

Podcraft, Season 17

Episode 10: What are we NOT very good at?

Colin: Hey, folks, and welcome to another episode of Podcraft. Podcraft is the show about podcasting, from launching your show to monetization and everything in between. I'm Colin Gray from the podcasthost.com, joined by Matthew, as always. How you get on, Matthew?

Matthew: Very well, thanks. You mixed up the intro. I kind tell what you did differently, but there was something different. I was like, where's he going with this? Where's he going? But it was succinct enough. I mean, this isn't succinct math response to it, but here we are.

Colin: You've got to mix things up a little bit and confuse your co hosts. That's what adds a little bit of spice to the podcast every single week.

Matthew: Yeah, podcast hot sauce.

Colin: I'm going to have to listen back and see what you mean now. I'm not sure what you mean now.

Matthew: I'm doubting myself. Maybe you didn't do anything different.

Colin: All right, Matthew, what we're talking about this week is it something related to doing intros, what we're not very good at.

Matthew: Yeah. I think this is going to be a very short episode because it's titled what Are We Not Very Good At? And Colin, to be honest, I can't think of a single thing that you and I aren't very good at. So we could probably just get it wrapped up there, can we?

Colin: That's it, exactly. I mean, we get told all the time, like, you are excellent at, well, nothing I can think. Yeah. So we can have a wonder through this whole topic. Talk about all the things I was going to say to you before we jumped on recording. I think this is a slightly nerve wracking episode because I think in reality, I'm just about competent at lots. My strength is being just competent at a very wide range of things and not very good at anything in particular. I think that's about my skill.

Matthew: Yeah, I've not quite reached that level yet, so I'd love to be competent at most things. I'm just bad at most things. The tables are done. That's going to be a very long episode. Settle in, folks.

Colin: Indeed. No, there's plenty of things I'm not very good at, too, so yeah, no, I think this is great, actually, looking at the things that we think we're not necessarily excellent at in podcasting and maybe talk about how we improve them or how we work on them. Ways to improve the things that we haven't worked on, which is probably a few as well. So, yeah, that sounds good. All right, let's jump in. But before we do, I'm just going to mention Alitu is our podcast maker app. If you do want an easier way to make your podcast, we are recording in Alitu right now doing call recording. We've got double ender coming very soon, so full quality recording Matthew and I are testing out just now on both ends. But you can do call recording, automatic cleanup, editing and hosting over and check it out@alitu.com. Alitu.com get a seven day free trial. All right, matthew ad reads that's the first one I'm not very good at.

Matthew: We add that to the last. I thought you did all right there.

Colin: Yeah, I don't know. I think that is actually genuinely one of the things that I debate over, whether I'm not very good at and a lot of podcasters I feel could be better at is actually much more strictly planning their episodes. So I think there's a debate to be had around it. What do you think? Like, around I should probably have a run and a little kind of show run, like a set of bullet points. Do the intro, then do a little ad, read for Blah, then do this, then do that and kind of follow it through more strictly and have some of that stuff, maybe script it out a little bit more. Like that was just totally off the cuff. Like, what will I talk about around Alitu? So what do you think? Is that a good thing to do in podcasting or is the strength of podcasting the kind of ad libbing and going for it? Is that something we should get better at?

Matthew: I think it's probably to do with your familiarity with what you're sharing or promoting. So if we're talking specifically about Adrian, you literally are the founder of Alito, so you would hope that you have like a base level of knowledge on it. Whereas if you were taking third party sponsorship and it was something that was new and the folks that are paying for it are going to be keep money on things as well, I think you're more likely there to have some bullet points to ensure that you don't miss anything.

Colin: Yeah, you're probably right. But then I also think that to get like we do this every single week and we do it because we really enjoy doing podcasting and teaching podcasting and all that kind of stuff, but we could probably make more. Effective use of it. Like sending you, the wonderful listener out there to more resources and stuff like that, to like to give even more sort of value, maybe. Or make sure that we're promoting the right stuff. We're never going to be the type of people that milk the most from every single episode because we don't necessarily want to go down that road. But I do sometimes think that is something I could be better at and maybe we should be in some points

because the more we get from the content ourselves, the more of it we can create, which helps more people out there in the world. So I don't know. Yeah, there's something around that kind of balance between being kind of off the cuff and kind of just having fun with an episode and actually making it more worthwhile as well, which can help you, the host and the listeners, long term cost action.

