



Ray Edwards Show, Episode 344

Enhance The Power Of Your Message

Female Announcer: Coming up on The Ray Edward Show.

Danny Ozment: It doesn't matter how good the story is or how beautiful the imagery is, you're actually pulled out of the experience, and YouTube actually tested this. They found that people click away from their videos quicker if the audio is bad and if the video is bad.

Ray Edward: *Ray Edward Show* Episode 344, enhance the power of your message.

[music]

Male Announcer: The Ray Edward Show. This is the podcast for prosperity with purpose.

Ray: So many people that I encounter have a very important message to get across to world, and it may take the form of something they need to say to a certain tribe or group of people or may take the form of a product or a service that they're selling in the marketplace. It may be, and probably is, and should be all of those things combined together. Yet, even though many, most, I would say, most of the messages I encounter from people are important and deserve a hearing, deserve to be delivered to their audience, most of those messages don't get where they need to get because they're not presented in a powerful enough way.

How do you enhance the power of your message so that it's amplified to the point it can be heard by the audience who needs it? That's the subject of our discussion today with Danny Ozment. Who's a member of my Empire Builders Mastermind Group and is someone who can help you increase the power of your message. We'll be talking to him about that. Plus, coming up, is your destiny set, is it fixed or can you change it? Can you affect it? Then we'll have the three reasons that you need to start using Instagram TV now. It's now. It's not a question of should you, it's a question of when would now be a good time to start doing it? That's all coming up.

Male Announcer: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray: This week's Spiritual Foundations segment was inspired by a sermon from Brandon Cox. I would encourage you to check out his website at B-R-A-N-D-O-N C-O-X, brandoncox.com. He's a leadership coach, a purpose-driven pastor, and he's got a long history as a blogger and does some great work. I'm really impressed by his stuff. I want to talk to you today about how to be successful. This is really about destiny, because we think of our destiny as this grand overarching design for our life, and hopefully, we pray and believe, and I think in our secret heart, are convinced that we have a big destiny in store for us if we can just live up to it.



We disguise this by talking about it in terms of success. We eat up books and tapes-- Well, tapes. Now I've shown my age. We eat up books, audios, videos, seminars and workshops about how to be successful, but we should realize what is the definition of success? It's not a destination. It's a journey which is a cliché, but I love the definition of success that was given by Earl Nightingale, who said, "Success is the progressive realization of a worthy goal." You can begin being successful right now if you start making progress towards a worthy goal. What's a worthy goal? It's one that is noble, is beneficial to you, beneficial to the world, and beneficial to other people.

That's a worthy goal. It's a goal that's moral, ethical, and legal, of course, and success is the progressive realization of that goal. If you're making progress towards that goal, then you're already successful in a sense, in a measure, but there are greater measures of success. We should remember, my second point is, that success is not gained overnight. Even if you enter into a new endeavor and you are successful very quickly, that didn't happen overnight, it happened through years of preparation. Everything's that happened to you up until now has led you to the place you're able to have this "sudden success". Success is not gained overnight.

My third point is, and this is where we're going to camp for a while, success can be lost overnight. Yes, it can. Can you really lose your success overnight? Yes. Now, a living person can only be described as being in the process of becoming successful, no matter how much they've achieved, no matter how much money, how big an audience, how influential, how well they conduct their behavior, they're in the process of becoming successful because tomorrow could be different. One of the more dangerous decisions we can make is to declare ourselves successful based on what we've done so far. To say, "Look at what I've done so far, I'm a success." That's dangerous.

Why is it dangerous? Because we let down our guard and we forget that success is a progressive realization of a worthy ideal or a worthy goal. Even if we achieve the goal we set yesterday, our nature is that we now have a new horizon to stretch for. Think about King David of Israel. When he was a kid, he killed a lion and he killed a bear with his bare hands. Not bear hands, as in he had the hands of a bear, but he was weaponless and he killed a bear. As a teenager, he defeated a giant named Goliath. You know the story of David and Goliath. As a young man, he was anointed king in the place of the current king, Saul.

King David led his nation in great military victories and freed them from domination by the Philistines. He was totally successful, but in mid-life, David apparently decided that he was successful, that he could have anything he wanted, and that he deserved anything he wanted. A single decision that he made overnight nearly ruined everything for him, for his family, and for his nation. He committed adultery with Bathsheba. You maybe know the story, he saw her bathing on a rooftop, which is questionable how that happened, because it seems like it wouldn't have happened by accident.



