



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

The Podcast Answer Man - Cliff Ravenscraft Episode 189

Sean: Yes, welcome to the Ray Edwards Show. I'm your host, Sean Edwards, and today we've got a good show for you. We've got some fun stuff. First up, we're going to talk about how to get better battery life with your Apple watch.

Ray: And boy, do you need this advice, let me tell you.

Sean: Yes, because that tiny, little thing...

Ray: Eats up a lot of juice.

Sean: It doesn't have much room for a battery. We'll also be talking about how to build your faith.

Ray: In case you have problems with doubt. I mean, I'm sure you never do, but maybe you know somebody who does. You could help them out.

Sean: You know somebody. You have a friend

Ray: Yes.

Sean: Then, like you heard at the very beginning, we have an interview with the Podcast Answer Man, Cliff Ravenscraft. That will be a lot of fun.

Ray: That's all coming up.

Spiritual Foundations

Have you ever struggled with doubt when it comes to your faith? Most of us deal with doubt at some point or other in our walk of faith and we are faced with a choice either to feed the doubt or, as my good friend Jared Easley would say, starve the doubts and I think that's exactly what we need to do if we want to build our faith. There are just three key things that I think you can do that if you're in a season of doubt can really help you and the first of those things, number one, is to—

1. Spend time in the Word

This key is so fundamental and we hear the Scripture so often, but I think we forget that it actually means what it says. *Faith comes through hearing and hearing through the Word of God.* If you're not hearing the Word of God - the Bible - if you're not feeding on that constantly you leave room for doubt to walk in the door. Jesus was in the wilderness, He was being tempted by the devil and Jesus responded with Scripture. He knew it so well that it was a part of Him as He responded to these temptations. By the way, those were real temptations. They can't be temptations if they aren't tempting. Think about that for just a moment.

So you must be immersed in the Word and that comes through reading the Bible and through anointed preaching. Just be careful and make sure that it is anointed and that you are hearing the New Covenant Gospel of Grace and not the weird mixture of Grace and Law that is so often pushed on us by organized religion. How you know it's a mixture of Law and Grace is if they say, well, you're saved by Grace and now that we've got you in the club here's all the things you need to do to get your acts together. Straighten yourself out or else you're going to go to hell. You didn't earn your salvation you can't earn your way out of it. Didn't earn your way in, can't earn your way out.

2. Practice being in the presence of God

That means that you consciously seek an awareness of His presence and what He's doing in your life. This sounds mysterious and mystical, but it really just comes down to thinking throughout the day where are you, Jesus? What are you doing right now in this situation? What are you up to here, God? What are you doing with this person? What do you want to show me about this situation that I'm dealing with? Just habitually asking those questions either out loud or in your heart can give you a real sense of God's presence and you'll find that He's everywhere with you all the time.

Then number three, the number three key to dealing with doubt and unlocking the door to more faith is—

3. Be careful whose voice you're listening to

Bill Johnson said recently, our problem with faith is not that we can't hear God's voice it's that we're too willing to hear other voices. I don't want to cause any condemnation or to give you any rules and tell you that you can't watch a particular TV show, any TV show or any movie, read any book or associate with any people. I won't tell you that because that's not the way God operates, but I will tell you that it's useful to ask yourself, especially if you're experiencing doubt and a crisis with your faith, what voices am I allowing to speak into my life right now. What am I listening to, what am I watching, what am I reading, who am I hanging around that is influencing my faith level or my doubt level.

If you will shut off the other voices and only listen for God's voice I think you'll find your doubt dissipates and your faith will be set on fire. Try it, see if it isn't true.

Tip of the Week

So I got this new super cool Apple watch and I discovered pretty darn quickly that the battery does not last long. I don't know if you've had this experience, but that's been my experience and I've got three tips that will help you get longer battery life out of your Apple watch. They're really pretty simple, you probably already knew these, but I had to find them out.

1. Keep the black watch face

It turns out that those bright and colorful pixels that are so beautiful that I loved in the beginning were really eating up my battery life. This is a tiny watch it has a tiny battery, so it shouldn't be surprising. That's tip number one. Keep the black watch face and keep as many bright colorful pixels off the screen as possible.

That little watch is using up a lot of battery life when it communicates with your iPhone, so--

2. Turn off the communication with any apps you don't use a whole bunch

I never use the stock market app and there are many other apps that I'm not using all the time. I don't need to have them defaulted to picking up information from my phone and keeping that updated, so I turn all of those off, except the ones that I use.

The third key to getting more battery life out of your Apple watch is simply—

3. Turn off the feature that switches on the watch face when you raise your arm

That will chew your battery up super fast, so just go in the settings and set it so you have to tap the watch face before it shows the time or the display and that will save you a ton of battery life on your Apple watch.

Feature Presentation

Well, it's been a little while since I've had Cliff Ravenscraft on the show and I just thought this is an awesome time to get the Podcast Answer Man onboard to answer our questions about how and why do we start a podcast, should you even start a podcast, have you considered it. That's all coming up in the discussion you're about to listen to between me and the Podcast Answer Man, Cliff Ravenscraft.

