

Podcraft, Season 20

Lessons Indie Podcasters Wish They Knew Before Launching

Gabe: Things aren't guaranteed to become amazing. If you keep going, it's not guaranteed. But if you stop, it is guaranteed to not be amazing, right? You know what I mean? Like, if you quit, then that guarantees it's never going to be successful, it's never going to work out. But if you keep going, at least you have a chance.

Colin: Hey, folks, and welcome to Podcraft. This is one of the longest running how to podcast series on the planet. I'm Colin Gray from the podcast podcasthost.com. and on this season, we have talked to some of the best independent podcasters in the business. It's been great, hasn't it? A real rollercoaster journey, too. Not only have we dug into a lot of this stuff around mindset, determination and creativity, we've also picked up a ton of actionable advice around workflows, growth, monetization, so much more. It's a lot to take in. But the good news is that you can go back and listen to it all again as many times as you like. Another piece of good news is that we're closing out the season with an episode packed full of podcasting advice. Golden nuggets here, our indipod legends will talk us through what they wish they'd known before they got started. So that's all of the most common mistakes they see new podcasters make, and how to make your own podcasts stand out amongst all the other ones in your space. So if you're feeling crowded out, here's how to make yourself unique. If you're a more experienced and time served podcaster, I've also got some info around how you can share your own wisdom on a future episode of Podcraft. If that sounds good, then stay tuned for that. But for now, let's get cracked on straight into the content. In the intro clip, we heard from Gabe of the board game design lab. Now, Gabe's a model example of an independent podcaster who came from nowhere to absolutely dominate in his niche. So let's find out what mistakes does he notice many new podcasters making right now?

Gabe: A lack of patience. Like I said earlier, um, just trying to get too much too fast, like slow down, just, uh, let it go, you know, like, just have some fun with it, figure some things out, you know? Um, a friend of mine, he talks about catastrophic success, right? It's possible that you have more success than you're ready for, and then it turns worse. Like, it would have been better to fail than to succeed, because success actually was worse. And so I think you had to be careful of that. And, you know, everybody looks at people out there doing really, really well, whatever your classification for that is, whatever your standards. But there's something nice about slow, slow going, right? Figuring things out, understanding things. Like the microphone I use now, the software I use now, the editing tools. All these things are so different than they were just a few years ago, let alone seven or eight years ago. And it's just been a process of growth and learning and understanding. And it's just, it's just been kind of nice, you know, to have something go viral and blow up. I mean, I think we all kind of want that, like, deep down, our little lizard brain, like, we want that for ourselves. But it's kind of nice to just have that slow trajectory like you were talking about and just kind of pick up followers and learn and grow. And I heard a pastor say it was talking to other pastors and said, um, your talent will take you where your character can't keep you. And I was like, dang, that'll preach. And just trying to build the life, build the person, build yourself, work on yourself as much as you're working on your show. Work on yourself as much as you're working on your creative outlets and activities. And don't, don't let one outpace the other, right? Because there's a lot of amazingly creative people that went viral, got to a place, and they couldn't handle it because they weren't ready. Their character wasn't there, their mental capacity, like, you know what? The way they were dealing with things, it wasn't there. And we can all sit, you and I can sit down and probably name a hundred people that success destroyed them. And so that's one thing I always, you know, talk to new people about. It's like, just keep showing up, keep learning, keep growing, keep figuring things out and, but just show up. Just show up. You know, can you get 1% better, be intentional about things, but just get one 2% better over and over again? And eventually, maybe there's a lot of factors, you know, there's no guarantee success or anything like that, but you're much more likely to be successful long term when you do that, I think.

Colin: Here's Paul Cheall, now, of Fighting Through.

Paul C: I think the one I come across most is, you know, particularly in the forums, people saying, how many, how many episodes should I get in the can before I launch? And there'll be people saying, oh, get a season's worth or get a dozen in. And I always feel that's, for me, that wouldn't have worked because I learned so much in my first two or three episodes from just listening and being self critical.