It seems like this would have been a decision on his part to say, "I know this woman gets naked on this rooftop every day. I'm going to go look, I'm going to enjoy the sight." That led to him committing adultery. Then he covered it up. Then he had a man, his friend, Uriah, killed so he could keep covering it up. Uriah was Bathsheba's husband. Things got worse and worse for David and for his kingdom. He ended up losing a child, losing a friend. Yet, David is remembered as a man after God's own heart. How in the world did that happen?

Well, there's two lessons that we should learn as we aspire to success and a great destiny. There's two lessons we can learn from this. Number one is, there's a thing called grace. You hear me talk about it all the time. Read Psalm 51 sometime. You can see how king David was redeemed and forgiven. He went on to become one of history's greatest worship leaders. That's really what he was, a worship leader. He kept his nation safe and protected over 40 years. He found success again because he found grace.

He found grace in a way that didn't really exist in the religion of Judaism, or the life of a Jew in that day and age. He reached into the coming new covenant of grace. He saw God's heart. This is why I believe he's known as a man after God's own heart. He saw the heart of God for redeeming mankind and realized there was an age to come. Maybe he didn't realize it in those words, but he realized there is more that God wanted than just the following of rules and sacrificial rituals. God wanted something more, more of a relationship with people, more grace. David reached into a future covenant and accessed heaven at that level. So, there is grace.

The second point to remember, though, is there is a cost. Yes, there's grace, there's unmerited favor. Yes, we're forgiven. We're already forgiven for every sin we've committed and for every sin we will ever commit. Yes, there is healing, there is recovering from our own mistakes, and sins, and shortcomings. There can be reconciliation, there can be restitution. We can make things right in some cases. If you've killed your best friend because you wanted his wife, you can't make that right, but you can restore relationships, you can beg forgiveness.

However, there still are consequences. This is not punishment, this is not God saying, "Okay, you did this terrible thing, so I'm going to punish you." It's the result of our behavior that we often have to endure, not as punishment, just because this is the way the world works. If I behave by jumping off the top of a skyscraper, God may forgive me, I am forgiven. There is grace for my stupidity in jumping off the skyscraper, but the consequence of smacking into the pavement is still going to happen, most likely.

We are sons and daughters in the kingdom. We're also stewards, stewards of the capacity for leadership that we have. Maybe we lead one other person, maybe we lead only ourselves, maybe we lead a group of people, maybe we lead a large number of people as thought leaders. With whatever capacity to lead we've been given, comes accountability. The Scripture says that we shouldn't really aspire to be



teachers because we're held more accountable. When we're faithful with a little bit of responsibility, we're given more.

This is a biblical principle. It governs not only the kingdom of God, but it governs the whole cosmos, the whole world. Just in the world if you don't believe in God, you don't believe in the Bible, you can still see this principle at work, that if we're faithful with a little bit of responsibility, we will be given more because people are looking for someone who can take on the responsibility. Until we're unfaithful, we can get more and more responsibility, more and more influence and impact in the world, but when we're unfaithful, we often lose all the influence we had before.

We've seen it so many times, not just in church leaders but in Hollywood stars, in political office, in the president's office. It's often over power, way too often it's about sex. Lives and relationships are destroyed. Trust is completely obliterated, and the bodies of people are left behind in the carnage of our unfaithfulness, but that would never be you or me. That's other people, right? Well, this is the thing that-- I don't believe in scare tactics, but this should make us a little bit wary. They should make a scared, I'll just say it like it is. This should be scary to you.

It can change in a single night. That's what it did for David. It changed in a single night. He saw Bathsheba, he made a decision, he committed adultery which led to murder, cover-up, lies and worse. Remember, it can fall apart in a single night. You may be at the top, you may be the king, you may be ready for anything, so you think, but you have to be on your guard against the temptations that inevitably will face us if our influences expanded at all.

Often our influence is expended for good reasons because we're good stewards, we're good leaders, we're good sons and daughters in the kingdom, and yet, temptation can pop up at the worst possible moment as if someone was out to get us, and we can give in and we can destroy all of our progress. God's not punishing us by having us suffer the consequences, we're simply encountering the way the world works. Despite the fact that we are forgiven, that we are under grace, not under the law, our behavior has consequences.