Ray: Cliff Ravenscraft, it's such a pleasure and an honor to have you back on the show, my friend.

Cliff: Ray, it's always an honor to be on here, my friend.

Ray: You got me started in podcasting officially. I don't know if I ever told you this story, but I gave it a go back when Dave Winer was first playing around with sending audio through an RSS feed. I don't even know what year that was, but he had the Scripting News site which I think he still has. I did a couple...I don't know if you could call them episodes, they were just audio files, but then I heard you. Okay. Actually, this is how it went. I heard Michael Hyatt's podcast and then I heard Dan Miller's podcast and they both mentioned this guy named Cliff Ravenscraft.

Even back in those days you certainly weren't at the level of being known as The Podcast Answer Man. That was the name of your show, but if you ask anybody now, if you say who's the Podcast Answer Man they know. It's Cliff Ravenscraft, but you were just establishing yourself as a celebrity in that arena. How did that happen and how did that feel? How does it feel to have gone from obscurity, if you don't mind me using that word, to now really a celebrity within this world? How does that feel?

Cliff: Well, I can tell you it feels pretty amazing most of the time, a little overwhelming at other times. I'm the type of person who wants to serve anybody and everybody that comes across my path and I get over 100 to 200 emails on a single day and I desire to respond to every single one of them. That becomes a little overwhelming. But the answer to your question about how did it happen is very interesting. I guess you could say I'm an overnight success that only took 10 years to happen.

Ray: Oh, is that all.

Cliff: Yes. What happened was I started podcasting as a hobby back in December of 2005 just playing around and, in fact, I was actually horrible. There were some people who loved me, but there were more people who hated me than loved me at the time and for good reason. I wasn't that great at podcasting when I started, but I was having fun. It was just for a hobby and I didn't need any money from it, I had a great career and all this other stuff going for me.

What happened and what changed for me was that my wife and I were doing this podcast about the TV show 'Lost' and people would email us questions. One day an email came in and it said, Cliff, I hope this doesn't offend you, but I have to ask you a question. I've been listening to you and your wife talk about the different kinds of topics that the television show 'Lost' introduces and the way you and your wife talk about it I get this feeling that you and your wife might be Christians. Am I right? Again, I'm sorry if this is offending you.

I wrote back and I'm like, well, I'm not offended at all. In fact, I'm actually quite honored to know that it shines through. But, yes, I'm definitely a man of faith and a Christian. So I responded and in response to that email I got another email from this person and it was like five pages of content if I was to print it out on full pages. It was this person pouring out their life to me and their experience with religion and their struggle with finding a relationship with God. This person was pouring out their heart and then asking me with great sincerity about advice on how they can find that same sort of relationship beyond all of the other stuff that has been beaten into them over the years and I'm like wow!

I was an insurance agent for 11 years before I started podcasting and I was also involved in ministry as an associate pastor and in all of my years of ministry I can tell you never before had I ever experienced that much authenticity from somebody who was seeking advice. I won't go into the details about the difference and stuff like that, but all I can say is podcasting was opening an opportunity for me to minister to people in a way that I had never dreamed possible.

So all of these questions started to come in and we would talk about a few little things here and there on The Lost Podcast, but we realized people wanted to know about living debt free because we would occasionally talk about our pursuit of living debt free due to this Dave Ramsey program.

It was all out of a topic that was brought up on this television show, but what happened was people wanted to hear us talk about our marriage and how we communicate and all these other things. I'm like we can't talk about all this stuff in a podcast about 'Lost' and I can't respond for three to five hours a day every day to all these emails, so I created a second podcast which today is called Pursuing a Balanced Life and there are well over 600 episodes of that today.

That second podcast was there so when people wrote us an email where we knew not only would the answer be beneficial to them but it would be beneficial to others that if we recorded our answer we could give it to that person, but when the question comes up in the future from someone else we could send them a link to that episode. That's what we started doing and when I started doing that I realized I was on to something that was life changing for me and what I came to understand from people's feedback was changing their lives, as well.

So fast forward about a year into this thing I had created another podcast devoted to faith. So I had a podcast devoted to the TV show 'Lost', I had a show devoted to anything and everything and then, specifically, I had one called Encouraging Others through Christ. After doing three podcasts for one year, over 170 episodes of those three different podcasts, I realized I want to do this full time one day.

I would love to make my living in this field of podcasting and I have no idea how I would do that, but one thing I do know is that people are asking me how do I podcast and they're starting to offer to pay me to do it. I think the best way for me to move in the direction of where, maybe, I could podcast full time within the next five to 10 years would be to create a podcast about podcasting.

So one year after I started it as a hobby, I started this podcast called Podcast Answer Man and on December of 2006 I said wouldn't it be great if in five to 10 years from now I could leave my career in insurance and pursue podcasting full time. I know that's a pipedream and it will probably never happen, but hey, that's what this podcast is here for. It is here to let you guys know that I'm here to answer your questions about podcasting.

