

Podcraft, Season 17

Episode 11: What Are YOU Not Very Good At?

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

Matthew: Very well. Thanks, Colin. Felt terrible jumping in over your initial take because you were doing really well. Good intro and I jumped in all over it, stood all over it, but you recovered flawlessly. And I must say that was a ten out of ten intro.

Colin: So much. Even changed it a little bit. I was going for our old school intro. I've got like two or three that I do just off top of my head when we start it. And I went for variation number two on that second run there. I don't know why it just took me.

Matthew: No, that's very well. And it ties in nicely to our topic today of what are we brilliant at? I thought to balance out the last episode, we could just talk about things that were brilliant at. It's going to put Dan Carlin to shame in terms of the episode length, because we're going to be here for a good 8 hours, I reckon, aren't we?

Colin: Of course, yeah. All those things. All those things. If you didn't listen to the last episode, go back and have a listen. We talked about all the things we are particularly **** at as podcasters, essentially, Matthew, didn't we? And that was equally Carlin length.

Matthew: We heavily edited it.

Colin: Yeah, exactly. We could say that, couldn't we? Behind the scenes, we recorded like 5 hours of things we're **** at, just kept coming out with them and then edited it around to only 15 minutes because we just got too embarrassed. Just couldn't do that.

Matthew: Yeah. Discussion continued in the pub afterwards long and the small hours, but no, it was good, actually, because it was an episode that we did manage to solicit some voice feedback and that's with me neglecting to mention the short link for the voice feedback, too. So it was in the show notes. So if you were a sleuth I think that's the word sleuth, you could have found that. But, yeah, we got two voice clips in, which was brilliant. So we're going to play those and just dig into them today and see if we could offer any help, aren't we?

Colin: Yeah, absolutely. And let's get some more. We'd love to get some more so we can cover this over the next few episodes, if we get enough. So do go over to and I'll give the link this time, matthew thepodcastrhost.com voicemail. That's thepodcastrhost.com voicemail. And what we're looking for, Matthew, exactly what kind of voice clips?

Matthew: We want the listeners to tell us the things that they don't feel that they're very good at, things they struggle with, things they're just not very happy with in their podcast. And then, yeah, we could see if we could offer any pointers or just agree with them that we are not very good at either. But I send them in, please, thepodcastrhost.com Voicemail before Tuesday the 25th, if you're listening time recording. I mean, to be honest, we'll take these anytime. We'll always cover them. But if you send it before Tuesday, the 25, July 2023, if you're able, then we'll stick for a 25 quid or \$25 Amazon Voucher. Who doesn't want that in these times of financial difficulty?

Colin: Indeed. Indeed. Positive note there. Yeah, but it's great, actually. I think this is a good example of that bit of advice we often get give to get feedback from listeners, isn't it, about how to be quite specific about it. Like, generally, people, they'll ask something like, get in touch and let me know what you think, let me know what you think of the show. And then people get nothing back and they're always puzzled why they're not getting any feedback. And we discovered this. This time around, we were quite specific. We said, give us a voicemail around. Something you struggle with, something that you think you're not very good at, and maybe we can help. And suddenly, Matthew, lo and behold, what did we get? We got two clips.

Matthew: Yeah. I mean, the Voice inbox was literally straining under the weight of these two clips, but two voicemails, I think that's, to be honest, I'm going to put ourselves in the back. Two Voicemails is good because it's not the easiest thing to send. It takes a bit of time and I'm really grateful that we got a couple of those and hopefully we get a few more as well. That'd be really nice.

Colin: Absolutely. Yeah. We would appreciate it. Yeah. So, anything you think that you're not good at, anything you think you'd like to improve on, anything, like Matthew said you're not happy with in your podcast, pop over to Thepodcastrhost.com Voicemail. All right. Shall we jump into Matthew, then?

Matthew: We sure shall.

Colin: Right, I'm going to play our first clip from John. So this is John.

John: Hi, guys. This is John Lacey from Build A Presentation Muscle, which you can hear more about. Over at johnlacey.com. I love the show. You asked what things we weren't good at and I'm

going to tell you. Number one, networking. I am not good at this. I'm an introvert. I try to interact with a lot of people online, but it is so hard to build a relationship online. If anyone's got any tips at all, please let me know. Number two, promotion. I put my content all over social media almost every single day of the week, but again, it's not getting a lot of traction. And number three, managing my own expectations. I feel like I'm putting my heart and soul and sweat and tears into the things I make and no one cares. Like, the stats show that some people are listening and watching, but just barely into double digits. And I just feel like I have so much to give and nobody really wants it. So those are the things I'm struggling with. I'd love any insight that you may have to offer. Love the show, keep up the good work.