So, what we do? Now that I've scared the pants off of you, what do you do? Well, you stay in conversation with God. You do that by praying. Praying, let's just be clear about praying. It's not holy mysterious incantations, it's talking to God, being in dialogue with God, we stay in His word, in the Bible, which is the word of God, and in the presence of Jesus who is the word made flesh. The word is not just a book. Look, you got to be careful about this thing about worshiping the book. The book is just a book. It's important, it's paramount to our faith, but it's more important that you have a relationship with the author, not with the book.

Stay close to Jesus, stay close to the people that God has put in your life who love you. Stay humble, depend on the power of the Holy Spirit who resides inside you. Stay committed to the path that God has put you on, and don't believe your own



press releases about how successful you are. Remember the words of J. J. Watt who said, "Success isn't owned, it's leased, and the rent is due every day."

Male Announcer: Now, simple hacks that make life cheaper, easier and faster. Ray's Tip of the Week.

Ray: Okay, on a lighter note, the tip of the week is about why you should start using Instagram TV right now. People are debating over this, they're upset because it's all vertical video, which, get over that, that's how people watch video now. What bothers people is not vertical video, what bothers them is if you insist on doing horizontal video, so there's a little tiny video in the middle the screen and big black bars above and below it, they hate that. Be appropriate to the medium and just get over the vertical video.

Beyond that debate, the question that always comes up when a new platform opens up is, "Should I put my time there? I'm already on Facebook, I'm already on YouTube, I'm already on Instagram, do I need one more thing?" In this case, I would say the answer is yes. There are three big reasons why I would say yes. Number one, this allows you instant deeper relationships with your current Instagram followers. Even if you only have a hundred, you need to have a better, deeper relationship with them. This is the way to do it, because you can do longer form video.

Number two, and by the way, Instagram will promote your stuff to the people that already follow you. Think about that. They'll promote your IGTV stuff to people who already follow you on Instagram. That's powerful. Number two, reason number two you should be doing Instagram Live, Instagram TV now is you can be early on a significant new platform. I missed so many opportunities with YouTube, with Instagram itself, with Facebook, because I didn't seize the day when it was new, when I had a little bit of an advantage, an early mover's advantage.

I'm not missing that now with Instagram TV. I'm on it, and you should be on it too because if you're on in the early days, you have an advantage over people who come on later. It's never too late, it's not too late to start a YouTube channel, it's not too late to start an Instagram feed, but it's definitely not as easy as it was to get a big follower base, as it was back in the early days. Be early on this significant new platform. It's not going to go away, it's Instagram, for crying out loud.

Number three, it's an easy way to do daily video. Now, daily vlogging is hard. I tried it and it was too hard, and I just stopped. If you follow my YouTube channel, you already know about that. You know the story of why I stopped trying to do daily, trying to have a commitment to daily blogging. But this is the way, if you can sit down for just a couple minutes and speak to your Instagram followers on your phone, you can do video every day, and that's important.

I believe that is important because it gives you a way to connect with people every single day in a personal fashion. There's no other medium that can match the power



of this one for visual contact, and there's no easier way to do it than Instagram TV. There are three reasons to start using Instagram TV now, today. What are you waiting on? Pause this podcast and go do some Instagram TV and come back and listen to the next segment, which is about enhancing the power of your message.

[music]

Male Announcer: Now, our feature presentation.

Ray: Now let's get right into it, Danny Ozment is an expert in the realm of producing podcasts and not just producing them, but at a professional level helping make them impactful and powerful. Enhancing the power of the message of the podcast so that you're not only not distracted by extraneous noise and bad sound quality and bad editing, more than that, you're attracted by the powerful, clarity, sound, organization and production of a well-made podcast. Listen to this conversation.

[music]

Okay, hang on. This is Ray with a bit of irony for you. This episode is all about audio quality for podcasts and the audio quality on my side of the conversation sounds awful, it's terrible. I had Danny check out the setup. I would have done a lot better, but I didn't. Think of this as a comparison between what an amateur sounds like, that's my side of the conversation, versus what a pro sounds like, that's Danny side of the conversation. You want help from a pro like Danny when it comes to putting together your podcast. Think of this as an A/B experiment. You can hear the difference. Sorry about that, Danny, but let's make the most of it my friend. Now, on with the show. Danny, welcome to the show.

Danny: Thank you. How are you?

Ray: I'm fantastic. I'm even better now that I'm talking to you. You're there in your professional studio, I can see it on the screen.