Well, I did that podcast and one year after launching Podcast Answer Man I had enough consulting work that it allowed me to leave my career in insurance. So it didn't take five to 10 years it took one year. Technically, two years of podcasting as a hobby, but then one year after I launched Podcast Answer Man.

There's this quote. Have you ever heard of the book *ReWork* by Jason Fried?

Ray: I love that book.

Cliff: It's an amazing book, go to GSPN.tv/overnight. GSPN.tv is my domain for my network, but if you go to GSPN.tv/overnight I have a screen grab of my favorite quote from this book. This is the story of how I got to where I am today and it's called The Myth of the Overnight Sensation. It says:

"You will not be a hit right away. You will not get rich quick. You are not so special that everyone else will instantly pay attention. No one cares about you. At least not yet, get used to it. You know those overnight success stories you've heard about? It's not the whole story. Dig deeper and you'll usually find people who will have busted their butts for years to get into a position where things could take off. On the rare occasion that instant success does come along it usually doesn't last. There's no foundation there to support it. Trade the dream of overnight success for slow, measured growth. It's hard, but you have to be patient. You have to grind it out. You have to do it for a long time before the right people notice."

So, Ray, how does all this fit into this question of how did I get to where today I'm known by over a million people as the Podcast Answer Man? The answer to that is I podcasted for two years before I started doing this as a full-time career and during those two years I was doing podcasting between 40 to 60 hours a week devoted to this style of work. That was on top of my 40-hour a week day job. So you apply Malcolm Gladwell's 10,000 Hour Rule, so far today I have over 30,000 hours into this.

Ray: I just wanted to jump in because what you have said is so significant. People ask me these days how to get started in podcasting, how did I get started and how come I'm doing so well and I always point them back to you because I'm not the guy to answer those

questions, but I will say this. Up until now I've just told people, well, I just started doing it and if you just do it and keep doing it long enough something will happen. I did the calculation as you were talking about this and I just realized that I have been podcasting without missing a week for three and a half years.

Cliff: Yes.

Ray: So that's over 185 episodes and I put in probably a total of four hours on every episode. Some episodes it's more, some it's less, you know what that goes, but if I said it was four hours that's just 752 hours. I say just, that is a huge investment to make and the investment, I think, is not about how hard or difficult it is, it's about being consistent over time. Would you agree with that?

Cliff: Absolutely, that is exactly it. Here's the deal. The interesting thing about that, Ray, is how many people out there in this world who don't have a podcast has had somebody where they're following has listened to over 500 or as many of 740 hours of their voice consistently for three and a half years. By the way, I happen to be one of those people.

Ray: Ah, thank you. I'm honored by that.

Cliff: So, basically, how did I get here? Just so you know, I've done 30 podcasts since December 2005 and just two days ago I put out my 3,282nd podcast episode.

Ray: Amazing.

Cliff: So I've created lots of content with lots of consistency, built a lot of rapport and trust with a lot of people who listen to my show, connected relationally with everyone I could possibly connect with within whatever resources God has given me with the time and whatever has been going at a given time when they reach out to me.

The whole thing about the right people noticing, you know, you have to do it for a long time before the right people notice, when I started my career in podcasting full time my first year I struggled. I worked around the clock and made hardly any money at all. I went from \$87,000 a year as an insurance agent to where my business was profitable that first year, but my personal income as far as what the business paid me was a net of \$11,000.

Ray: Hello! That will change your lifestyle.

Cliff: Yep. Thankfully, we were debt free because of Dave Ramsey's advice before that, thankfully, we had a pension and, thankfully, my wife was onboard with me 100%. It was actually her decision for me to leave my career in insurance to pursue this calling full time. So we had all that going for us, but it was tough. Here's the deal. 2008 was tough, 2009 was a little bit better, but it was mid 2009 when things started taking off.

There was this guy named Dan Miller, who you mentioned earlier. I had read a book and it was all about achieving goals and I made it a goal that I wanted to one day have the opportunity to talk to Dan Miller and tell him personally how much of a positive influence his book *48 Days to the Work You Love* has had on my life. If I want to get really super crazy with my goal, I would love to have the opportunity to interview him for my podcast.

This book about achieving goals talked about, how do you achieve the goals that you set for yourself? One of them is believe that it is possible and another one is write it down and so I believed it was possible, I did write it down. The third step was tell others about it, so what do I do? I fire up my recorder, I get behind a microphone and I tell my podcast audience that it's my goal to one day meet Dan Miller. I published that episode and 40 minutes later I get an email from this guy named Andy Traub, who I think you also know.

Ray: Yes.

Cliff: Andy emails me and says, Cliff, I just finished listening to the episode you just published and I want to let you know I am close personal friends with Dan and I work with him on some stuff. He is already aware of who you are and has been thinking about reaching out to you. I would love to make that introduction for you, I have no doubt that he would love to be a guest on your podcast.

