

# Ep #27: Lessons From Podcasting

Welcome to the thriving empire podcast where it's all about STABILISING THE ROLLER COASTER of starting up, so you can launch your ideas with more passion, purpose and vision ... I'm your host you're host, strategist, traveler, and coconut macaroon addict Stephanie Holland. So let's get started

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Hello hello! How are you?! I'm so excited to day we're talking about podcasting.

Would you like to start a podcast? Have you been thinking about it for a while but not sure how to start? Have you just started and want some encouragement and a few more tips. Then this is the episode of for you!

My podcasting journey actually started with a Facebook Live show a few years ago but here's the thing, when you're truly location independent and you're making location choices based on where you want to go and how you want to live versus a digital nomad who has to go where there's an online connection - well, live streaming just didn't work for me.

This where you look at everything as an experiment, you try it and assess it against the vision you have for your life and work in the future, and against how you want to live and work right now. That's what this whole Season 1 has been about. It's about removing friction so you can live and work with more ease and joy right now. That's true freedom.

As I experimented with my Facebook Live show - called Thriving Empire Live — show I was able to make a clear assessment. I often find myself without internet - because I like living in remote places, and because in one of my favourite home towns in Mexico, sometimes electricity goes out for 4 hrs, whole days, or the internet carrier for the whole town has a power outage. And you have no electricity, yet alone internet connection. But to be honest, even in Australia and England I often had an internet disaster just at the inappropriate moment. So I didn't want to build a business that was at the mercy of the internet. Empowered by it, yes. But not at it's mercy.

So podcasting has given me so much more freedom, flexibility and peace of mind. I have a perfect podcasting schedule where I batch create 3 episodes every three weeks, I can even upload and publish more episodes in advance, and schedule emails to my subscribers, if I know that internet will be challenging over the next couple of weeks. I can even write and record when there's no electricity. As a planner by nature this gives me so much power and control over the whole process.

Also, I don't have to do hair and makeup! That's huge!! I still record 2 videos a week to promote the show, but they are more casual and natural, and because they are short they are really quick and easy to do.

So let's talk about getting started.

**“Do not wait until the conditions are perfect to begin. Beginning makes the conditions perfect.”**

**– Alan Cohen, American author**

Just get started. No more excuses. Use whatever resources you've got and learn as you go. That's the best way to start anything.

Here's how I got started. I read about anchor.fm on one of my email newsletters. I'll put the link in my show notes for this and everything else I mention in this episode at <https://stephanieholland.co/27> . And I thought - wow that sounds easy. I downloaded it and that week I recorded my first episode and published it!

You can record it through the mobile app or you can upload an audio file to the web app, and the neat thing is this: it automatically publishes your podcast and episodes to ALL the podcasting platforms... at least all the main ones. iTunes, spotify, Stitcher.... It's very cool.

And it helps you avoid the hurdle of getting approved by iTunes, which if you do direct via iTunes is more challenging. I've seen some people take weeks to get their feed approved by iTunes, and that stress is so unnecessary!

Once I got into my podcasting flow after a couple of weeks, I then took control of my feeds for iTunes & Stitcher. iTunes is the main podcasting platform and I personally use Stitcher and that was my only logic for taking control of those feeds. What I mean by taking control is that my podcast episode info gets sent directly from my blog versus via [anchor.fm](https://anchor.fm).

All I had to do was install the [Seriously Simple Podcasting Plugin](#) which adds a few form fields to the end of each blog post, and it turns my blog into my podcast platform. Then I contacted Stitcher and iTunes to give them my new RSS feed and within a day I had direct control of my podcast on those two platforms.

## **Let's talk about equipment.**

Start with what you've got. I have a mac, so I used the [Garageband app](#), my old apple earbuds to record my first 6 episodes.

Then I started reading about sound quality and remember my coach Brooke Castillo sharing that she used a [Samson mic](#), so for \$100 I purchased that and it radically transformed my sound quality, even blocking out traffic or construction sounds from outside!! It's amazing!

Production! Editing the episode.

Since I record in Garageband, I also use garageband to edit. I'm lucky because many years ago when I recorded interviews for my first program, my musician friend gave me a few simple editing tips using Garageband, which I'm so grateful for!

I chose a jingle I like from [Premium Beat](#) and added that to the beginning and end of the track.

But seriously, if that overwhelms your brain, forget about music to start with. No one will really care. We just care about the quality of your content and the passion & personality with which you create it.

Once you get into the flow you can add the bells and whistle. Don't let that stop you from starting!

When you're flowing you can google or youtube the basics of adding music and anything else you want to add. In fact anchor helps you do this right out of the gate so you could experiment with that.

### **Let's talk about your process. Getting into your flow.**

Outline your process & systems for putting your podcast together.

I recommend having an outline process for each output in your business.

By output I mean that thing you create. The blog post. The facebook live show. The ebook. The podcast episode.

Then you ever have to wonder or waste time remembering everything you need to do to plan, produce, publish and promote your podcast.