Danny: [laughs] Well, you just got back from Hawaii. I'm kind of jealous of that.

Ray: We're going to be there together first of the year.

Danny: Right, exactly, in January.

Ray: The big mastermind meeting. I've gotten to know you through our Empire Builders Mastermind Group and you've got this fascinating history and things you're doing right now. Why don't you give people a paragraph or two about who you are and what you do and why you do it.

Danny: Who I am and what I do. Well, I spent a long time pursuing a dream that I'm still working in. I was a musician starting out. I actually have a master's degree in conducting, the guy that gets up in front of the orchestra and waves his arms. I did that for a long time, I did that for 10 years professionally in D.C., working at the



Kennedy Center. That's where I met my wife. In 2008, my daughter was born, Elena. Elena actually suffered a brain injury at birth, which has resulted in cerebral palsy. What it meant for us practically at the time was that one of us was going to need to stay home.

Both of us were successful working musicians, which is pretty rare [chuckles] for a lot of people. We actually had salaried jobs where we were getting paid full-time. She happened to have the benefits, the health benefits. I was volunteered, voluntold. I was part of the [chuckles] decision too to leave and try to figure out something on my own. Luckily, I had been messing around with recording and editing and mixing things for 10 years at that point, and decided that I could try and start a home studio, which is what I did. In about two years, I was able to move out of that full-time job and move home and be with my daughter, so that we could be flexible if there were appointments and things like that.

I did that for a while, and then in, I guess it was 2010, I discovered podcasts. I was late to the podcasting game. I started listening to some podcasts that really helped me out. Really helped me get through a lot of the trauma of my daughter's birth and the experiences and the daily life that we were living, and some of the frustrations that I had. It just really moved me, the medium of podcasting really moved me. I decided, "Well, hey, I do this recording thing. I can probably get into helping podcasters sound better," at the time, because I was noticing that a few of them weren't sounding really good at all. [laughs]

Ray: You're so gracious.

Danny: I know, exactly. I actually reached out to some podcasters and I said, "Hey, I really love your show, but it sounds terrible. Please, let me help you." I started doing it for free and worked with some really great people that way. As I've worked more with it, I've just done it more professionally until two or three years ago it finally became most of what I do is working with podcasters, helping them launch shows, helping them produce shows, helping them make their shows sound better. I really believe in the medium. Today, when it's so hard for people to walk an inch in someone else's shoes, let alone a mile, I think podcasting is a form of new media where we actually get to hear people's stories and we get to hear messages that can be laid out in a much longer form, and we can actually understand what's going on in other people's lives. That's why they're powerful for me.

Ray: It's so well said, because I remember when I was a kid, we use to make these long road trips and we'd listen to AM radio at night. One of my favorite shows were the CBS Radio Mystery Theater. They told these elaborate stories on the radio. I feel like podcasting is like the revival of that art form in the form of new media. Why was so much video content available and so many people into video watching-- Not TV now, but watching just video content? Why is podcasting still so powerful? Is it on the rise or is it diminishing?



Danny: Well, it's definitely on the rise. Addison Research and even Nielsen have done a lot of research over the past almost 10 years now, and podcasting has seen steady 2% to 4% growth every year, where you've seen plateaus in video content, you've seen people get used to it or blogging content the same way. People get used to it and they know it's there, but podcasting has grown. I think it's practically because it's easy to listen to podcasts in a lot more places. You can listen on the job, at the gym, while you're walking your dog, while your driving a car, while you're naked in the shower in the morning, listening, while you're curling your hair. It's accessible and it's easy to use.

But like I said, it is a medium where you actually have the time to get to know someone, to get to hear a story. One of the podcasts that I first stumbled into and really fell in love with was Joe Rogan's podcast, where literally three or four times a week, he's having three-hour conversations with guests, talking about many, many, many different subjects and it's a type of show where you discover things that you never even knew existed, or you hear points of view that you've never even considered.