Matthew: It's not my primary. What I'm not very good at, I'm going to talk about in a bit. But cost action is something that I fall down on in my own shows. And I think one of the reasons is I'll tend to do interviews or online chats and when we finish, when we're getting the chat wrapped up, I could record there and then I could think of some more. I could even better plan it in advance. Who knew I could have a plan in advance for just what I want to mention, but I usually don't. I just say thanks and goodbye and all that. And then when it comes to edit and I'm like, I could now record separately a call action or I could just stick the music on and leave it at that. So most of the time I'll just do that. It's part laziness and just part lack of planning. So I've missed out on a call action just because I didn't plan it and I can't be bothered.

Colin: Yeah. It ties into, though, kind of our ethos around sustainability, consistency, workflow over perfection, doesn't it? Like, we could always go and record an extra call to action or we could spend more time planning out minute by minute, word by word, but one, it would take a bit of the enjoyment out of it and two, it would make it take quite a bit longer and therefore harder to keep up every single week.

Matthew: Yeah, that is the trade off. Like, I'm putting episodes out consistently and I'm talking about a nonfiction show, not an audio drama, but I'm putting consistent episodes out. What I like to think is good conversations. And I think that's the main thing, what I'm doing is just that I'm kind of letting myself do better, do myself be disservice by not getting a recall action in there regularly.

Colin: Maybe it is something in there you can get good at being consistent. That can be one of the best things in the world to get good at as a podcaster, just being purely consistent. But to be good at that, you have to be a little bit less good at maybe the squeezing as much from that podcasting stone as you possibly can, which makes sense. I'm sure there's people out there that are good at both, that manage to.

Matthew: Get a better balance, without a doubt. Like I say, I think it's in the planning and it's easy for me to get to the day where I've got a recording and then get to 15 minutes before and just fire a chat link over and not have a plan. I've got a plan for the conversation, but I've not got a plan of, okay, what I know, what would I like to ask the listener to do at the end of it? And again, I think it's just a hobby for me, it's just enjoyment. So I'm not like letting my business down or anything because there's no business again, it probably depends on what your ultimate aim of the podcast is too.

Colin: Yeah, I think that balance ties into another thing that I think I'm not very good at and especially maybe we should push more in a way is the other side of it, which is after you've recorded, after you've got it out every day, is the promotion side of things. And I think most podcasters probably fall down on this like spending way more time on creation rather than actually promoting the thing you've created, which you kind of set and hope you think it's fielded room style, like, I'm going to make it, people will come and listen. And that does happen to an extent, but I think there's always benefit to be had to allocate a good bit of time to actually promoting that content afterwards and being quite tactical about it. I think that was partly why we created that our growth book in the way we did, wasn't it? Like with the kind of time codes in there and stuff. Like if you only have five minutes to make something, here's a set of five minute promotion tactics that you could use just to try and help people fit them in. Do you do much around that on your hobby podcast just now, promotion?

Matthew: I wouldn't say so, no. Wouldn't say so again. Yeah, I agree. That's an area that I probably do tend to fall short on, but what I have done to grow, I think we mentioned it on the last episode, you've got that critical mass of say, 30 episodes in your back catalog and I think at that point I think you could really ease off on the market. You don't have to, you could ramp up if you want, but you're starting to arrive at that area where you have enough listeners out there now that will tell your show about other people. So you could sit back with your feet up if you want, as long as you're still putting new episodes out. But in the early days when literally nobody's listening or you have five listeners or that you do really have to tell somebody about it. So I think that was tricky for me. Fortunately, I think I had decent searchable episode titles that got me a lot of listeners without me having to go out there and find them. But there's always more you can do, I think, with promotion.