Sometimes feedback from different sources, and you suddenly think, oh gosh, I shouldn't be doing that at the end of the episode, or I shouldn't be doing that at the beginning, or I should change the way I introduce myself or any number, number of things that you want to fine tune. And if you've gone ahead before you go live and you've got twelve episodes in the can, and then you're stuck with whatever mistake you've made, you've embedded in every single episode. So I would say maximum do two or three episodes to begin with and then reflect on how they are before you carry on doing more. Launch strategy is another one. I think I said earlier when I first launched, I didn't do anything special. I just put the thing out there. I made sure I covered my search, keywords, etcetera, but I didn't do, I didn't go making big announcements in social media, hey, listen to my podcast or whatever. I just let it soak into the ether. Now, my overall conclusion is you just launch, you put it out there. You don't try and do anything special, because you know within two or three weeks, you'll know whether or not people are beginning to listen, whether or not they're finding you. And that's the time to think, okay, how can I improve on this? And, and then it's really listening to all the gurus for advice on what to do.

Colin: Rob and James, the Euro Trip

Rob: I think the biggest mistake that I think a lot of people who start podcasts make, and this is advice that I will always give to people, is if you're going to start a podcast, make sure that the listeners and the audience know what to expect from you every single week. So before me and James launched the euro trip, I remember we had a proper sit down, like, lengthy old planning meeting, and we said, what's the format going to be? And that format has evolved and it has changed since. But there are still kind of key features that we did on that very first episode that we still do now over three years later. And I think you need to make sure that the audience know what they're going to expect, because those are the features that the audience will begin to know your podcast for. Those are the things that if they enjoy them, they will come back for. Whereas if your podcast is, yes, the name of the podcast is the same, but every week it's a different format or different hosts, different style, different tone, then I mean, for me, this is just me speaking as a listener. I probably wouldn't keep listening because I like the podcasts I like because they do what they do, if that makes sense. But if they do what they do changes every single week and the consistency isn't there, then I'm probably not going to stick around for very long.

James: I think for listeners, one thing that can always tell is when something has been recorded and it's good audio quality. And for a lot of people, they might think, oh, it's not that important. But I think making sure you actually sound good when you record something is really, really important. I mean, obviously, for us, when we started, Rob, I think you already had a decent enough usb mic at home. I think I bought one just before my birthday over that summer as well. So I think from the get go, we already had a good sound, and it would actually sound good when people listened. But there's a lot of podcasters who start, and they might just record on the microphone that's built into the laptop or something, and it doesn't sound that good. And even though the content that they. They want to deliver is really good and they're really passionate about it, I think sometimes it's a bit of a turn off when that audio quality isn't as high or as sharp as it could be.

Colin: Daren, the One Per Cent Better Runner

Daren: Focusing on things that don't move the needle. And by that, it's technical stuff. It's me, an example. It's my own example, focusing on the slickness of the audio and the transitions and all this stuff. Oh, that music hit right at that spot, and I did this sound. It's like, no, no one cares about that. It's just. I call it sprinkles. People care about the actual cupcake and the filling, or it's a steak dinner is one of my analogies. Like, this is just candy. You know, you can eat candy every now and then, but you can't eat it all the time. Like, people can eat steak and burgers and french fries all the time, you know, salads and all that stuff. Like, you need to make a proper meal for people in the analogy of content. So a lot of people also focus on mics and the guests and the artwork and social media in a bad way. Like, again, oh, I need to promote the episode. It's like, no, no, no one cares. Make the episode good. That's what you need to start with, is a great why it should exist, and who is it gonna serve? Who is it gonna help? What's the point of it. Like, all those things that I think people don't think about. Like, there's a lot of things you can talk about. I'm sure no one has a lot of ideas that they will never get all of them out of. It's like, pick the thing that actually is like, oh, that's. That's a question that needs answered, or that's a problem that needs to be solved. Second thing is, people focus on audiograms for promoting. They just don't work. Like, this is a kind of small little pet peeve of mine, but they don't work. They don't work at all. Like they maybe did in the beginning. They're boring. They're not