Because, for me, I grew up middle class, white kid in the suburbs, a lot of stuff I never knew existed, or never knew some of the trials and tribulations that people were going through because I never faced them, I never saw them. I went to a nice university and had a college fund that my grandfather setup for me. I never had to worry about much. I think that's why, those two reasons. The practicality of being able to multitask while listening to podcasts and learning stuff, and the long form nature. Also, there's an intimacy. There's an intimacy when you're millimeters away from someone's eardrums and your voice is there. You can influence and impact, and all those words that we like to use. [laughs]

Ray: At first, when I started listening to Tim Ferriss's podcast, I was put off by-- Because I came from radio, which is all about brevity. Too much brevity, in my opinion, so much brevity that we ended up being replaced by iPhones. That's another topic of conversation, though. I was put off because Ferriss's interviews sometimes were two or three hours long, and then I figured out I love this, because I get to hear stuff I will not hear anywhere else, because it's just the serendipity of conversation.

How does that apply to a business person who is thinking of starting a podcast to further their business enterprise? They can't do three-hour interviews with famous people because they probably don't know that many famous people. Or even if they do, they don't feel like they have that skill set. How does this apply to a business person who's building a platform or wants to be a speaker? Anybody in business, how does it work for them?

Danny: Well, the main thing for me-- There are two main reasons that it works for business people, for entrepreneurs, for anyone who's not interviewing famous people [chuckles] for three hours, it's building a relationship. Think about it this way, the bond that you would build if you spent, let's say, the average-- I think last year,



the average podcasts was 22 minutes weekly. This year, people are enjoying 45 minutes every other week shows or something like that. So, if you spent that much time every week in the car with your friend or at your job, or working out at the gym, talking to your friend or listening to your friend, and then you also have them with you in the morning as you were getting ready, you build a bond pretty quickly.

That level of knowing the person, liking them and trusting them is accelerated with the podcast. Again, if you speak for-- The second reason is really the authority that you can build, the expert status you can build. If you talk about something for a half hour a week, pretty quickly in three, four or five weeks, you're going to cover a lot of stuff and people are going to know, "Oh, they know what they're talking about, and I need to listen to this person. I need to trust this person because they wouldn't be able to talk this much about it, they wouldn't be able to share this much knowledge, tell me these stories every week that relate to this point that they're making or this problem that they're helping me solve if they didn't know what they were talking about." They know they can trust, and then authority and power and expertise that you get is very effective in podcasts.

Ray: What do you think about-- I'm just going to bring up some things that I see happening. Well, I have an opinion about it, but I want to hear your opinion first.

Danny: Sure.

Ray: People trying to do, professionals, guys or women who have good-sized businesses, good-sized footprint in the marketplace, they decide they want to do a podcast, and the first thing they do is they have it scripted. What do you think about that?

Danny: Yes. Scripting is-- I go back and forth, because for me, I actually prefer to script my own show, but it's a loose script where I then play off of it. I know exactly what I'm going to do. I'm the type of person, even though I have a podcast, I like to stay behind the desk, the console. I want to edit the show, I want to coach people, I want to do that. Even though I was a performer, I'm an introvert, so I feel more comfortable with a script. However, I practiced long and hard to make sure that I could sound unscripted.

I tested and I made sure that I asked mastermind groups, I was like, "Hey, listen to my podcast. Tell me if you think it's scripted or not." I worked at it and worked at it and worked at it. It actually helped me with my copywriting skills and things like that by scripting that stuff. But for most people, if you have the gift of being able to talk, all you really need are bullet points, talking points to keep you [chuckles] organized and keep you on track for where you want to end up in the episode. Most people like-- For instance, I'll take myself. I have seen [chuckles] right now maybe 15 or 20 podcasts in several different podcasts apps on my iPhone that I listen to. I would say that at least 18 out of the 20 are not scripted.



They are people that just talk, they are authentic conversations, and as much as I talk about editing podcasts and needing to make things sound intelligent or clarify things-- If you were to start asking me a question and you essentially rephrased it three times, I'd cut out two of those phrases. I like Joe Rogan's podcast which is completely unscripted and completely unedited, because it's real and it's authentic. So, I'm one of those people that goes both ways. I like an authentic podcast that's unedited, but at the same time, I script my own and would feel lost if I didn't at least write down my thoughts. Then I also have a blog post to use [laughs] at the same time, dual purpose.

Ray: I like your approach. I tend to be more unscripted. We have an outline. The problem is, most people cannot read and sound as if they're not reading. It sounds like they're reading and it's totally boring. I just blank out and I'm sure all their listeners do too, all seven of them.

Danny: [laughs] Yes. If people want a script for the first five episodes or so and really get into it, I found myself that after I did 5 to 10 episodes, I was going off script so much that I just cut it down to more of a bullet-pointed outline, that type of thing.