So one week after publishing that episode I had Dan Miller on my podcast. In fact, I think you can go to PodcastAnswerMan.com/danmiller, the first time I ever talked to him is there. After we finished the interview he says, Cliff, can I schedule a consulting call with you? He goes, I can't do it right now, but I'd love to schedule 30 minutes. I'd like to get some advice from you about my podcast.

I'm hesitant to tell this story, but Dan has heard me tell it. He's been in the audience when I've told this story from the stage many times so I know he's fine with it, but here's the deal. I think he probably was looking for some advice on his show, but more than anything he was looking for how I coach, how I work with people. Dan had already been doing a podcast, he's doing a podcast that helps people transition into the work they love, you know, finding careers around their passions, right?

So he's helped all these people find these careers and he's always talked about how his podcast has been so beneficial to building his personal brand and people are asking Dan all the time, Dan, how do I do a podcast like you do and Dan is like I have no idea. It's not his desire to teach people, but he heard that I have been teaching people and that I left my career to do this full time. Now, he's heard how much of an inspiration his book has been to me and how much I've been promoting his book and he was thinking, I wonder if this Cliff guy is somebody that I can trust my community with, to refer them to him when they ask me about podcasting. That was the purpose of his 30-minute call, to evaluate how I work with people.

Ray: Ah-ha!

Cliff: I did not know that.

Ray: Very clever this Dan Miller.

Cliff: Yeah. Well, at the time, Dan Miller's podcast was amazing with content, but there were some issues. So Dan and I got on our 30-minute call and he says, Cliff, I'd love to get your feedback. You tell me you listen to the show, what do you think about the show? What can be done to improve it? I said, Dan, may I have the permission to be frank and completely honest with you, realizing if I do so I'm jeopardizing any potential relationship that I could have with you if I offend you, but I'm going to go ahead and share with you because you've asked for some thoughts about the show.

Here's the deal. I happen to know that you're using a \$20 lapel mic from Radio Shack and the reason I know that is because I listen to your podcast and you talk about it all the time. People ask you what microphone do you use and you're always telling them I have this \$20 microphone from Radio Shack. Here's the deal. I have been talking about your book for at least a year now and I've had hundreds of people who have gone out and purchased your book and tell me that they absolutely love it. Every single person who has ever told me that they got your book love your book, it's radically changing their lives. Most of those people also went and checked out your podcasts, but eight out of 10 of them told me that they couldn't continue to listen to it because the audio quality is so terrible.

Ray: Ouch!

Cliff: He was like wow! I sit there and he says, Cliff, you know I get a lot of feedback about my audio quality and, quite honestly, I don't know what to do about it. I said, well, let's talk about it. He says what do you use in your studio? So I talked to him about all of the equipment I had and educated him on the difference between all the different stuff. He says, Cliff, that all sounds amazing. How much is all of that stuff?

I gave him a price about how much I thought it would be and he goes, I know that you sell this. Can you put all that stuff together, order that, have it sent to your house and then drive down here to Nashville and spend the weekend with me next weekend? I'm like, I'm there. I didn't even have to look at my calendar. No matter what was on my calendar it was going to be moved because there is absolutely no way I'm going to pass this up.

Get this. Two weeks after I made it a goal to just get to talk to Dan Miller, I'm actually staying in his guest room and he's taking me out to a show down in Nashville. By the way, he took me to the show in Nashville called Tokens. It's this really amazing iconic show in that area of Nashville that people love. It's kind of like a Garrison Keillor show, but it's kind of Christian-based and it's amazing. We were there that night and this show is huge and I was sitting there telling Dan I could so see how this could be turned into a podcast and blah, blah, blah. The funny thing is like three and a half years later the guy who was behind the Token show was actually my Podcasting A to Z student and I helped him launch his podcast.

Ray: Hang on, this gets to something I want to talk about. I have people ask me, I'm not exaggerating, Cliff, probably twice a week at least, somebody, one of my students, one of my clients or just somebody I know at church will ask, Ray, how did you start a podcast? Is that something that I could do? Should I do it? Is there any reason to do it other than I just want to do it? It seems like it would be hard. I get all these questions. You have helped a lot of people start their podcast. I know you're the Podcast Answer Man, so I assume we all think we know how you're going to answer this. Is it still a good time to get into podcasting and is it something that anybody should do? Who should do it?

Cliff: Here's the thing. I think anybody can do a podcast, whether or not everyone should I don't know. Here's the deal. When you create a podcast one thing I can tell you is that your heart and your care for people, or your lack of care for people for that matter, is going to shine through. There are some very successful people out there, Ray, that have valuable products and services and what they do for a living adds great value to people's lives, but to be honest with you they're kind of into it for the money. It is what it is, right?

What I will say is that there are some people out there and if their sole purpose of doing everything they do is all about maximizing their conversations, it's all about the money and

they're really not as concerned individually about how their work is benefiting people, no matter how much you try to hide it that's going to come through in a podcast.

You can write copy, you can write blog posts, you can write emails to your mailing list and that may not come through, but man your voice is going to reveal a lot. I will always give the disclaimer that an audio podcast is the best way for somebody to get to really know who you are, what you're about and what motivates you, so if you're not afraid of that then I think podcasting is great.