Colin: Yeah, I wonder does that there's an argument that that kind of stuff doesn't necessarily fall under what you're good or bad at, it's more just a time allocation thing. Maybe that is the thing that I'm not necessarily good or bad at, or good at, I should say, is actually allocating time kind of ruthlessly saying, right, I have 4 hours every week that I can allow for a hobby podcast and everything around that, let's say. So how do I allocate that? Like I need to cap my recording and creating and planning to 2 hours so that I always have 2 hours for promotion or an hour for promotion and an hour for the kind

of other content that goes around it or something like that. Maybe that's something actually that I feel I would be good to get a lot better at and especially if I was just kind of back in hobby podcasting days, that's a really good skill to have, I think.

Matthew: Another thing that I'm just thinking about that I'm not very good at because I was really trying to listen to what you were saying there and I found by the way, that sounds terrible, I was listening to what you were saying but what were you saying again? I have found myself doing interviews recently on my show where I've tried so hard to wedge in the questions that I know are really good questions that I have when I've been editing it. I've realized, and we've talked about this loads on the show, and I should know better, but I've just not been conscious enough to pick up on a couple of ethreads that have been real missed opportunities when I've listened. Back, and I've almost felt a bit stupid because I'm, like the audience would have been dying for me to pick up on that and find out a bit more. And I've not even responded to it. So listening is such a skill and I think everyone could be better at it.

Colin: Yeah, totally. And it's one of those skills that's really hard to develop as well. You can't just go and do a course on listening here's how to listen better. Do you think there are focused, deliberate ways to get better at that or is that purely just our served time and time on the mic with people doing interviews and concentrating on that throughout, thinking how do I concentrate on getting better at that?

Matthew: Yeah, I mean, it could be a wider indictment of society. I'm sounding really old here, but attention spans are notoriously short these days because there's so many things that catch your attention from minute to minute. So going a bit deeper and sitting down with somebody, whether that's on a podcast or just having a conversation in real life, to just spend time on that one thing and really listen to what somebody's saying. It's a skill that deliberate practice I suppose is the best way to improve on it, isn't it?

Colin: Yeah, I suppose that I've never thought about it that way actually. The fact that you could decide, right, I want to get better at interviewing, a big part of which is the listening side of things and not looking at my questions and actually just trying to build a question based on what the person has said, digging deeper, asking Why? Why? Asking why what's? It the seven why chain of seven like that gets you to the real depth of things or something like that. But you can do that in any conversation. Yeah. So you decide, right, I'm going to go for coffee with a pal. During this coffee, I am actually going to really deliberately listen and make sure I'm just asking a question every single time. Today, I'm going to deliberately not jump in with that, oh, yeah, I did that too, or, oh, yeah, that identified and that's the standard. Like, somebody says, my knees really hurting me today. And you don't say, oh, why, what happened? You say, oh, yeah, my blooming back's been hurting as well. And you, you always jump in and like, compare. And that's not necessarily a bad thing, day to day, but you could definitely practice, decide, right, today, this coffee that I'm going for, this pal, half an hour, I'm just going to ask questions and nothing else. It could be interesting, actually, deliberate practice.

Matthew: I know we're always and I felt myself doing it there, like you're finishing what you're saying. And I'm already you have to do this to an extent in podcasting. But I'm already thinking about what I'm going to reply. If we're sitting having a beer or that. It doesn't matter if there's, like, 10 seconds of silence. But on a podcast, you're aware you need to be more on your toes a wee bit. And when I go on doing an interview, I would hate the thought of being completely unprepared and not having any questions written down in advance. But I also don't want to be the game show host who's just moved on to the next question. But I think the problem is sometimes I'll get five or six questions that I think are really good ones, really valuable ones, and I want to ask them and I'm conscious of time and I think that's forcing me to focus more on them. What's next? Can we get onto this now? And I'm missing opportunities that are coming up and the answers themselves because I'm not properly listening to them.