Colin: Oh, wow. Right, okay, so good stuff there from John. So where do we start, Matthew? Go one, two, three. Start at the start.

Matthew: Yeah, start at the start.

Colin: Networking.

Matthew: It seems like John's specifically talking about networking online. I mean, correct me if I'm wrong, John, but yeah, he did mention networking online because he's an introvert. Any thoughts on that? Any initial thoughts on that, Colin?

Colin: Yeah, okay. So I can heavily identify with this. It's something that and I think I would extend out to events as well. I bet you it's kind of he's thinking most commonly it'll be online, but when he goes to events as well, I'm sure if it's anything like me I was at an event just last week, actually, and I had a goal to try and meet a few people around a particular area. We're looking at trying to improve our customer success. For example, in Ality. So I wanted to try and talk to a few people that were talking on that. So I had a goal to wander about and find some people and have some chats with them. And invariably when I get to the end of an event like that, I've managed to speak to a few people, but it's always like a big effort to go round and try and find them and then strike up a conversation and all that kind of stuff. And invariably I'm never happy that I've done enough as well. And I think that extends online as well in that I always feel like I should be sort of keeping up with people more often, like sending more emails, having more phone calls, all that kind of stuff, more zoom calls and just building those relationships. But I don't know, I feel my best day is often just been able to concentrate on one thing. I think you identify with us about Matthew as well, but the conversations we have is to just sit down and concentrate on one thing and just get in flow and just work on something for two, three, four, even 8 hours, like a whole day on something. So it kind of draws me away from all of that. Kind of what sometimes feels like flipping, messing around, like just talking to people and kind of ethereal relationship building stuff. What do you think?

Matthew: No, I agree. And again, I hate caveats, but I'm the last person to give networking advice, to be honest. But my take on it is all relationships, if you like, are obviously not equal. So we might feel, say we spend a day on social media, we're liking posts, we're commenting, we're catching up with this person quickly, that person you might feel at the end of that. That's a great I've spoke to loads of people, I've done loads, but I look at it on the flip side. I'm not doing any of that, but there are a sort of handful of people that I'll keep up with. I'll make a note once a month, once every couple of months, just to email somebody, just to find out who they're getting on, just to give them the update on my side of things. And that's in a professional sense, I'm not talking about like friends or family of that. So I think there's just different ways of going about it, some sort of networking. It might feel very busy and it might feel you're doing a lot, but maybe it's just a case of stepping back and just concentrating on less people, but going a bit deeper, if that makes sense.

Colin: Yeah, totally, I agree with that. There's a couple of things you can do with that, I think, because I've tried a few different systems, processes, tactics, whatever you want to call them, to do this better over the years. And you do get CRMs, like contact relationship managers, is that what they're called, CRM systems? It's basically like your contact book. You get systems like that which can send you reminders, basically. They can say, oh, you've not talked to this person in a few months, and they link up to your email, they link up to your Zoom account, that kind of thing. So they can tell and log when you've had a call or when you've had even an exchange on Twitter. Sometimes they can log that kind of thing as well. So you can look at a person and you can see all the exchanges you've had with them. And that means they can remind you when you've not talked to somebody in a little while and prompt you to do that. And I think that can be quite a nice way to do it when you're not kind of a natural at reaching out. It can feel almost a bit artificial, potentially, but it is, I suppose. But it's because some people need a bit more help in kind of prompting that. And I think you're totally right there, Matthew. Like, you would pick out like 510, maybe 15 or 20 people that you want to build a better relationship with, or you want to try and connect with more, put them in the kind of high priority bucket inside those systems, and then try and follow those reminders, really try and follow that

system. But equally, you can do it in Google and Gmail, sorry, these days too. Have you ever used the Snooze function in Gmail?

Matthew: Is that just when your head's on the keyboard of a cap?

