lives and YouTube and all that stuff. But the new biggest wave is definitely going to be audio and podcasts. So I highly recommend it.

And there's, there's a lot of other fun things that you can do, which I have not done this yet. But it's definitely it's on my list to try. Because I apparently collect podcasts I have six now. And I already have two other that are kind of that I'm that I'm noodling on. But you could even create a book or you could write a book using a podcast. So there's just there's so many, there's so many fun things that you can do a podcast, it's a great way to build trust with your people. And connection because they feel so much closer to you. I know I feel closer to the people that I listen to their podcasts, you know, because I can hear their voice I can hear depending on how strict they are with their, where they do their podcasts, if they have kids, like I can sometimes hear the kids in the background, you know, it's just it's a slice of life. And I think everyone especially now is really looking for that extra connection.

So if you are wanting to launch a podcast if you've been waiting, I know a lot of people, you know they want to do a podcast but they've they're intimidated by it. Because of all of these rules and shoulds, this is definitely going to be the right resource for you. We already have like six people that said that they've launched podcast based on my like Anchor advice. And I've been teaching podcasts for a while now. So I think I've probably helped like 50 or 60 people launched podcast, it is a lot easier than what the general you know, recommendation is out there, it's less overwhelming. And you can always step it up, you know, once you get your your toe in the water. And then if you already have a podcast, but you're kind of wanting to tweak the process, if you're

curious about how I've done the podcast, or if you want to know how we're doing our transcript process, this is definitely going to be a great resource for you.

So you can sign up for that at MemberVault.co/podcastcentral and again, that's free. So you can you don't even have to be a MemberVault user you can sign up for that. And yeah, we can you can follow along and engage in one of the other things that we're going to be hopefully adding soon as in trying out embedding Circle comments, so that you not only will be able to see what we do but you'll also be able to interact with other people and and share it. We're going to be doing that in the transcripts as well. So you can have a little bit more of a feedback loop in terms of these episodes. So that's something I'm excited about. I don't have an ETA on it, but we're definitely, you know, we already have signed up for a circle account on we're puzzling out how we want to set up our spaces and all that good stuff. But that's something that I'm really excited about doing as well.

So lots of things that you'll be able to sort of glean inspiration from. And we'll always have quiz questions so that you can, you know, share your feedback and share where you're getting stuck or where you have additional questions, etc. So, yeah, yay for podcasting. And I will have I have my 20 week ultrasound tomorrow morning. So I may not do a podcast episode tomorrow, we'll see. So if not, then I will talk to you on Monday and I hope you have a wonderful weekend.