Colin: Yeah, I think you're totally right. And not necessarily you, but everyone. I think that's something that just everyone falls into and it kind of brings to mind, actually something that I am conscious of sometimes, which is when you're talking on a podcast, I always think I do believe that the best podcasts usually follow a much more conversational format where it's back and forth, back and forth, less like far shorter sections. And as I'm saying this, I'm conscious of how long I'm now speaking on my own. But with a podcast, you do tend to go because it's teaching, because you're talking about certain topics, trying to impart that knowledge, all that kind of stuff. You do end up having to do a bit more kind of monologuing in a way, because you've got a point, you've got a piece of information to impart to the listener and then you do it and then you finish. And something I'm often conscious of is getting to the end of that, especially when we're talking like you and me, it's quite conversational, I'll get to the end of it and I'll kind of not think of a question to pass over, so I just stop. And then you rely on your co host, I you in this case, to just pick it up and do something else with it or to ask something

back. Whereas I think when these are done best, and the podcasts you listen to that, especially co hosted ones that work the best, is when somebody can impart something relatively quickly, but ask a question of the co host that then bats the ball over there, lets them put a point in, comes back and forth. It's just conversational, of course, like I just said, but somehow that's difficult to do in some cases. And now I'm paranoid. I'm going to finish this up. So I'm going to say without a question, what do you think, Matthew?

Matthew: Yeah, it's funny, you can think of yourselves as holding, like sharing an invisible microphone. And when you hand it over to somebody, it's their turn. But, yeah, if you hand it over without a question, you are relying on them having something. Because you can't. I've done it before.

Colin: And it's tricky, because when you're doing it at a distance, you can do that much more easily in person. But when you're doing it at a distance, it's harder to jump in, it's harder to do all those things, kind of things. Which is why I think long term co hosted podcasts often get better and better as they go because you can develop this kind of unsung language or a subconscious language where you know when somebody's going to finish and you're going to jump in, or, you know, the signals. Or people deliberately develop techniques where they've got hand signals or certain ways, like maybe in the chat, even saying, like, put my hand up, I'm going to speak next, that kind of thing. So it's tricky, I don't know. Is that something you can develop, I wonder?

Matthew: Yeah, I mean, things like chemistry just come through time, don't they? Yeah, but yeah, no, it's interesting, to be sure. And was there anything else you wanted to cover on that front?

Colin: No, I don't think so. I don't think so. Yeah, interviews in general, I think I could get a lot better. I agree with you, saying that they are a real skill. There was always in the early days, it was kind of understood like interviews are the easy way to make a podcast because you just have to get somebody else on and then they are the knowledgeable one. But doing a good interview is a real, real skill and I've not done a whole lot of interviews over the years. I think I've read enough around them that I can do a passable interview, but certainly I'm not an expert interviewer by any means and I think that'd be a great skill to develop, but that's all on that, I think. What else did you have on your list?

Matthew: So I think Mark in fact, I know Mark Elise Heel is reaching out to guests that I would like to get on my podcast. So all the guests that I've had on the show have been great and I've asked them to come on, but they're mainly folks, like at my level, it sounds really derogatory. I don't mean it that way, but just your average folks enjoying the tabletop hobby. I've had a few really good game designers as well who are definitely above me in the beck and order, but like sure, I'm sure.

Colin: Sorry, Matthew. Jump in. I'm sure you haven't actually mentioned the name of the shows you're talking about just now. You've mentioned them in the past, I'm sure. But yeah, you're talking about your tabletop what's it called again? Tabletop Battlegrounds.

Matthew: The tabletop miniature hobby podcast. I always go for the boring names, remember? Of course, boring but Searchable because then I don't have to promote it. Maybe that's subconsciously why I do that.

Colin: But your ongoing active ones are that one. Plus, do you count a Scottish podcast as an ongoing active show as well?