Let me tell you, there are a couple of reasons why I think podcasting right now is absolutely the single best decision you can make to take whatever it is, your personal brand, your message, your platform to the next level because there are several benefits podcasting offers that no other platform can even come close to delivering on.

Ray: Such as?

Cliff: The first big one is it offers you the smaller haystack. How do you get known in this world? How do we get noticed in this noisy world is what Michael Hyatt might say, right?

Ray: Right.

Cliff: Our message, our products and services, our business, our identity, our brand, is like a needle in this big, huge haystack of this world, especially in social media. So when you think about blogs that's what most of us turn to first. We create a website with a blog on it and there are over 400 million active English language blogs. That's a lot of competition. No matter what topic you're blogging about there's probably going to be hundreds of thousands of other blogs, if not tens of thousands. Certainly, even in the smallest niche there's probably still thousands of other blogs out there, so it's a pretty huge haystack.

Then everybody thinks okay, I'm going to have a blog and I do recommend that everyone have a blog, by the way. The thing is everybody says the next place to turn obviously is YouTube. Video is the next big thing. The problem with YouTube is that it is an even bigger haystack. In fact, the last stats I saw from YouTube is that they upload over 100 hours per minute of brand new video. That's over 4 million hours of video content uploaded per month.

Ray: Wow, that's astonishing!

Cliff: Yes, 100 hours of content per minute is uploaded to YouTube. So if you imagine that haystack your message is even smaller there, but when it comes to audio podcasts I going to use the word 'only' in front of 275,000 of them. That is actually a pretty small number when you consider 4 million as your competition. All of a sudden when you think of 275,000 audio podcasts that's not a lot out there. The reality is how many podcasts are there about the TV show 'Lost'? Maybe seven or eight. How many podcast are there about podcasting? Probably about nine or 10, maybe 12, certainly not thousands and not tens of thousands. How many podcasts are there about copywriting? Probably about five or six.

The cool thing is for you to create a podcast in a niche not only do you have smaller haystack, but if you actually sound great, have good production quality and you're consistent with your show it's very easy for you to rise to the very top and become the best in whatever industry or niche you choose.

Ray: Well, yes. If I can just interject one thing, something that I've noticed is that my show is like a variety show. I talk about a bunch of different things, but one of the key foundational pieces is copywriting. I've seen copywriting shows come and go. I've seen lots of people who are copywriters who decided I'm going to have copywriting podcast and that's how I'm going to get clients.

The key to what I just said is I see them come and go, but there's really only about half a dozen of us, as you just said. You know because you're the Podcast Answer Man, of course you would know. There's only about half a dozen of us who have stuck with it and just week after week, or whatever your schedule is, continue to do it. So even if you're looking at it from a standpoint of who else is doing it already, I wouldn't be discouraged if there's 20 people doing it because I guarantee you 15 of those people won't be doing it a year from now.

Cliff: Absolutely. The second benefit that's offered today from podcasting is this thing called the smartphone. The last time I did the research it was 1.75 billion smartphones in use one year ago. I'm sure it's gone up since then. The fact is that pretty much everybody you talk to today is either going to have an iPhone, an android phone or a Windows phone in their pocket and maybe even a Blackberry.

The cool thing is all four of those devices natively have the ability to install an app or already has an app installed that would allow them, for free, to consume your podcast and have every new episode automatically delivered to their device that goes with them everywhere they go. It's pretty awesome.

The other big thing about this podcasting and this is what blows all the other platforms away, no screen time required. I don't know about you, Ray, but in Twitter I see tons of all these links to great blog posts and I'm like, man. I really want to read that but I don't have time. I'm front of my computer, I should be working and I get lost in this stuff. I don't know if you've ever checked Facebook for a few minutes, get into your timeline and see a funny video which leads to another funny video and before you know it you're not doing the things that you should be doing.

Ray: No, that has never happened to me...just last night.

Cliff: Okay. It happens to me way too often. So the problem with blog content and video content is it requires screen time and almost every time I'm in front of a screen where I'm giving it my attention there are other things that I could be doing and certainly other things that I should be doing other than reading this content. Here's the cool thing. With an audio podcast there's no screen time required and you often and almost always have a 100% captive audience

Imagine this. You've got somebody who has downloaded your most recent episode and now they're sitting on an airplane for the next two hours and they're listening to the most recent episode of your podcast and their other favorite podcasts. They can be completely tuned in to every word while they're on that airplane. Not only that, but people who commute to work. Did you know there are over 92 million people who drive to work every single day one way? The average commute time is 26.2 minutes.

Ray: I did know that because I've heard you say that before.

Cliff: Exactly. So you've got all these people who are driving and sitting in traffic and rather than listening to mind-numbing morning radio DJs they could be listening to you and they should be listening to you and they will if you have such a podcast.

Ray: Yes.