dynamic. And this is. Audiograms are made by a lot of different companies, so I won't even scream out the one. But it's just a static image and waveform. It is like, it's so boring. And people think it's cool. Cause they're like, look at this podcast artwork. And this might be an unpopular opinion, but it doesn't work. They don't perform well across the board. I've seen actual studies. They don't perform well. I myself have used them. They don't perform well. I've seen clients use them. They don't perform well on any platforms. So just get off of them. Record yourself. I even say, people, walk around, after you're done with the podcast, walk around with your phone in your studio, outside, wherever you want. Walk around and say, hey, everyone just recorded this episode where we talked about blah, blah, blah. Go check it out. That is probably not the best thing you could do, but it's way better than an audiogram and way more effective because people are connecting with you. Your face is taking up the whole screen. It's a vertical video. It's really short. Like, if anything, do that. Do two different ones of that, three different ones of that. You can do that in three minutes. You can do 345 second ones of that. And then no editing and just go boom. And they're different. You talk about different parts, or have the guests do that. That would be the biggest thing. And speaking of guests, this is my third pet peeve mistake, is that people think the only format for podcasting is guests and interviewing and talk radio style. And it is like thinking about watching or making a movie in black and white or monochromatic. It's just one color. It's just all orange. And it's like there's way more dynamics in audio. It's just as dynamic as writing. It's just as dynamic as video or art or whatever you want. There is no one way to do it. Everyone just thinks interview. They go, I'm gonna start a podcast. I'm gonna interview people. It's like, what? Huh? I guess, yeah, sure. Like, there's. I mean, I could go down the list of different. I'm sure the podcast host has a million different formats, but I'd have to say 90, 95% of interview format. It just feels like. It's like if everything on YouTube was a vlog, it's just weird that everything is an interview. And I get it. Cause you get to interview people, and interviews have their place, but every single client that I get, just like, interview, and I'm like, that's it. I'm like, how about you do the first five episodes and you just speak straight to the camera, and you just have a very basic outline of dot points, or you write the whole script, or you bring in your second in charge or whatever it is. So it's two of you going back and forth on things and then talk about something evergreen versus if you bring a guest in. Yeah, you can talk about evergreen stuff, but everyone just sees that Joe Rogan scenario, and I'm just like...

Colin: Kathi, Wild for Scotland.

Kathi: Any business you run is 50% you spend on running the business and 50% you spend on promoting it. And it should be the same with a podcast. And I think people sometimes get so caught up in the production of their content and what episodes to produce and what stories to tell, what interview guests have, and then not thinking enough about, well, how do people find out about the show? Do I have a podcast website? Do I know about SEO? Or do I spend enough time on social media, building a newsletter and all these other things, networking with podcasters, all these things that you need to do to promote and market your show should also probably take up 50% of your time and your headspace when you think about starting or producing a podcast.

Colin: Alana and Samra, She Well Read.

Alana: You know, there's times where I'll see new shows being created, and, like, the beginning of it sounds like, you know, ten other shows that I know of where it's like, this doesn't. It doesn't feel authentic to you. Like, I feel like I'm listening to that other show. I don't feel like I'm listening to you. And I feel like now we're kind of in that culture of, like, step and repeat, where it's like. Because, I mean, that is like, yeah, even Hollywood yeah. Where it's like, oh, I'm gonna do this thing that I saw this other person do, and they went viral for it, so I'm gonna do it, too. Or, like, intentionally doing things that, like, you would never do, but, you know, it could go viral or something. Like, you know, that potential. But I feel like the podcasts and shows and things that succeed are the ones who are truly authentic to themselves and not trying to be like everybody else. Right. Because that's what people are looking for. Like that. I literally said that in my presentation at she podcast this year. Was that Merriam Webster's dictionary word of the year last year was authenticity or authentic. Like, that's what we're all craving, especially right now, where the world, it feels like it's just going to ****. Yeah. It's like, we don't have time for any fake **** right now. Right. It's already too hard out here. I don't want to watch this or listen to this in this instance. So I think that is a common mistake that new podcasters make.