Matthew: Yeah, because I get maybe two episodes a year out, so that's active to me and the world of British audio drama. But I wear my tabletop show. A lot of folks have just been, you know, folk that are the same as me. You know, they've they've got back in it and adult life and they're painting some stuff and they're just enjoying it, getting the nostalgia and stuff like that, maybe trying some new games here and there. But I've really wanted to get on some of the Games Workshop folk from the 90s when you're looking at the old white dwarf magazines and folk that you would consider sort of celebrities in the space. And my big issue is reaching out to these people and I think there's a couple of factors at play here. So I am very vocal about the downsides of social media and I don't like it and I try not to use it in the mean I don't use it, but there are obviously some advantages and I do hear from a lot of folks in that space. Facebook still seems to be a big thing in that hobby. And all these old Games Workshop folks pile accounts are pretty active on it and other folks running podcasts in the space have been able to get people on. And I think a big part of that is just like their friends on Facebook, they send them a wee message and it's very easy to respond and it's quite easy to set some up. Whereas when you're not on social media, you kind of need to look for somebody's actual website. Sometimes it's a contact form. I don't always trust them. I think they're very prone to send stuff into your spam folders. I just think it's much easier for these invites to get lost and then I'm just not very good at the persistence of really trying to get somebody following up. I think it really is something I could improve a lot on. Is that trying to get big guests on?

Colin: Yeah, I agree. I'm the same as well, I wonder if is this kind of a personality thing? As in if you're kind of quite kind of open, extroverted person, you're very apt to just get in touch with folk and just

ask. Whereas I think you're probably more like quite introverted, quite kind of maybe class on the shy scale. So is it a bit around that, or is it something different, do you think?

Matthew: No, I think there's definitely an element of that that I just don't want to feel like I'm bothering people. A message out the blue and I try and make it easy for people when I've been able to reach out to people, I've got a calendar link in things and I try to explain in a succinct manner what it's about and not write them a novel at the same time. Just that balance and act. But then if I don't get a response, I likely won't follow up on it, which of course doesn't help. I remember I won't name any names, but a client we worked with years ago and we helped set their podcast up and he was just the most bullish, outgoing guy ever and I remember they hadn't even launched their show and he showed me his first five guests. These were all recorded interviews. These are folks that I think almost all of them in fact, probably all of them have been on like Tim Ferriss and that this was a guy that hadn't launched the podcast yet and he was just such a massive personality and such a persistent, like I don't think he understood the word no. And he managed just to probably through brute force, just get these folks on his not even released yet podcast. I've never heard of that before. People at a certain level will say, come back to me when you've got ten episodes, or whatever, because they don't want to waste their time. Long way of saying there's a personality thing in there too, I think.

Colin: Yeah, but I think anyone can develop that more. And a lot of it is around the confidence that you can make a good bit of content out of it, that you can make it worth their while, or even just that you can give them a fun half hour, just have a good chat with them and it makes it worthwhile for them. I think the persistence thing is a really key one, isn't it? So often, especially when it's somebody that's a bit kind of further along their journey, so they're relatively popular or they've got a bit more demand on their time and actually you just end up. Like, I often have emails sitting in my inbox for two, three weeks, and it's only on the second or third reminder that I say, sorry, you're right, this has been sitting too long, I apologize. But it's a good opportunity. I do want to be involved, and I've done that so many times and if that person hadn't sent the reminder, I might have just forgotten about it. So I think the persistence thing, I'm going through a whole thing just now, like try to clear out my inbox of stuff, and I've just started blocking stuff. So if I do find somebody that's not of interest, this sounds, but it's like we get so many pitches for content swaps and all this kind of stuff, that's nonsense, and I just block a lot of those these days. So any genuine one that does a follow up, I will actually respond in a very nice way and probably get involved. So, yeah, persistence definitely a big one.

Matthew: It's funny you're saying that about like when you actually are getting people following up with you. And I've got this again, character flaw, was talking about it with Julia the other day, but even if somebody does something totally in the wrong to me and I'm having a conversation with them, I'll end up apologizing about something because I just feel better having said I'm sorry for something as well. So if I'm following up with someone, I feel like I'm in the wrong because I'm being the best. But if I've not got back to somebody and they've followed up with me three times, I feel like I'm in the wrong because I'm ignoring them. So I'm never in a position where I'm like, I'm the goodie here. I'm always like, I'm really out of order here, so I don't know what that is.