Colin: That's it exactly. I used to use a thing called Boomerang. There was a weak plugin called Boomerang, which was essentially a tool that let you write an email and then send it later, or write an email and then set a reminder that will pop back into your inbox. So if you said if I sent an email to you, Matthew, and you just ignored me like you always do, of course I could say, remind me in a day if he hasn't replied and if you haven't replied, it pops back into my inbox. Yeah, exactly. But Gmail can do that automatically itself now too. So you can basically have a little email chat with somebody and then you can snooze it for, let's say, six weeks, and then it'll pop back in your inbox in six weeks and then that prompts you to do another have another conversation and reach out to them. So that's maybe a simpler way too.

Matthew: I've noticed Gmail doing that. As far as I know, I've never set it up, but I will get like some will come back in, they'll say, sent five days ago, follow up. Yes.

Colin: Exactly. Yeah, it's got a kind of automatic or an AI powered version of it too, but you can do it manually as well as a we clock icon at the top of the inbox nowadays. The other one, which I used a lot when I was going to live events, and I think it works online as well. Maybe this will help you, John, is when I started going to events, I found myself just being too shy, too nervous to reach out to anyone, to talk to anyone. And what I actually did, it's maybe slightly counterintuitive, is I just jumped straight up the engagement ladder and just started applying to speak instead. And my theory was that if I was on the stage, then that's me speaking to everyone and maybe I would get my point across that way. And that did work and it started to build some kind of credibility, authority, all that kind of stuff. But the side effect that I didn't think of was the fact that if I spoke at an event, it meant that everyone came up to speak to me instead. So it puts you at the front and it means that everyone comes to say hi to you. So it kind of breaks that ice and it means that people approach you instead of you having to do it with them. And that was great, actually. It just worked so well and I still do that quite a lot these days. It was the whole reason I started speaking and then it kind of had all sorts of other benefits as well. But yeah, I don't know if that's something that can work for you. So either applying to speak at live events or just doing more webinars and more kind of live presentations in communities and things like that. And if you do that, the people in those communities, the people that attend those presentations, they will no doubt reach out to you. And especially if you invite it as well, you can always say you can get in touch here, here, and here, and those people then start to reach out to you. In fact, John's show, Build a Presentation Muscle, is all about that, isn't it? So maybe he's already doing that. So maybe it's about inviting more of those contacts when you're doing those presentations, John, I'm not sure. All right, that's enough for there.

Matthew: I know. Happy with that, happy with that. Hopefully John is too. But, yeah, these things, again, we're not offering solutions, we're offering pointers. And it's always a work in progress. Everything's a work in progress, isn't it? Next thing that John mentioned was promotion, in particular, the fact that he says he publishes a lot on social media, but it's not getting much traction. Long term listeners to the show. Won't be surprised to hear my musings on this. Is it just the method, rather than the fact that John isn't very good at it? Is it just the fact that promoting your stuff on social media just isn't that great, isn't that effective? Rather than John's particularly bad at it? What's your thoughts on that, Con?

Colin: I think that's possible, absolutely, yeah. I think it's possible that social is just not really working for a lot of people right now, in a lot of cases, but it does work for a lot of other people, so you can't really kind of just write it off. We do kind of, don't we, Matthew? Deliberately?

Matthew: Absolutely.

Colin: I think it's not even saying we don't even say, like, it's just useless. It doesn't really work for us, I think, in many cases. But more recently, I've been starting to play around with LinkedIn a bit more, actually. So I do have a couple of thoughts on this. One is it sounds like you've been putting a lot of effort in John, so you're already doing that kind of regular posting. So that's kind of the first barrier. A lot of people play around with social and then don't get any responses within the first week and say, this is useless and give up. But I think it does take and from all the reading and kind of talking to people that have done around this recently, it does take months to build up that momentum. But the other is around the types of posts and I did get, I found quite a good tip from somebody who does this really well around mixing up the business and the personal in certain ways whereby you post. A few things every week, but telling those stories that are sharing a little bit of vulnerability, sharing a little bit of personality, sharing a bit more about who you are and why you do what you do and mixing them in then with the kind of more teaching moments where you're teaching. So John's teaching about presentation skills here, I presume, going by the name of his podcast. So mixing in stuff like that and