Colin: Paul Thornton, the Joy of Cruising.

Paul T: You owe it to your listeners to give them the best product that you can give them. And I just think that a lot of people look at podcasts as a way to have public discussions that audiences listen to. And I guess that is a category, but that's just not me. For me, podcasts are more about giving listeners information, education, yes, some entertainment. But I think a lot of people fancy themselves as talk show hosts, and this is just a medium to have a cheap way to have your own talk show.

Colin: So that's our indie pod legends giving advice on mistakes that they see new creators making. But bear in mind, they're not saying they've done everything perfectly themselves. As we found out on recent episodes, struggles and obstacles are not things that melt away once you've hit a certain amount of downloads or published a certain amount of episodes. Here's Kathi on that.

Kathi: One of the big things I've struggled with is allowing myself to take a break and also allowing myself to change my schedule, especially as an independent podcaster, someone who does the majority of the work on the podcast. Myself, I do have an editor who helps with the sound design and the edits and encouragement, to be quite honest, as well. But I do a lot of it myself. And I remember in season two, which feels so long ago, I was behind the schedule that I thought I wanted to be in. And she said to me, you know, you make your own schedule. You can say, I'll just publish this episode a week later and nothing's going to happen, you know, nothing bad is going to happen. And I've always kept that with me. And so now I feel a lot more confident to say, actually, I need another week for that episode. Or actually, let's push the season back by a week or two if we need to. If we've not hit this target point at that date, we'll just move it back. And I think allowing yourself to take that decision is really important. And I think people put themselves under a lot more pressure than they have to. And at the same time as well, it's okay to take breaks. So if you feel fed up, if you feel like you've invested too much money, or if you feel like you just burnt out from producing a new episode every week, it's okay to take a break. Nothing bad is going to happen. The world isn't going to end. Depending on your show, you know, there might be certain consequences, but nothing is more important than actually keeping you, your mental health safe and also making sure that you still have the same creativity and passion to produce an episode. And if that takes you taking time off for two months, then that's okay. If you then can come back as strong as before. So I think putting pressure on yourself is something that I see new podcasters make that mistake, and I've certainly made that mistake. And I think the only thing that suffers is the quality of your podcast.

Colin: Mur, I Should be Writing

Mur: I've been doing this specific podcast. I'm on my 20th season, and it's just baffling that. What else do I have to say? That that's part of what I worry about. But I decided to figure out my, as the people in the self help book say, I decided to figure out my why. Why am I doing this show? Why am I still doing this show? And one reason I came up with was that it's fun and I like it. And yeah, I would like, you know, I have worried about my numbers or my growth or my Patreon income or whatever and been frustrated about those, but I still do it because it's fun. I have the luxury of having an audience that I can communicate with, and so they're a big reason why I keep doing it as well. But really I had to look and see why I was doing it. And if I would keep doing it, if I had zero listeners just because it was fun, then I'm doing it for the right reason. I switched over to twitch when lockdown happened because I needed, I really wanted to do my podcast, but I really craved some sort of interaction with people, and I loved it. I loved doing a live show and the numbers did not move at all. No one hated it so much they unsubscribed and no one loved it so much that they immediately subscribed. My audience is still people around my age who are writers, so I don't get a lot of new people seeing my stream and thinking, oh my God, I've got to follow this person. But I still do my stream on my podcast live on Twitch, because it does a lot for me. It makes me happy. So when you have your 7th show and you're wondering, why did I buy this equipment? Why am I still doing this? Actually, ask yourself that, and not in a defeatist sort of way, but why did I get started in the first place? And, you know, if it's because I wanted to have fun, because I wanted to get a message out and hope someone eventually hears it, and, you know, reasons like that can keep you going. I want to make money. I'm sorry, guys, that is not the reason to do a podcast, unless you are someone who has connection to people who are paying a lot of money for said podcast. But really it's why are you doing it, know why you're doing it when you start, and that'll help keep you going if there are low points.