Colin: But just being nice, it's a nice person. That's all you are, not a flaw. All right, anything else? Well, actually sorry, just finish that up. You think that's your Achilles heel that you want to get better at. So is there something you want to innocent, you want to commit to doing to improve on that?

Matthew: Well, I'm curious gone, like you're in mashes, okay, you're not going to sign up to Facebook or all that. You're not going to dive into the realms of social media, but you do see a few folk out there you would like to get on your podcast. Some of them don't even have websites or that. What do you do? And it's not just the means of contact, but how many times do you follow up, put your thoughts on that? What does your approach look like too, if you had any insights on that, like your patch to them?

Colin: Yeah, I think that if I do try and do that with somebody, generally I'll start with email, so I'll try and figure out their real email. There's a few tools out there, like CRM type tools. That help you figure out what somebody's real email is. So even if you don't have it, obviously cold outreach is a little bit kind of not controversial exactly, but maybe just not that effective in some ways. But if you have a decent little pitch, I mean I think a lot of it is just around what you send to the person, isn't it? Like whether you spend a bit of time on personalizing it and telling them what's in it for them to come on your show. So you're getting in touch with these games workshop folk and you just tell them you'd love to share their story from the 90s for people like you and you show that you actually know who they are. This isn't generic outreach, this is somebody who was a genuine fan of their work back then. I think that's a big part of it is shown that this isn't one of a hundred emails that are exactly the same wording you've sent out that makes a huge difference in the first place. And I find that if you email with that kind of intent and that kind of contact content sorry. You tend to get a much better response. But it is the one place where, like you've already suggested, social media can be a bit better. Like as in if you do kind of get on Twitter, DMs for example, and manage to send them a message that way,

sometimes you can get a decent response that way but then a lot of people ignore that too. I think it is just a big part of it is just the genuine outreach that way and maybe even going about old school, a lot of these things I think people that do well with that is they manage to make it in person somehow. So they'll go to an event and they'll make the effort to go and speak to a person actually at an event, at a conference, whatever that might be. Sometimes that's not practical for everyone, but in a lot of cases, if you go to an event like that that's around some sort of fan or hobby type content, then you can meet a bunch of these higher profile folk and it'll turn out that they're totally normal and nice and not up themselves at all and happy to speak to everyone and much against what you can have expect. So I think probably that combination is what I would suggest but I don't think there's a magic formula there. I think there is probably just a bit persistence, a bit personalization and investing a bit of time in making sure that it's all tailored so you're not just wasting your time sending these 100 form emails.

Matthew: Yeah, no, definitely. What I'm curious as well, what's your thoughts on the ethics, if you like, around so say there's another show in the sort of same space as you and you're quite pally with the presenter there and they've maybe had a guest on that you would like on. Do you think it's the right thing to do to ask them to give you an email introduction or something like that to a guest? Because I know this, it's not like they're just giving you the email address, is it? They're doing an intro.

Colin: No, absolutely. I suppose the ultimately ethical way to do that is for that person to write to the other person first and say, I've got somebody that's interested in an interview. Are you taking have you got the time to talk to them just now? So, yeah, I always I rarely make an intro without asking the person I'm introducing whether it's okay, because I do think I've been in that position a few times where somebody has introduced me to somebody else and I'm like, oh, this isn't really Upper Street just now, but now I feel a sense of responsibility to do something with it, because somebody I know and like and trust has made this intro and it puts a bit of pressure on you. So I always ask first. So that's what I would do. I would say, do you mind making an intro? And then that person it's up to them how they go about it, but definitely worthwhile asking, saying to them, I don't mind if you ask them first, make sure it's okay. But yeah, I think that's one of the best ways, actually. And in fact, I think a lot of good hosts do that. I've had people who've interviewed me who've done that approach really well, as in they've said, all right, Colin, thanks for doing that interview, that was really good. Do you have any other people that you like and trust that you think would be a good fit for my podcast? If so, do you mind making a couple of introductions? And generally that's quite a good ask because as I've just been interviewed by this person, so I'll probably know a lot of people that have similar kind of approaches, similar kind of audience. Getting them on this person's show gets them a better promo, but it helps the host as well. So it's kind of a win win for all sides and can really get you through that kind of that maze. I don't know if you've had any guests on. Have you had any guests on your show that might have some contact with some of those people from Warhammer?