amongst other posts around that kind of personal side, and finding examples of posts that people have shared on whether it's like ten Twitter where they share a bit of that vulnerability, but they also make a kind of point around it too, and then building some structure. And this is something I like as well, because I'm a bit of a geek this way. Like, I like to know I can have a structure to work with. So that hook at the start, LinkedIn in particular, for example, only shows kind of three lines and then says, Read more. So you need to have a little hook that builds some curiosity and really says something, whether it's controversial, an unpopular opinion, something that makes people think, wait, what? That can't be right. And putting that at the very top to make people really hit the sea more. So that's something I'm playing around with just now and even being more specific. Like, Matthew, we talked earlier on about the kind of the specific actually being very focused on what you want from people, not just saying a general, what do you think, but being specific around saying so I've just posted about vocal warm ups and presentation skills. What vocal warmups do you think sound the stupidest or make me look the most like a lunatic? A very specific question to try and build that engagement. Hopefully that would help me a bit, John, because I found that, like we said earlier, even just getting feedback for this show, but anywhere else as well. The more specific you get with those questions, the more specific you get with those prompts to engage with you, what you want the listener to do, the more likely, I think they are to actually do it. So let's see if that hopefully increases your engagement over the next little while. See if you can include some of that stuff and it'd be cool to hear, actually get back to us if you think that helps. All right, does that persuade you, Matthew? You're going to get on social, you're going to be all over Twitter for the next few days?

Matthew: I've just signed up. Give me a follow, please. We could read to each other. The next thing that John mentioned was the manager of his own expectations because he feels like he has about his show. I did take the liberty of going on John's website there and his podcast page, build a presentation mosley. Johnlacey.com, first thing, john, fantastic audio quality and delivery. Looks like you're actually a voiceover anyway, so you've obviously got the voice thing in there and great audio quality, but I'm guessing, like, maybe the wider issue here. And again, this is just a total first glance, so I could be totally wrong. I off Nam. But is your show maybe just targeting a bit too wide? Is it casting a bit of a wide net here? Because you're talking about content creators now. We fall into that bracket and so will a lot of people listen. Most people listening will fall into that bracket, a content creator, but these days, Colin? Is that just too wide a term? Does somebody hear something for a content creator and think, oh, that's just for me, or is that just a bit too wide?

Colin: Yeah, most people probably identify with a particular kind of content, don't they? Are you saying that John's show is about being a voiceover artist?

Matthew: Is that no, it's more just skills for content creators, different things that you could learn or do or pick up on.

Colin: So what would you suggest then? That he picks one of the niches? So whether it's podcast no, not podcasters. Don't do podcasters, John. So whether John picks YouTubers or Bloggers, something like that, that's what you're suggesting? Like he goes more specific or do you think he could take an angle on content creation that's more specific? What do you think?

Matthew: Yeah, both. And again, there's every chance he's already doing this because I've just very quickly lanced at the site. But yeah, whether you're really honing in on the voiceover world, the voice artist world, if there's a difference between the.

Colin: Two part Magnans, but content creation for voiceover artists, that kind of thing, how you market yourself. Yeah, okay, cool.

Matthew: But I think it needs to be a bit more compelling to a certain amount of people, even if that's much less people than a content creator. Could literally be me when I get my Twitter account and I've posted a tweet, it's content, I've created it, but it's too wide in my opinion, especially when there's so many shows out there that are very targeted. So I would just look, I'm not saying abandon your show and that, it's just a bit of tweaking. And that could just be a season, like we've talked a lot about seasons you could try a season on, this season is for this type of content creator and just see how you get on with it. I'm offering this advice, like I say at a glance on your website, so don't take it as gospel.

Colin: No, I like that a lot. And it's a rare podcaster who can't get a bit more specific, a bit more targeted with their audience, with the content they're creating for that audience. So, yeah, I'm sure that's the case. I think. What about the question around just so that's around how to potentially grow his audience? Because his expectations are he'd like a bigger audience. But what about managing expectations as in if you have a very specific niche, small audience, how do you become happy or how do you deal with having 100 listeners and that is your target audience for the rest of your life? I mean, I I think there's a lot to be done around that in terms of the fact that we often talk about the fact that podcast listeners are worth so much more than video watchers or blog readers because they're