Ray: We have an editor, and that really helped the quality of my show a lot because he goes through all the stuff that makes me sound like an idiot. He cuts that out, most of it. I think every once in a while he'll leave something in just to keep me humble.

Danny: I do too. I leave stuff in to make people sound human. That's the thing, you can edit the snot out of something.

Ray: You got to let your personality come through, who you really are. You can be a CPA, and that's the most boring thing you could possibly talk to me about is CPA stuff. Mike Michalowicz has a podcast about accounting that's fascinating. I love listening to that Profit First podcast, because his personality is not what you would expect from a CPA. He's over the top, crazy, wild. I need a CPA like this. Actually, I have one like that.

Danny: [laughs]

Ray: Okay. What about this? This mystifies me as well. I think I know what your opinion will be on this, but you surprised me with the scripting thing, so maybe you'll surprise me with this one too.

Danny: Sure.

Ray: I see people who have a six or seven figure business and they want to start a podcast. Good idea. They want to start it for the right reasons, to build a bond, build a relationship, let people get to know them. Then they go get a DIY how to make your own podcast course. They spent hours and hours trying to learn how to hook up mixers and how to put their feet on iTunes. They call me and they say, "Where to put the audio file?" I'm like, "Why are you doing this?" What do you think?

File name: REP344.mp3



Danny: Yes. I could talk for a little bit about the results of that usually. You commented on my studio here. I have a very professional studio, thousands, and it's gotten less expensive. 10 years ago, my studio would have been a half a million dollar studio. Now it's probably a \$50,000 studio in terms of the equipment, the software and the plugins, and the noise reduction doodads and wizardry that goes on. It's gotten easier and equipment's gotten easier to use. You gave me the term "handcrafted", I should talk about myself as a handcrafted boutique studio or whatever, because I have 15 to 20 clients at any time. I like that because I can focus on them.

As much as I've helped those clients sound amazing, the real help they've gotten is by not having to do the stuff that they're not an expert at. They waste so much time, and I do the same thing. You know some of these people. I have someone that helps me with Facebook advertising, funnel creation and click funnels. I have someone who's helping me with Google pay-per-click stuff, and I have a web developer, because every time I've tried to figure that stuff out, me, the tech person who does audio wizardry for a living, I sit down and spend half a day trying to figure out how to move one thing around in WordPress.

Why am I doing that? There's no [chuckles] reason for me to do that, so I hired someone to do that. It's the same thing with podcasts. As easy as it is, if you learn how to do all the stuff, you still take more time than I do. I actually have a PDF that I share on Facebook sometimes, where for a half hour show on average from start to finish it takes me about an hour of time to do everything. Record it, edit it, produce it, master it, upload it, post it, distribute it, whatever. Whereas the average podcast host that would do the same thing would take three hours.

I have examples. One of my clients, Katie Krimitsos, Biz Women Rock podcast, she was doing her own work for 250-some episodes. When she hired me, she got all that time each week. She was spending three, four hours a week working on it. I guess it's about a year and a half now since she's worked with me. She has tripled her revenue, because each week she had that much time back to think about, "What could I do? What what can I provide to my masterminds? Could I create a membership site? Could I do this, then the other thing?" That mental energy that she got back from not having to do her podcast grew her business immensely. As much as I help with sound quality, that's been the thing, it's just giving people time back to do what they're an expert at, to grow their business.

Ray: That really is the thing. I did my own, and I came out of radio, so I was really familiar with the equipment and the concepts of editing and so forth, but still for one hour show it was taking me about four hours total every week. Finally bit the bullet, said, "Okay, I'm going to pay somebody to do this stuff for me." I just send the raw audio files of me talking, and my editor puts it all together, and it sounds so much better than anything I ever did, no matter how much time I spend on it. I spend zero time on it now, I get all that time back. I think that's a crucial distinction that people need to make.



Unless you plan to be a professional podcast producer, that's going to be your career, you need to get somebody else to do that, somebody who knows what they're doing. Not just anybody, not just somebody-- For God's sake, don't hire somebody from Fiverr.

Danny: [laughs]

Ray: What you need is a handcrafted boutique studio to do this for you.