Colin: At the time of recording, Andrea was actually gearing up to have a baby. But amid all the joy and excitement, there would also be that thought that she's running her own business. Her mindful

marketing podcast is a really big part of that that makes it harder to really, you know, temporarily step back from any content production schedule, even if there's literally no other choice. So let's find out what her plans were and how was she feeling about it all.

Andrea: So with my first child, I had six months of content prerecorded, and there were things that, like, especially interviews with people where their business changed. They're not doing that strategy anymore. That feature doesn't exist anymore, you know, on the social platforms. So I had to record like a quick hey, before you listen to this, this has changed. Intro first for some episodes. So I don't think that's avoidable, though, for this time around. So. But I didn't record as far in advance this time, so I'm about three months ahead of schedule, and I don't think I could get much farther than that at this point. Maybe four months I can get, but I don't think I'll do the six months like I did last time to allow for more flexibility because of all the changes that happen on social media. Oh, the other, the other thing that I did change is I used to have. So for my sponsors, I used to record all the episodes live, basically when I was on, like, Riverside, for instance. Now I record the sponsor spots separately because last time we also had a sponsor who dropped off, but we had, like, all these ads basically burned in because I recorded them. And so this time we have the ad spot separately, which gives more flexibility to, like, swap them out. We do ads for our own things as well, so we can, like, swap them out a little bit more easily. So that is one thing that changed this time around, but I'm just winging it. I just hope this baby's the same as the last one. My first baby was super easy. She was very easy baby. And so I'm hoping this one's the same and I can just get back to recording quickly after having her. So we'll see.

Colin: When you make a podcast that impacts your audience and really resonates with them, it's only natural that some of them are going to ask you about that act of podcasting itself, as well as being experts in their chosen field. You see, these indie pod legends have become podcast experts in their own right. So what are the common pieces of advice they find themselves giving to anyone who asks? Here's Andrea again.

Andrea: It's to keep going. It's to keep going because especially when you start looking at the download numbers, it can feel you don't get the same like dopamine hit as social media, where you post something and you see likes and comments. Especially you get feedback. Podcasting in those early days, you don't get any feedback. And even if you see the download number, sometimes it's hard to see how much of that episode someone listened to. And the download numbers in the beginning are always much lower than we think they're going to be. And so it's a little bit of a reality check of like, here's what the beginning is going to look like. It's not going to look maybe like you think it will be. So that's what I, that's why I find myself saying a lot with people who are starting a podcast, is that, you know, it's a little bit of a different medium than, than other long form content. And if you stick with it, I think it's just such a great, a great tool to have in your, in your tool belt. But it can be challenging early on.

Colin: Rob, the Euro Trip

it's a bit like I said earlier on, yes, there are a other Eurovision podcasts out there, but why should we launch a Eurovision podcast that is similar to the other 3456 that are already available? Do something that's a little bit different? And the example that James gave with Melody festival and nobody else was doing english language coverage of that competition. So that was our difference. That was the difference. And now we do stand out as providing a unique offering and a unique service. And it is about finding that niche because, yeah, why should people listen to you? I suppose is the question. If you flip it on its head, like, why should people listen to you? What is your difference?

Colin: Paul Thornton, the Joy of Cruising

Paul T: Virtually all of my episodes are interviews. I think I've done maybe three podcasts out of, you know, close to 93 have been without a guest. So I say to people, even if you are a solo podcaster, which most people are, and I understand that, I recommend that they change up occasionally and host a guest because, and the reason I tell them that is guests are a way to potentially supercharge your reach. You know, you might get, you get guests, but you also get their followers. And plus, you never know when you'll get a guest who will go out of her way or his way to help promote your podcast. My highest downloaded episode is by far a guest who already was globally popular, who pushed the episode out to their followers. So that's one tip that I have, another tip that I have, which