Cliff: There are people out there walking their dogs. There are millions of people with a gym membership, on their ellipticals, treadmills, out running through the neighborhood. Ray, over the last couple months every single day for my wife I've made the decision that I'm doing the dishes for her, so I listen to podcasts while I'm doing the dishes. No screen time required, I can drive my car, do the dishes, work out on the elliptical or do any of these other things and be listening to every word, every syllable that you speak in your podcast and I can still be 100% focused on the task in front of me.

Ray: That's huge.

Cliff: It's extremely huge. Here's the deal. You and I both know Michael Hyatt. We both know him to be probably one of the most intentional men about every aspect of his life, about what he chooses to do, right?

Ray: Yes.

Cliff: I'm blown away to know that Michael Hyatt listens to my podcast on a weekly basis and has done so for years. That is about an hour a week of Michael Hyatt's attention every single week for years. That's mind blowing that I have that influence in his life and it just blows my mind. I can guarantee you if I was a prolific blogger he wouldn't be spending an hour reading my blogs and if I had all the most amazing video content in the world I'm pretty sure he's not going to be watching an hour of my video content every week.

Ray: Well, it's because of what you said, it requires no extra time to do it. I'm a marketer, I'm not just a marketer, but that's one of the things that I'm most passionate about, so just in terms of marketing I know of no other medium where you can gain the influence, the trust and the familiarity, even the intimacy, if I can use that word, with other human beings than through podcasting.

Cliff: Absolutely. We'll get to why that is in one second, but the cool thing is that the next benefit ties back to the story of Dan Miller. The next benefit that podcasting will offer you is the ability to connect with mentors and experts.

Ray: Yes.

Cliff: This is the most exciting thing. For example, if you have somebody who is a celebrity in your niche, somebody you look up to highly, a mentor, somebody that's an author of a book, chances are if you're really looking up to them most of them are probably really great guys. If you were in their hometown and you send them an email and invited them out to lunch and said I'd love to buy you lunch, can I buy you lunch, there's probably a good 10 to 30% chance that you're going to get a yes.

Chances are it's not going to happen all of the time. However, if you have an audio podcast and you've been doing it consistently, you produce a great show and you have a loyal audience that is surrounding your niche that really values the kind of content you're

sharing, I have found that so far I have never once been turned down by anyone I've looked up to for an interview for my podcast.

Ray: The same is true for me.

Cliff: I've never been turned down. Now, here's the deal. Are there going to be some celebrities out there that maybe aren't going to have time for me? I haven't done a health and fitness podcast and I haven't asked Arnold Schwarzenegger to be on my show to talk about muscle building. However, I can tell you I do have Pursuing a Balanced Life. This is the first time I think I'm going to announce this publically and this is going to be one of those crazy goals, but I do have a goal to be on the front cover in the future of either Men's Health or Men's Fitness Magazine.

Ray: Wow! I did not know that you had this goal. That's pretty amazing. You sure you don't want me to edit this out?

Cliff: No, don't edit it out.

Ray: Okay

Cliff: It's going to happen one day.

Ray: All right.

Cliff: So here's the deal. I do have this passion for strength training and basically body transformation. I don't want to look like Arnold Schwarzenegger, I don't want to look like a bodybuilder and that's why I'm not doing Muscle and Fitness Magazine, but I do want to have a very strong and ripped physique. I would love to say, Arnold Schwarzenegger, can I talk to you and do this. I've never done this before, but I would say even somebody like Arnold Schwarzenegger, Ray, you know I'm a straight shooter and as honest as anyone out there, I probably have an 80% chance that he would say yes if I was to pursue it.

Ray: Yes.

Cliff: I would say that is a very realistic expectation that I could get Arnold on my podcast.

Ray: Yes.

Cliff: So connecting with experts and mentors. The cool thing is it's by connecting with these people that I met Dan Miller. To wrap that story up very quickly, I helped him set up his entire new studio that weekend I spent with him. Afterwards, he started referring all of those people who asked, hey Dan, I want to learn how to do a podcast like you do. He sent them all to me.

One day he sent me an email that says, Cliff, my friend Michael Hyatt, you've heard me talk about him on the podcast, he was just over here the other day and he asked me what's the number one thing I do in my business that moved the needle forward more than anything else and, of course, I told him it was my podcast. Then he asked me, how do you do a podcast? I told him you've got to talk to Cliff Ravenscraft. So here I am in an introduction between the two of you.

Then Michael is like, hey Cliff, I just purchased a couple of your tutorials. This is great, if I need anything I'll reach out to you. Then he reached out to me and says, Cliff, can you come down to Nashville, I'd love to spend the day with you and ask you some questions. I'd love to hire you to be my coach. That's how I got with Michael Hyatt and then, of course, Michael Hyatt sent me to other people and one thing led to another.

The cool thing is once you get one, two or three very highly-influential people like this and you become the guy they worked with to achieve success in whatever area that you're an expert in, then all of a sudden the other people who look up to them as well who are also very influential, successful, well known people with large followings, they say Michael Hyatt, Dan Miller, Ray Edwards, where did you guys... You've got to talk to Cliff Ravenscraft.