just so much more engaged, they're much more likely to actually act on what you do. So I think a lot of this is around the goal that John has with his podcast. Like, I wonder what John's outcome is from this show. Like, does he do paid clients? Does he do coaching? Is it to give his service as going out and running workshops? Or is it actually to get more speaking gigs, like doing some other subject or something like that? Because let's say you have only 100 listeners and that is your maximum audience, but you offer an \$1,000 a month coaching plan, which is quite common if you're a really expert in something. You're teaching voiceover artists how to make a living, that could be something. You can easily charge like \$1,000 a month. And so 100 people listening. Podcast listeners are so engaged, so kind of trusting of a host, you get to know you so well that you can convert half of those people into members of that coaching program. So then suddenly you've got 50 times 1000, you've got \$50,000 a year sorry, a month, which is a huge income. So you don't even need to convert that many. So I don't know if there's something around that as well. Matthew, is there around John's goals and how he handles that in terms of the numbers, because you don't need big numbers, I think, for many of those goals.

Matthew: Yeah, no, I agree with everything you've said, which I don't say often, Colin, but yes, well said. Again, you're doing very well on this show.

Colin: Thank you. It's almost like we've done this before.

Matthew: Appreciate that you're a podcaster.

Colin: Colin, what do you think? Is there anything else you deal with in terms of numbers like that? Matthew, you've done so many shows over the years as well. How do we deal with when the numbers are not growing as fast as we'd like?

Matthew: Yeah, I mean, other metrics can be growing. Your engagement, the people you're hearing from, you can look at what's been touted a lot recently, but lesson time, you'll get these stats in Apple, you'll get them in Spotify, just look at how long folks are listening for and you see that as engagement. And you can grow that engagement. You could watch it grow, you could try other things. So there are lots you can do beyond simple numbers as well. But yeah, what you said covered, pretty much, I would have said as well.

Colin: No, I love that, though. That's a really good point at the end there, if you see the actual, the listener numbers not growing as much as you can, then take control of the other ones, like engagement, like you say, listen time, like feedback. Feedback is a big one. Just asking people to get in touch again, being specific, to really encourage it. I think that's a big one. It's a huge one to keep your motivation going.

Matthew: If you get really good at this, you may get two voicemails. Keep at it, John. Don't give up. You can do that.

Colin: But no, I really appreciate that, John, that was brilliant. I love that question. Those questions, in fact. Now, Matthew, I have a question for you. A question for you. We're at 26 minutes. We're going longer than we always do, as usual. Shall we cut this in half or do you want to jump onto the next one? What do you think?

Matthew: I think we can do it. I think we can do it.

Colin: Jump straight in?

Matthew: Yeah, there's a key point to deal with, but yeah, I think it's doable.

Colin: Okay, cool. Right, let's play it. So here is the next audio question, this time from Marty.

Marty: Hello, gentlemen. This is Marty Logan. I host a podcast called Nepal Now, which is on a bit of a break, but I'm still really keen to learn more about podcasting, which is why I listened to your episode about what I'm not very good at. It's one of my favorites, by the way, which I think probably reflects my own insecurities about my podcasting. I did get over really disliking strongly the sound of my voice, so that's a barrier that I've crossed in the past three years. One thing that I really think I'm terrible at is being articulate. When I'm in the middle of a recording, I just can't seem to find my vocabulary in the moment and seem to repeat the same words over and over. And then, of course, there's the UMS and the Oz and the other weird sounds that I make, which I hear when I'm editing. The other thing I would say is I completely agree with listening back to a podcast and realizing that I missed a really good opportunity to follow up on the thread. So that active listening. And I think being willing to veer from the script is another thing that I must get better at, even after 30 plus years of being a journalist and three years now with my own podcast. Love the show. Thanks a lot for that.

Colin: Thanks, Marty. Sounds like you got caught off by our vicious time guard in our voicemail there, but yeah, I really appreciate your question. All right, Matthew, where are we going to dive in here?

Matthew: Yeah, I think Marty was just going to see where you could find his show. It's called Nepal now. I'll put a link in the show notes. Nepal is in the country. Nepal Now I'm going to give Marty on being articulate, well, saying buz sprout. So welcome to the podcast, folks. Buzprout.com. Link in the show notes. There's one key thing here, Colin, isn't that, I mean, Marty's talked about sort of getting

over dislikedness and his own voice, and that's a whole subject of its own. Yeah, but this feeling of not feeling like you're very articulate, not feeling like you could find words and stuff like that, obviously this is a very real thing. It's something I totally struggle with as the listener could no doubt. Tell. But do we hold ourselves to this is a no brainer question. Do we hold ourselves to much higher standards than we do other folks? We're very used to hearing people on the radio, people on the TV, or just podcasters that have been doing it a long time and have very polished shows, heavily edited as well. And when you'd sit down to do a raw recording, you can just feel like a bit of a you're just stumbling your way through it. I totally struggle with this too.