Matthew: Potentially, yes. Like I say, a couple of the other podcast hosts I've had on. So that's a definite opportunity. And then I think as well, getting one of these folks on gives you then the opportunity at the end of the conversation to do the same thing. I'm also looking to speak to, is there any chance of getting an intro just along the same lines of what you're saying before about fellow hosts?

Colin: Yeah, and if you've done a good job, which you will have, I'm sure.

Matthew: You've given remains to be seen.

Colin: You've let them talk about themselves, let's be honest. You've let them talk about themselves, promote their stuff, whatever it is. So they've probably had a good time. So, yeah, they'll be happy to make that intro, I'm sure. So, yeah, that'd be worthwhile giving a go. We can maybe catch up on that in a few weeks and report back.

Matthew: Yeah, I would report back. Shamefully that I've just not managed to get anyone on and I've given up and I said I was sorry to everyone.

Colin: Yeah. Do you know what I'd love to do, actually talking about calls to action earlier on? Let's do a call to action. I would love to hear what other people out there. So if you're out there listening, first of all, thanks for listening. We don't do that enough to say thanks for following along and enjoying podcraft and listening to the show. But what is it that you think of yourself as not being good at, or what are your fears around things that you believe you're not good at in your podcasting that you might want to get better at? If you have some of those things, we'd love to do it. Maybe we'll include if any of them come in, we'll definitely include them in the second part of this, which we'll probably record in, what, two weeks. Matthew yeah, so we'll get this out we're on the 21 June right now. We'll get this out in the next couple of days. So if you have a deadline for, let's say, the end of June, so that's, what, 910 days from now, probably seven or eight from release, get into us, what are you not good at on your podcast? And we'll cover them on the next episode. And we'll try and give as many resources as we can around things that we think could help with those, as well as a few resources

maybe related to what we're talking about now. So do you identify with any of the things we've just talked about not being good at, or are there a whole bunch of other things that you fear you're not very good at on your show that you'd like to get better at? So you could send that into either email us at info@thepodcasthost.com or if you are on social, I'll get it on Twitter as well. If you put it to the podcast host on Twitter. The podcast host on Twitter.

Matthew: Can I just add in as well, if they want to send us a voicemail, I'll put a link in the show notes where they could do that. We'll do a reprise draw as well. 25 pound Amazon voucher for somebody who sends us a voice feedback based on what you've just said there.

Colin: Yeah, perfect. And just so you're aware out there listening, we do not often get very many voicemails. So you'll have a good chance again, if you actually just send in a voicemail and let us know. That'd be great.

Matthew: I do remember somebody sent as a fart. I went in and I was excited because there was a voice message and I thought it might be a question. It was a fart. I made my morning, I suppose.

Colin: Nice.

Matthew: Yeah. Thanks to whoever that was. Sure you're listening.

Colin: Thanks again for listening. Please do. Check out Alitu. We've recorded this whole thing at Alitou. It's going to clean it all up for us. So Matthew gets to not have to spend a morning in audition doing all the cleanup and stuff. So noise reduction leveling, all of that kind of stuff. And then you can get your editing free hosting up to 1000 downloads per month and kind of standard prices after that. So you can get the whole thing, create your whole podcast in Alitu and put it out there into the world. Go over to Alatu.com, that's Alitu.com and you'll get a seven day free trial to give it a shot. All right.

Colin: We'll talk to you next week and we'll talk about more things that we're not good at, I'm sure. Hopefully get some feedback from the audience. Thanks out there for listening. We'll talk to you then.