What's funny, Ray, is that this guy emailed me nine months ago and says, Cliff, I've been thinking about somebody else's course, but I'm thinking about your course. I heard a lot of people talk to you. Can you tell me the difference between your courses? You know me, I'm soft sell. I'm like, well, this course has a lot of value over there, but this is my course and this is what it is. Here's what I can tell you, I'd love to have you as a student. He says, I'll get back to you.

I never hear from him after nine months and then all of a sudden I get an email from a guy who is pretty well known. He forwards me an email and says, hey, I just want to let you know. I'm not able to go into great detail, but the question you're asking about launching a podcast and who you should work with, I'm going to just go ahead and carbon copy Cliff Ravenscraft here.

So this guy nine months later is asking this other person who should he work with and now he gets pointed back to me. The phrase that I often get is all emails lead back to you and that is how things happened, Ray. It's by connecting with these experts and mentors because I had a podcast that allowed me to start those relationships which then propelled me forward.

Ray: What I feel and what I've told people is that if you have any kind of message that you want to spread to a wider audience or anything you need to market, even if it's local, you don't have the ambition of becoming an internet billionaire, even if you've got a local business I feel like having a podcast is a great way to get people to know, like and trust you in your business and if you have a message.

It doesn't have to be about making money, there are some fantastic podcasts that are about storytelling or about important issues in people's lives, like how do you get over the grieving of losing a child. There's such a variety. Any message you need to get out or anything you need to market, I think this is possibly the best medium to do it. Would you agree with that?

Cliff: I would. In fact, you were talking about how it would work for anybody. I have a guy who is a family law attorney who basically spends his day helping people get divorced. You can imagine that's a very geographically located business. He's licensed in a certain state and area and stuff like this. So to have an international audience, how is that going to benefit his business?

What he did is he created a podcast called Stay Happily Married and this is a massive success for him. Basically, he's taken all the things that he's learned about what causes

marriages to break down and he tries to help people with positive reinforcing content about how to stay happily married. How amazing is that?

Then there was a dentist down in Florida who has a dental practice and he created a podcast called Ask the Dentist, I think is what it's called. He created a podcast where he would take all of these things where he's having clients who needed to have a tooth extracted or whatever and the question is do they get a root canal and a crown, do they get a bridge, do they get an implant. They can't have an hour-long conversation about each of the drawbacks and benefits of each of the different options that are available. Instead, they get 15 minutes of an explanation and a pamphlet they are sent home with, right?

Well, what this dentist did is he created a podcast and one episode is one hour on the benefits and drawbacks of root canals, another episode is the drawbacks and benefits of implants and then the drawbacks and benefits of a bridge. All of these other common questions that he wished he could spend an hour explaining to his patients, he recorded as individual podcast episodes and what he decided to do was make it available to everyone in the world.

Specifically, what he does when he's in the office and somebody is faced with a tooth extraction he says here's the deal. You're faced with these three options. Here's that brochure, here is a brief overview from me explaining it, but also on the back of this card I'm going to write down three Web addresses. It's going to take you to episode 17, 18 and 19 of my podcast and it's going to give you one hour each that talks specifically about all of the different options available to you. How amazing is that?

Ray: That is amazing and it helps his customers, his community and his business all at the same time.

Cliff: Here's the deal. If I need a dentist I'm halfway tempted to go to him because I've developed so much of a rapport with him. I've come to know, like and trust him because he's been such a valuable source of true and valuable advice, but am I really going to get on a plane and go down there for a root canal? Probably not, but I can tell you this. Anybody on Facebook, anybody on social media, any of my family, anybody who lives in Florida or within two and a half hours of him says I need some tooth work done guess who I'm sending them to, Dr. Joe Valenzi.

Ray: Yes. That is a demonstration of the power of having a podcast. So if somebody is listening to this right now and they're thinking, I think I might like to do this, you guys have convinced me this is a good idea, what's the very next step they could take to get the ball rolling?

Cliff: What most people do and I think it's a mistake is they immediately jump out there and start looking at all the technical aspects of podcasting. They'll spend probably the next several weeks or even months sometimes researching what equipment to buy. They'll buy equipment that's not really going to suit their needs very well. They'll try to figure out what an RSS feed is and how that configures into their website and all this other stuff.

Chances are they'll eventually figure all that stuff out and they'll create a podcast, but actually 90% of brand new podcasters never make it past episode number 7. So my recommendation for folks is to ask themselves some pretty foundational questions and what I've created is this thing called the blueprint for a successful podcast. What I try to

help people do is find out and create a blueprint for what is the purpose of your podcast, what are the goals that you have associated, what is your reason why.

First of all, if anybody tells you that creating a podcast is easy let me tell you they've lied to you. The reality is that at first it's very difficult and time consuming. It gets a little more efficient and processes become ironed out over time, but those first couple months. Ray, you'll remember, it took a long time to produce each and every episode.

Ray: Yes.