Colin: I think that is the total key point there. I think it's the pressure, it's the perfectionism, it's the feeling that you are not as good as everyone else out there and therefore you notice those little stumbles like 100 times more than you would with anyone else. And I think maybe that's something that I've never actually thought about it this way before. So you've put it well there, Matthew around. Maybe it is worth maybe something to combat this kind of problem is to actually really make a point. Over the next two or three podcast episodes you listen to. In fact, this one, Marty, listen to all of the stumbles, the pauses, the little glitches that we've had in our voice. Because we don't really edit this at all in terms of detail, do we Matthew? We just leave that stuff in the UMS and as. I just did one there, we leave them in because I don't know, I just think it makes it more authentic. And actually I find that when people do edit them out, you end up doing more and you don't improve the way you speak because there's no pressure to you're using editing as a crutch. But listen to the next few episodes and listen to how many of those little glitches that your favorite presenter actually makes and you barely notice them at all. Or you do notice them, but actually it's just kind of almost subconscious and it just makes you realize that this person is just a human. They just speak. So there is a big part of actually that expectations thing. I think, Matthew, you're spot on there figuring out how to be okay with the fact that you stumble your words and not making a big deal of it. As soon as you kind of take the pressure off yourself a little bit, I think that actually you get better at that. The pauses disappear because you're not kind of feeling that pressure, that stage fright. And also you don't make such a big deal of every time you do stumble over a word and you just keep going and it's totally fine. So yeah, I think that's a big.

Matthew: One on the arms and as front to me, this might just be because I've done audio editing for a long time, but edited out UMS and as are more jarring to me than them. Just I know folk could go overboard in every second orders an arm. But yes, when I hear them edit it out, that pulls me out of it because I'm like, oh, that must have taken a long time edit. And that's not quite right, that one. And the timing is wrong there and it sounds really unnatural.

Colin: The one trick I got taught once to get rid of them or to try and get rid of them is you start being conscious of it. So you realize you say to yourself, right, I know I do amana a little bit. So what I'm going to do is every time I stop to think, every time I finish a sentence, I'm just going to breathe and I'm kind of exaggerating it right now. But in between the sentences, when you get to the end, you take a deep breath instead of doing an um and you can start to get used to doing that and it can become a habit. Actually, it sounds a little bit obviously that was a bit of exaggerated there, but you can do it in an exaggerated way like that and it starts to become part of your pattern and actually takes out quite a lot of the UMS and as because really it is just the pause. It's you feeling the pressure to fill the space and keep your turn, like you don't want somebody else to start speaking in your pauses. So you end up doing UMS and as to show people you're still speaking. So it's a funny one. Yeah. So try that breath thing maybe, Marty, and see if that helps you as well. The other one I would say, and we just did an episode on this with Jacob Matthew, is vocal warm ups. Do you do any of these when you're starting to record? Especially when you're doing your audio drama and stuff like that, where you need to be articulate and get it right?

Matthew: Absolutely not do any of that. All sounds very good in theory, but no, not for me, thank you very much.

Colin: I actually think I do do some when I've got something, if I need to read something. So if I need to read a script, I'll always do a wee bit of just little kind of articulation warm ups because I find my trouble is the things that makes the thing that makes me stumble over my words more than anything is my lips feeling really kind of unarticulate. And the one thing that I do more than anything else is the exercise of just doing vowels really exaggerated. So I'll do a and it's like moving your lips around, really, those big mouth shapes and just doing that for like one or two minutes. And it does it really it genuinely makes me feel like I can speak more effectively because it kind of loosens your lips up, makes them work a bit. And there's even that old you see in the film sometimes or like people, like a singer warming up they'll go like a horse and just vibrate their lips. And I think that helps as well. It kind of loosens up your lips a little bit, too. And the other one, I don't do this as often, but I have found

it effective sometimes is just a few tongue twisters as well. What's your favorite tongue twister, Matthew?

Matthew: She sells seashells on the seashore. Or ship your show. I like that one, too.