really, I used to be a business professor and I taught a lot of marketing classes. And one of my favorite topics in marketing and favorite topics to teach was something called niche marketing. And I tell new podcasters or other podcasters, find a niche, focus on a niche, because as I taught in college, long before podcasting was a thing, was a big thing. A niche is a way for a small marketer, a little guy, to compete with the bigger guys. And so I'm really, really big on niche marketing. And so my podcast is very much a niche. It's ocean cruising, which there's a lot of cruisers, and they're fervent, but you wouldn't believe. Well, I guess you would. Many, many people have never gone on a cruise, so it's kind of a niche, and you're almost automatically protected against competition. I mean, when I think of cruise podcasts, I can kind of count them on two hands, and already within a year, and I, you know, don't mean to sound immodest or anything, but within a year, I'm already one of the top cruise podcasts in the world. And so it's not because I'm the greatest thing since sliced bread, but I believe that I already had a narrow focus, a niche picked out, and I've been able to find my place within that niche on an international basis. My podcast is listened to in 101 countries.

Colin: dCarrie, Travel n Sh1t

DCarrie: Use what you have. Start where you are. Change your mind down the line, but do something. Start somewhere. One of the best pieces of constructive criticism that I have ever gotten was from a woman named Michelle, and she was telling me, and it might sound a little harsh, it absolutely applied in the moment. We were in a larger group of women discussing, like, you know, creative endeavors and our, you know, side hustles and businesses. And what she said to me was, I'm always gonna do better than you because I'm always willing to just do something. She was listening to me talk for a while about, you know, some of the things that I was struggling with, and she was saying, like, you're too caught up in getting it right. You're too caught up in making everything make sense, that you're not doing anything. And there is no guess and check there. You could have done it twice over had you started, when you had the initial idea and discovered where you needed to change, where you needed to pivot, or what needed to be updated, taken out, or added to. But I'm always going to do better than you because I'm just going to do it, and then I'll see what I can change. You're waiting to figure out what you can change before you even try. And she was absolutely right. I tend to, again, like I said before, if I can't see all the pieces, I have a very difficult time going forward with something, and instead of trying to get all the right equipment and, you know, coming up with what are the first year of episodes going to be, let me worry about finding who these guests are gonna be, and give yourself three ideas. Start recording. Start recording. Instead of, you know, trying to follow everybody else's blueprint, figure out what feels good for you and adjust as you go.

Colin: Susan, Lush Life.

Susan: It's kind of like RuPaul, Ru Paul's drag race. I don't know if anyone watches it out there, but what, over all these years, it has stayed so consistent. And I think that's why people really, that's why I love to watch the show, that, you know, that this music is going to come at a certain time, you know, that RuPaul is going to say, sashay away, shantae. You stay all those things. You really. I love the consistency. Oh, here's, you know, you know, this part's coming. I think that for me, that's fun as well. Like, I would never not do my cocktail of the week because I think people look for that. They want that. So staying consistent with, you know, what people expect from your podcast. So not changing things up all the time, unless your podcast is one that changes up all the time, and people know that it changes up all the time. So being super clear with that idea in your head and giving that each time,

Colin: Vicki, Bring Your Product Idea to Life

Vicki: This won't be that helpful. But I'm quite good at just doing it. Like, if I commit to doing something, I'll just do it. And that probably doesn't help, but I guess some of the ways in which I've been able to do that, one, I think, is always working ahead. So as I mentioned, I have a plan for episodes. I could, and I won't tell you, but I could tell you which episodes are going to be released between now and the end of April because I've got everything scheduled in. I like to have my guests booked well in advance. That just, that helps me with planning, but it also helps me to know that it's not going to dry up. I didn't used to be as far in advance as I am now, but as I mentioned earlier, I'm getting more interest in people coming on the show. And rather than turning them away, I'm able to say, I'd love you to join me, but actually won't be able to be until x date. I think doing things in batches has really helped because it feels like less of a job. It actually feels easier for me to record two episodes in one day and then, you know, send a big batch of episodes to the editor every month, all

of basically every single stage for me, or planning interviews of guests, for example, because I sort of research the guest a bit and think about topics we're going to talk about, it makes sense for me to research four guests in one go and, you know, spend a couple of hours doing that and thinking about the outline for the episode rather than doing everything just in time. So if I was every week doing the research for the episode and then recording and then sending it to the editor and then uploading all of those things, I found it much more stressful when I was doing everything, you know, a week in advance, you know, for the next show. I think doing things in batches has made it a lot easier and working ahead. I think those are the. I think those are the things that have helped me be consistent.