Cliff: If you don't have a good enough reason why and if you can't easily point back to this is why I'm doing this and this is what I'm going to achieve if I'm successful, then you're not going to make it past that seventh episode. There are other important things. There are people out there that create a podcast and it's like, well, I'm obviously just going to talk about this, but they don't know who their target is or their target audience is everyone. They don't know how often they're going to produce their show, sometimes they figures I'm just going to do this every single day because that's what I see other people who at the top of iTunes doing and that's obviously what I should be doing.

They don't think about all these things, but I have 12 different aspects that I help people look into when launching a podcast. This coming Friday I'm actually doing a webinar on this blueprint for free, if anybody is interested.

Ray: You didn't ask me to do this, but I'm going to make a statement. That is, if you are even remotely considering the idea of starting a podcast you need to join Cliff on this webinar. For now, forget about what microphone do I use, what's an RSS feed and all that stuff. Forget about it. The things you're talking about in this blueprint, Cliff, I can vouch. These are the important questions to answer first and your webinar is free, so what has anybody got to lose. What's the address for getting on to the webinar?

Cliff: Sure, to sign up for free just head over to PodcastAnswerMan.com/blueprint. Again, that's PodcastAnswerMan.com/blueprint. Ray, I will tell people it is absolutely free and there's no hard sell or anything like that. I am doing this webinar to promote my Podcasting A to Z Course which is a paid training course, but here's what I will tell people who sign up for this.

1. You will get the blueprint. You will walk away with the blueprint and at the end of the webinar there'll be two options for you to get all that technical stuff
 - There'll be the free option which is my LearnHowtoPodcast.com tutorial, which you can go ahead and look at if you want to, or
 - There is Hire Cliff as Your Personal Coach for Four Weeks Through this Group Training Course option. That option will have a discount code available to your listeners.

Do you remember your affiliate code, Ray? It's actually RaySentMe.

Ray: RaySendMe. Now I remember it.

Cliff: All one word. So if anybody is interested and you want to go ahead and look to see what Podcasting A to Z is, you can look at PodcastingAtoZ.com. The discount code RaySentMe will get you \$500 off the cost of the course, but again the webinar for the blueprint is absolutely free and there is no hard sell at the end of it. It's just going to be an option of the next steps after you have this blueprint is either go out and do it on your own for free or if you would like my assistance over four weeks I have a paid course and I'd love to be your personal coach.

Ray: Yeah. Another thing you haven't asked me to do and you didn't know who was going to do this, but I have a friend who has been through your paid course and he's a physician. He doesn't know I'm going to tell this story so I'm not going to say his name, but he's a medical doctor and he took your podcasting A to Z Course. Cliff, you think you're very forthright, plainspoken about things. This guy, I've known him for over 10 years and he is the most blunt talker I have ever heard.

He has looked at products of mine or books of mine and said, Ray, this doesn't cut it. It's not good enough. Let me tell you the things that are wrong with it. That's the kind of guy he is and we're still friends because he does it out of concern for my reputation and he just wants things to be excellent. I asked him, what was your experience in the Podcast Answer Man A to Z Course? He said, Ray, it is without a doubt the most thorough, most valuable per dollar investment I've ever made. I don't have a bad thing to say about it.

Cliff: Wow.

Ray: Coming from him that is unheard of. I've never heard him give anybody else that kind of endorsement.

Cliff: I am extremely blessed and honored by that. The cool thing is, Ray, I can tell you that that's the feedback I get from every single student. Believe it or not, I have over 500 students who have registered for this course, 100% satisfaction all the way.

Ray: 100%.

Cliff: 100%, not a single refund requested.

Ray: That is amazing and speaks for itself. The course is fantastic and if you go to the webinar this Friday it is free, there will not be a hard sell. I know part of what's in the blueprint and I know it's going to be extraordinarily valuable to you. Even if you don't take part in the paid course, you can take this blueprint and you'll be so far ahead of everybody else who will still be trying to figure out what microphone to use, which is not the most important thing. So I highly recommend this webinar to you. Again, Cliff, give the address for the webinar one more time.

Cliff: Yep, it's just PodcastAnswerMan.com/blueprint and that blueprint for your successful future podcast is exactly what you'll walk away with after you attend this free webinar.

Ray: There will be link in the show notes for this episode, so easy to get to the webinar and I highly recommend that you attend it. Cliff, thank you for your generosity in spending so much time with us, I really appreciate it.

Cliff: That you, Ray, it's always a pleasure, my friend.

What to do Next

Ray: All right, thank you, Cliff.

Sean: All right, that was awesome, Cliff. So you can find the show notes for this episode including the transcript by going to RayEdwards.com/189. If you received value from this show, please consider subscribing in iTunes using the Apple podcast app. If you'd give us a rating and write a quick review in iTunes, as well, that would be awesome. But simply subscribing helps make our show more visible to people just like you, people who might benefit from what we have to share. We appreciate your help. Any parting thoughts?

Ray: Yes, make sure everything you do benefits others. I pray that God continues to bless you and that He does more for you than you expect or you can even imagine. See you next time.

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