Danny: Exactly. We talked a little bit about how I started out complaining to podcasters about how their sound quality was terrible. Like you mentioned, there's a lot of DIY stuff out there, there's a lot of YouTube series and videos and free stuff. I even have a mini course and I have a checklist that would essentially teach people how to do it. People say, "Well, if the content is good, people will listen no matter what," and I disagree. I really disagree with that. Asking why sound quality matters in a podcast is like asking why is it important for a restaurant to serve edible food.

The sound quality of a podcast needs to be clear, it needs to be without distractions, background noise hiss, distracting room reverb. Otherwise it's like listening to someone talk with their mouth full of food, or like they're screaming at you, or something like that. It's not easy to listen to. I actually have four reasons why sound quality is important. The first is ease of use. You need the podcast to sound good so people can hear and understand. We hear content is king, content is king, but poor audio quality is a distraction from the content and high quality audio actually highlights your content.

The listeners are there to hear your message, they want to listen to your stories and they want to take the information you're providing. They want you to solve their problem, and the reason they chose to listen to your podcast is they're multitasking, right? So, if they have to burn extra brain calories trying to cut through the literal noise that's in your podcast, it totally defeats the purpose of consuming podcasts on the go in the first place. Another thing, podcasters, we talked about that connection. The listener wants to feel like they're in the room with you. If they're focusing on trying to understand you, or hearing your dog bark in the background, or ignoring your HVAC system, the message is going to be lost.

There's all sorts of research out there where we see that our brain is less forgiving of bad audio. If you've ever watched a movie where the audio is bad, it doesn't matter how good the story is or how beautiful the imagery is, you're actually pulled out of the experience. YouTube actually tested this. They found that people click away from their videos quicker if the audio is bad than if the video is bad. It's a practical thing too. If you take someone who lives in a big city and they are running around, and you decided to have your guests record using their MacBook Pro microphone, and you're using a Blue Yeti microphone on omnidirectional, and you didn't do anything in terms of mastering or things like that, the audio is never going to be able to compete with street noise. It's going to be hard to listen to, and if they can't hear you over that noise, they're not going to listen anymore.

File name: REP344.mp3



Ray: Well, I think that's absolutely right. The content of this recording is some of my favorite stuff by Jay Abraham. I won't name the program because I don't want to disparage it, but the audio quality of that recording was so bad that I've never been able to finish it. The content is fantastic and I love Jay, I love his work, but I just couldn't keep listening because there was this high-pitched squealing in the background that was like listening to fingernails on a chalkboard. It doesn't have to be that blatant, but it is super important. You want to remove all the distractions so people can hear you and hear your story and make a connection with you.

That connection thing is so important. I don't know if you've ever had this experience with your podcast, but I run into people at conferences who will tell me things about me that I didn't know they [inaudible 00:39:17]. I wonder, "How did you know that? Have you been stalking me?"

Danny: [laughs]

Ray: They have details about my dogs, about where I live, about what I did last Thursday, and I'm like, "How do you know all this stuff?" Two or three times, I figured it out. I told all this stuff on my podcast, I just forgot about it. I had people actually say to me, "I met you on your podcast." I think it's an interesting choice of words. I've had more than one person say that, because they feel like they know you.

Danny: Yes, it's very true.

Ray: Yes, I don't think you can do that on YouTube. I love YouTube, I think it's powerful, but I don't think you can have that same connection.

Danny: Well, yes. That bond, there has to be a respect for your audience. When I help someone launch a podcast, I want them to provide a great experience for the listener, because I'm not interested in wasting the listener's time, and that's what happened to you. The listener expects the person most responsible for producing the audio of the podcast actually cares about them and their experience. Listeners, and I've had this told to me anecdotally, they have this internal struggle [chuckles] where they encounter poor quality sound on a show that they enjoy, and they like the content but they're uncomfortable with the sound.

You don't want to put them in that position. Then what happens is that they just leave after three or four episodes, they stop downloading, they're just going to unsubscribe. You need to make sure that you don't put them in that position. It's like what I said, if a listener is going to let you get within an inch of their eardrums, you owe it to them to provide a comfortable and clear listening experience. I could go on and on. I didn't even get into harmful sound. There's a certain type of distortion called clipping where it can actually damage speakers. If you don't DS, meaning actually tamp down the S frequency, it can give people headaches.

We've actually seen the diplomats in Cuba where sound was weaponized. It can actually hurt people, it can make people ill if you don't treat it, if you don't do a better job and give them that comfortable experience. That's one of the things that I try to

File name: REP344.mp3



talk about regularly at podcasting conferences too, because most people aren't thinking about it that way. They're thinking, "Oh, if it's good enough for them to hear, it's okay." No, you can go further and it's easier to go further.