Colin: Ship, your show.

Matthew: Ship.

Colin: Your show? Yeah. Or, yeah, Peter Pepper picked a peck of pickle pepper. Takes a bit of practice, but those kind of things actually genuinely make a difference. They kind of get yourself warmed up. They get all of the sound. Like you can look up one for every kind of main sound that you make, like whether it's ****, buz, all the kind of different mouth shapes and do them and proper. Presenters, like vocal artists and singers and all that, will spend like 20 minutes doing this kind of thing before they get on stage, which probably shows how valuable it is. But that can make a real difference, Marty. So, yeah, maybe try that. I'll point you to a resource. Like I said, Jacob and I did an episode on this quite recently and it's on YouTube now. So if you go over to our YouTube channel, go over to what's the easiest link for there? I'll go with [thepodcasthost.com](https://www.thepodcasthost.com) YouTube and I'll make that up afterwards. Go over there and it'll take you to our channel. And in our recent videos, you'll find one in there about vocal warmups and articulation exercises.

Matthew: I give John show a lesson, too.

Colin: Yeah, very good points. Very good points. And, yeah, the other thing you mentioned there, Marty, was around the follow up questions. Well, we did that pretty in depth last week, I think, so hopefully that gave you a good hand. But, yeah, it's definitely something I think you can improve on, the active listening, the kind of following up on things, really kind of trying not to step too strictly to a script. So hopefully that gave you some help. But if there's anything more specific around that, by all means, follow up voicemail, question [thepodcasthost.com](https://www.thepodcasthost.com) voicemail and let us know. All right, Matthew?

Matthew: Yeah, be great to see more of these again before Tuesday, the 25 July. You can get your hat in the ring for a voucher. We could do it with a dice. Colin, what do you think? Are we going to be using a D Four? If we get a couple more in, could we get a D Six? I'd love it if we could use a D 20.

Colin: Oh, yeah. Every participant D 100 is my favorite, actually. Roll Master. Yeah. Longest running game that I've ever been in. It was a D 100. Always percentages. It's good. It's very satisfying when you roll 100 or even an 89.

Matthew: I'm not good enough at math for a D 100.

Colin: Actually. Now that you say that you do. I was about to say you don't have to add up but you totally do. Like you've got a 55 modifier on a roll of like 47 and you're like, what does that add up to again? And you just randomly pick a number out there. 120 is what I got.

Matthew: Cool. I so looking forward to see what comes into the old speak pipe inbox. And Colin, I just wanted to sort of mention some as we come towards the end of the show. It's a very personal thing in the first instance that my younger brother tragically took his own life last year, last summer, and we are now organizing in his memory and as an attempt to raise some money for a mental health charity called Back Onside, we're organizing a charity football match. It's going to take place in August of 2023, Sunday the 20th August. So like I say, we're looking to raise 5000 pounds for a mental health charity called Back Onside who do some really good work. And the match is obviously going to be hopefully a celebration of a brother's life, but also the chance to make a difference for vulnerable people out there who it's not too late and with the right help, people might be able to get through whatever they're going through. And it doesn't sort of have to come to this for what it has for my brother and for us as his family. So I'm going to make a link just it's a Just Given page, but they're not the best URLs, so I'll do [thepodcasthost.com/justgiving](https://www.thepodcasthost.com/justgiving), Just Giving is the charity fundraising page. So any donations, no matter how small you might think they are, would be absolutely more than welcome. I would love us to hit that target and just good to know that that money will go to good use somewhere and could genuinely save somebody's life. So like I say, [thepodcasthost.com/justgiving](https://www.thepodcasthost.com/justgiving) is where you'll find that page.

Colin: Good stuff. Well done for doing that Matthew. It's a great thing.

Matthew: It's going to be a difficult time next month, but with something like that to focus on and knowing that you're working towards something and you could do some good, it's going to be really valuable for us also. It's just good to be able to keep working away on that and to try and make a difference somewhere.

Colin: Yeah, for sure. Yeah. Good stuff. Okay, so that link was [thepodcasthost.com](https://www.thepodcasthost.com) Just forward slash. There we go.

Matthew: Never gets any better.

Colin: Thepodcasthost.com justgiving anything you can offer would be much appreciated. Okay folks, thank you for listening to another week of podcast. We'll see you on the next one. We'll talk to you then.