Colin: Mur, I Should be Writing.

Mur: If you come up with a weird idea and you've seen that it's failed somewhere else, that doesn't necessarily mean you're going to. I've been trying to get it back in my mind that I was doing a lot of creative stuff at the time and not all of it went well, but I was trying everything. And it's by trying everything that makes you find what works. And so, you know, remember why you're doing it and have fun with it. And if you saw somebody else do it and it didn't work, who cares? Try it your way. You will feel, sometimes you will feel like you're just talking into the voice, but if you're doing it because you have fun and you care about what you're talking about, then it shouldn't matter that much. One of the surprising things about Mur is the fact that she still sees herself as an amateur podcaster and she's been doing this for 20 years. So what was her thought process there? I have not built a team and done something bigger, like Mignon Fogarty, grammar girl. She built the quick and dirty network and the writing excuses team. They have retreats, they have cruises, they have get togethers. But I guess just the fact that I'm still me alone with my mic and I'm not doing the big NPR thing or the let's assemble a large team to do a great deal of outside the podcast stuff, that's what makes me feel like an amateur, still.

Colin: There really are some eye watering sums of money going around in podcasting these days. I mean, granted most of us indies never see it, but there's no denying it's around. And some folks have gone on to become really famous and celebrated through this medium too. So as someone who got into podcasting on the ground floor, does Mur have any regrets about what could have been?

Mur: No, I don't. I am very happy with my with where my career has taken me. My dream of being a pro writer has never changed in the years I've been doing podcasting. Podcasting just gave me a very unexpected path towards my writing career. So, you know, but the fact that my podcasting hasn't made me rich, that's fine. I don't have a huge problem with it. I would like my books to be bestsellers and that bringing in the money.

Colin: Just because Mur isn't as well known as the likes of Alex Cooper or Joe Rogan, it doesn't mean she isn't an influential or celebrated podcaster in her own right. Here she talks about pleasant surprise on the podcast pickle website a few years back.

Mur: They built like this tree of early podcasters like Adam Curry was at the top, etcetera. And strangely enough, people were inspired by people that I inspired. That put me really high on the list, which shocked me. And that was, you know, knowing that I've helped it grow. Even if, you know, 90% of the, 99% of the people don't even know my name. But knowing that I've helped this grow is a good feeling. Do I wish that some companies would look for pro veteran podcasters instead of famous people to make their content? Sure. But now that everyone knows how to podcast, that's definitely not going to happen. But no regrets as to how big podcasting has gotten, because I'm quietly happy with the fact that I did help, even if a lot of people don't see it. But I really loved the fact that podcast pickle did that. And it's hard to have imposter syndrome when you're met with those facts.

Colin: Let's hear some final words from Gabe now, who, like every one of these brilliant indie podcasters, he's given us so much value, insights and tips this season. Gabe has had enormous success through his podcast, the board game design lab. So if he could attribute his success to one single factor, what would that be?