Ray: Yep, it's absolutely vital. What's interesting is I've noticed on YouTube, some of the bigger youtubers now, there's a lot of focus on what they're calling sound design, because they realized how important sound is. They spend more time on making sure the sounds that go with their video are good, than they do on the quality of the video itself. A lot of times the video is shaky or out of focus or rough around the edges, but you notice that the top guys and ladies, the sound is always-- They're adding in foley, different music and blending it together carefully, and it's so important. Look, we can geek out about this for hours, and I know we will, especially in Hawaii.

Danny: Yes.

Ray: But if somebody is listening right now and they're thinking, "Oh my gosh, I need this guy's help," Danny, how do they get in touch with you to help them out with production of their podcast?

Danny: The easiest way is to go to my studio web page, that's emeraldcitypro.com. Emerald City as in my last name, Ozment. It's got a cool logo, it's been there for a while, but that's the easiest way to get in touch with me and see all the things that I do, and ask questions and just set up a time to talk. I give free sound assessments for people that already have podcasts, or if you're thinking about a podcast, we can definitely do a discovery call and and work through your needs and the best ways.

I think I may have mentioned it, but as much as we've talked about sound, I spend a lot more time with my launch clients and my done for you clients talking about brand strategy at the beginning and aligning their brand so that their podcasts can actually fit into it and aligns with the brand that they created, so that when you start talking to a listener it's the listener you want. It's the listener that actually will participate and maybe become a client and help you grow your business.

Then we get into all the technical stuff, but at the end, we spend a lot of time on launch, because launching a podcast is a very tricky thing. It's got its own unique issues that were created by Apple a long time ago that they haven't rectified yet. It's a little bit different than launching a Patreon or launching a YouTube channel or doing a PLF style launch. We work through that. I spent a lot of time with clients on that as well.

Ray: I know a lot of people who do this sort of thing you do, and I've endorsed-- Here's how many of them I have endorsed before. Exactly none. You're the first one.

Danny: I appreciate that.



Ray: I just want people to know that I have confidence. He's in the masterminds group with me, so this is one thing you need to know. You need to book Danny now before I convince him to multiply his rates by 10.

Danny: [laughs] Yes, you already did sort of. I changed those in the last couple of weeks, if people weren't paying attention.

Ray: There's more coming so book him fast.

Danny: Awesome.

Ray: Having a conversation with Danny will be pleasant. He's a low-key, as you can tell, low-pressure guy, but he knows what he's talking about, and I heartily recommend what he's doing. Danny, thanks for being on the show.

Danny: Yes, I appreciate it, and I look forward to seeing you in person in Spokane in August.

[music]

Ray: Absolutely. I'm looking forward to it.

Danny: Take care.

Ray: Danny is a member of the Empire Builders Mastermind Group. There may still be openings in that group, you can check on the site to see if that's so. We may be all full. We only have 12 members at any one given time. If we are full, you can get on the waiting list. Danny is definitely an expert in what he does. If you need his kind of help, then reach out to him while he has availabilities on his calendar, or it may be too late. If you found today's show helpful or useful or entertaining, then would you help us let other people know about it? You do that by subscribing. First of all, it makes a difference.

Subscribe in your favorite podcast app and write up a review and a rating in the Apple podcast directory. That helps more than you know. It helps us show up in the search ratings where people are looking for this kind of material, and it gives us more exposure to people who need to hear this message. If you want to help, that's the best way you can do it. Until next time, I pray that God will bless you and keep you, and he'll make his face shine upon you that you will prosper in all things and be in good health even as your soul prospers. I leave you with this quote worth note from J. J. Watt, "Success isn't owned, its leased, and the rent is due every day." Peace to you and peace to your house.

Female Announcer: Thank you for listening to the Ray Edwards Show.

Male Announcer: Find the complete archives of all episodes at rayedwardspodcast.com or subscribe for free through Apple Podcasts and never miss an episode.

File name: REP344.mp3



Female Announcer: This program copyright Ray Edwards International Inc, all rights reserved.

Male Announcer: Each week we bring you a message of prosperity with purpose and freedom, remembering the true freedom is available to all through Jesus Christ.

[00:46:47] [END OF AUDIO]