I've included my podcast process planner for you in the [podcast study pack](#).

### **Process is a list of the steps required to make it happen.**

So, writing or outlining the episode, recording the episode, right up to the steps for promoting it etc

We'll all have a slightly different process depending on the role the podcast plays in our business, as well as our personal style and business brand. You can totally use mine to get started!

### **Systems are the platforms and tools you use for each stage of the process.**

For example, I write all my episodes in [Google Docs/ G-Suite](#) which I can access from any computer, via my mobile phone, and while offline. I grammar check using an App called [Hemingway](#). I record using Garageband. I publish using anchor.fm and the Seriously Simple Podcasting Plugin.

You'll find the systems that work for you as you define your process, and as you go.

I created an episode called [Your Sweet Process Episode 13](#) which will help you with that (especially the worksheet in the podcast pack that you can get in the show notes <https://stephanieholland.co/27>)

Creating the content.

I find it really helpful to think of things in collections or seasons. Exploring one topic from different angles and taking the user on a journey. I did that with my Facebook Live show.

I used my second book project as inspiration for Season 1. It's called [The Freedom Philosophy](#). I wrote it in 2015 and it was for corporate misfit who want to start up on the side, but have no clue how to go about it. So that was my content outline.

But 4 years on, I have a new audience who are within 3 years of starting up and feel stuck, worried and uncertain about their business future. While I stuck to the topics outlined by the book chapters, I wrote new content geared towards my new audience, which enabled me to explore the same ideas in a new way.

The second season is based on my signature course *Kickstart Your Mini Empire*. I will follow the 20-lesson flow to create the season, adding a wild card episode every 5 shows to discuss something tropical. Like that authentic marketing episode I keep threatening to write!

I love to have an outline, a flow, a journey to follow. It's not only for my audience but a lovely breadcrumb trail for me. It also enabled me to enter the next level of my thinking and experience within the same topics, reflecting on how I integrate the strategics, tips and ideas into my life and work now. Which is so different from last year let alone 5 years ago. It helps me create fresh content that tracks alongside my own evolution. Which is also super interesting for those who've been following my journey over the last 5 years!

So you can take a look at your previous content and use that to create a podcast outline. Or you can think about what your audience are interested in or struggling with right now and brainstorm 30 tips to help them, and write an episode on each one.

I find that 100 words equals one minute of audio.

Here's another amazing thing. By writing the episodes, I've written another book. Yup, copy for 20 episodes is another book! Well, at just over 37,000 words, it's a lovely pocket size, book you could read in an afternoon. Which with current tech attention spans is ideal! So I can edit it once, have it copy edited and proofread and publish it as a book. How cool is that?!

I call this infinite content creation. It started as a book, turned into a course, then a podcast, then another book. That's content creation at its infinite best.

Let's talk about business integration. How do you use it to grow your business?

My podcast is the best form of marketing I've created so far. Think of your podcast as a resource that helps people get results ahead of time. I think of it as a way of marketing me, what I do and why. My philosophy and approach to life, work and business is woven into every single episode. Every single episode has a theme, where a problem is addressed and a solution offered. This is the best way to showcase my thinking, skills, and expertise I can think of.

I also use it as a primer for future clients. When someone books a [FREE mini session](#) with me I invite them to listen to [Episode #1](#) as part of their prep work. They then come to the session already resonating with my philosophy and style, and pretty much ready to work with me. It's been a great way of starting the session a couple of steps ahead. So now I think of it mypodcast as content that builds trust with future clients.

You may have noticed that I also created a product called the [Podcast Study Pack](#). This is designed to help my audience go deeper with the themes, ideas and strategies and integrate them immediately into their life and work. It's a gateway product which means it's a no-brainer investment at US \$27 that helps my audience generate better results, AND gives me a way to monetise the podcast, which is pretty cool.

So think about how you might be able to offer greater value via worksheets, workbooks, additional resources like videos and eBooks. I also offer exclusive video training classes, interviews, and other eBooks as part of the [Podcast Study Pack](#). Ask yourself: how can I help my audience go deeper with the content I'm offering? How can I help them get better results ahead of time?

And finally, I've been using my podcast as a platform to promote my other products & services. My one on one coaching, the 7-day visionary leadership challenge, and kickstart your mini empire, the course. You can use the podcast as a platform to promote your other products & services, offers and launches.

I'm absolutely in love with podcasting and I'm thinking about how to turn my podcast into my business, rather than using it as a platform for marketing my business.

I'll share an update with you at the end of Season 2. I'm sure in another 6 months I'll have learned so much more about podcasting. Including how to turn it into a business or how to monetise it more effectively.

In the meantime do you have any questions about podcasting? Send me an email to [Stephanie@stephanieholland.co](mailto:Stephanie@stephanieholland.co)

If you have the podcast study pack you can crack open my podcasting process planner. And if you don't have the podcast study pack you can grab your copy in the show notes at <https://stephanieholland.co/27>. It's been so cool creating this season for you. I'll see you in Season 2. Have a beautiful week. Bye!