Gabe: I treated it like a job, even though I wouldn't make any money. Like, I'm going to act as if this is a profession and I am a pro. And as a pro, you show up when you're supposed to be there, you put in the hours, you, you get things done on time, you release things by deadline, because that's what pros do. And so if I'm going to do this, and again, it's the whole being all in, where most people,

they don't go all in. They say it. They want to, maybe, but they don't actually actively do the things intentionally to go all in so that they even could be successful. And so, you know, every Monday I put out a newsletter and I've done that since I started in 2016. I've only missed one email newsletter. And that's because I had Covid and a stomach virus at the same time. I don't know, a couple years ago. And I was like, I think I'll, I think I'll not do a newsletter this week. I think the, I think the audience is okay with me missing one. That's the only one I've missed in seven years. For a podcast. I released one episode every week, 301 weeks in a row before I took my hiatus. Little break of transition and trying to figure out things because there was no other option. There was no, oh, I'll do it this week. If I can't, I'm like, I'm going to. If I have to stay up until 04:00 a.m. to release this episode at six, fine. That's what I will do. And I will, you know, it just because that's what you would do for your job, you know, if you, if you own a business or if you had to be a certain place at a certain time, like, that's what you do, because that's, that's just what we do. And so I took that mentality into it. But at the same time, you know, I was fortunate in that there was some early success, not massive success, but there was a certain listener, certain listener base that showed up, up. You know, when I started getting a thousand downloads per episode, it's like, oh, man, this is ten times. This is ten x what I ever thought imaginable. And that gave me a boost. It gave me some momentum. Now, if my milestone had been a million, then I would have been like, oh, it's only a thousand downloads per episode. I would have felt really bad about it. So I think it also determined by your perspective and have as few expectations as you can and just be excited, be happy with, with seven listeners, you know, and really do the best you can to serve that seven, those seven people amazingly, and maybe it turns into 7000, who knows? But just be excited for what you got. And it's hard to not get discouraged in those, those rougher kind of light, light, the light years, the lighter times, the harder issues, the harder times. But just keep going.

Vicki: Despite the award win, I'm not an expert, but hopefully the award win that we spoke about earlier kind of does show that I don't think you need necessarily to be an expert in podcasting. I think what's probably more important is delivering really good content. So I think if you're thinking of starting a podcast, but you've got some doubts, I think as long as you're confident in what you want to talk about and who your show's for, as I spoke about earlier, I think that's actually more important than knowing what mic to buy and what hosting platform to use. I think if you start with the content and the guests, if there are having guests and you know who you're trying to help and what you're trying to do, I think that's a much better place to start from. And I think if you're really clear on that, you can create a really good show and you can learn the rest of the stuff.

dCarrie: In terms of consistency. Just do something you'd be proud of. There is no other win, there's no other success that should have, you know, a metric as high as you being proud of yourself. I may not have the most followers, I may not have the most listeners or the greatest reach, but I know that the people that do like, like what I do matter to me and the content that I do and the work that I do matters to me. And I'm proud of the work that I do. So at some point it'll resonate with the right people. But I get to have fun until it does, and I get to do work that I'm proud of until it does. And I think that as long as I can be proud of the work that I'm doing, then there's no way it's going to fail. It just may take a little longer.

Colin: You've been listening to Podcraft, brought to you by thepodcasthost.com, and this has been season 20. Such a big thanks to all our brilliant idy pod legends who made this one possible. And you'll find links to each and every one of their shows over at thepodcasthost.com/legends so if this season has helped motivate and inspire you to start your own podcast, or to grow and take your existing one to the next level, be sure to join us in the Podcraft Academy. There you'll find our latest in depth courses on launching, promoting or monetizing your show. On top of that, there's downloadable resources, discount codes, weekly live Q and A sessions, and loads more stuff there to help you keep moving forward swiftly, smoothly and cost effectively. Really, our big aim in there is to help you take action. We've got loads of actionable tools in there to help you keep that podcast coming out and really good quality every single week. Find it all over at thepodcasthost.com/academy finally, if you found yourself listening along to this season, really want to chime in with your own insights and experience, then I'd love to hear from you. We're always looking for time served indie podcasters to collaborate on with new content that's anything from case studies on our website to future episodes of this show itself, Podcraft. So head on over to thepodcasthost.com/mypodcast and tell us all about your show. We might get back in touch and work with you on a bit of content and future. That's it for this season, though, so thank you so much for listening through the whole thing. I hope it's helped you out a whole ton. We'll talk to you again on the next one. Speak to you then.