



Ray Edwards Show, Episode 309

How to Create A Podcast With Pat Flynn

Male Announcer: Ray Edwards Show Episode 409. How to create a podcast with Pat Flynn. The Ray Edwards Show. This is the podcast for prosperity. With purpose.

Ray Edwards: Pat is not only a good friend of mine, but he is also the owner, operator, builder and maker of smartpassiveincome.com. He's got the smart podcast players. This is like the most successful Kickstarter launch in the history of human race. I don't know if it's true or not but it seems close. SwitchPod. SwitchPod, man. It's revolutionizing the world of videographer and photography.

Pat Flynn: It's not even close to the largest Kickstarter in human history, but it's okay.

Ray: It's pretty freaking big.

Pat: Thank you.

Ray: I love the fact that you invented something and it's popular and you're successful with it. That makes me happy.

Pat: It's crazy because you and I both worked in the digital space. Although this project took over two years to actually come from idea to the getting in people's hands which in the digital space that's forever. There is something to be said for holding something or seeing somebody hold something that you've created and just really enjoying it like immediately and using it and seeing the benefit. It's just a feeling that I never really had before with anything I've created.

Ray: Come on, how great it feels to see Peter McKinnon with it on his video?

Pat: I cried after I saw that video. It was amazing.

Ray: I would have. I would have. It's so cool. I can't wait to get mine. I'm sure it'll be arriving any day now.

Pat: It's on its way.

Ray: Cool. I should mention also best-selling author, as well as one of the top-rated podcasts in the world history of the human race.

Pat: Thank you, Ray. You're too kind.

Ray: Definitely one of the best. We're here to talk about podcasting because suddenly it's like people seem to realize what we've been saying for a long time, which is podcasting is a unique way of communicating with your audience. What is it about podcasting that makes it so important right now especially?



Pat: I once heard that podcasting is the best way to scale intimacy. When you consider how a person consumes a podcast versus how they consume other content such as a video or a blog or even social media, there's nothing more intimate. The person's headphones are literally on their ears. It's a one-to-one conversation or one-to-few conversation when a person's listening to your podcast. I think now more than ever it's just easier to create.

Podcasting back in the day, it's been around for a while, but you had to know how to do these technical things that most people were just not savvy to. Now you can sign up for a host and get a show up and you can even use some tools that are available to get it up right now. Although there's some nuances involved with launching a podcast that involve and result in whether people will listen to it or not. That's a different story.

The technology is just so much easier. I think the other thing is, because celebrities are coming on now and a lot of big names. It's inviting more people to this world of podcasting. On average a person is subscribed to seven different shows. When a person comes to listen to Conan O'Brien, or when they come and eventually listen to the Obamas, which are going to be exclusive on Spotify, how many more people are going to start listening to our podcasts? Now it's pretty amazing.

Ray: Although I have to admit, I'm a little annoyed when I see news stories about Conan's podcast. It's a new thing. Conan is bringing the magic that makes podcasting work. I'm like, "Come on, we've been doing this for a while now." Although his podcast definitely is one of my favorites, hilariously funny.

Pat: He does have that red hair though, which you can imagine him speaking behind a microphone with.

Ray: Celebrities coming on board is a good thing because it raises the awareness of podcasting. A lot of cars now come with podcasting readily accessible in the automobile itself. I don't know, does Teslas come that way?

Pat: Teslas do not have a built-in podcast app, although you can find it quite easily. Obviously, you can connect your Bluetooth to it too. In addition, we started to see this influx of general podcast listeners back when serial came out. I can't remember what year that was, but that was a number of years back and SNL even did a parody on it. It just became mainstream after that. I even saw spikes in my downloads as a result of serial becoming popular for the same exact reason, which is really cool. Beyond that, even beyond the celebrities, there's bigger players like Spotify, Google podcasts.

Google just recently said that they want to double the amount of podcast listeners using their search algorithm. I don't know if you've tried this recently. If you go to Google search and you can type up blogging podcasts, for example, it'll give you a result of just different podcasts, not in its usual form, but in sort of tiles across the top. You can play podcast from searches as well.

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Ray: I have not tried that. To me, one of the magical things about podcasting is as people become, they listen to your podcasts. They listen more than once. They're regular listeners. They really, unlike YouTube or any of Facebook or any other medium that I know of, they start to feel like they know you, to the point that it can be creepy when you run into- at an event and they start telling you things about your life. I've had people ask how the dogs are like, how the coffee shop's going. Different people in my life. I'm thinking, "How do you know this?"

Pat: I had a woman come up to me once. It was at Social Media Marketing World actually on the Hornblower, which is like a nice little dinner cruise boat that we get invited to some times. A woman was yelling across the hall at me. She goes, "Pat Flynn, big baby, you're a big baby. What's up big baby?" I was like, "That's so rude." I don't understand where this is coming from. Then she comes up to me and she says, "Oh my gosh, Pat, I'm a huge fan. I love everything you do. I listen to you every day."

I'm like, "Why do you call me a big baby? I don't get it." She goes, "Oh my gosh, I'm so embarrassed. I remember one of those things you mentioned at the beginning of your podcast where you share a little fun fact about yourself. You had mentioned once that you were an 11-pound, 12-ounce baby, which is true."

Ray: Is that a big baby, Tiffany?

Tiffany: That's a big baby.

Pat: That's a giant. I haven't really grown much since then, to be honest. That was her connection because she also had a big baby. These little fun facts you learn about people as a host of a podcast are similar to the fun facts you learn about your friends. You think about them and things remind you of them too. Just like how when people see back to the future now because I've spoken about it so much in my show. People will tweet at me. They'll see Marty McFly doll at Target and be like, "Pat, I was just thinking of you. Look what I found at Target." I'm like, you're building real relationships and friendships with your voice and it's so powerful.

Tiffany: If somebody hasn't listened to your podcast, how would you explain what you talk about on it?

Pat: All lot of people say it is just you first. It's not always just me. Either way, it's always lessons based on real-life experiences, building businesses to support the lifestyle that we want. That just kind of runs the whole gamut of whether I have a guest on the show or if it's just me. Sometimes it's strategies and tactics, and other just stories and motivation and inspiration. A lot of times it's vulnerability, it's sharing a lot of the things that didn't really go so right in my own story and the stories of my guests, too.

I think for people who have families especially and who are maybe not so satisfied with their nine-to-five job, but looking to try something on the side. They come to me because they can see a version of themselves. Maybe just a few steps ahead. I think that's why people come to listen to the SPI podcast.

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Ray: It's encouraging to hear someone like you who is very successful talk about the fact that not everything works.

Pat: Oh geez. We don't have five hours to talk about the things that just happened this year that didn't work, do we?

Ray: Not five hours. What's one thing that didn't work this year?

Pat: Oh gosh. So many things. We had launched *Superfans*, which is a new book that just came out recently. We had this big plan to have an amazing pre-launch strategy and have it climb really high in the rankings. Even though this book was launched three years after my other book *Will it Fly? Will it Fly?* came out in 2016 and became a Wall Street Journal bestseller. So now like, new book, bigger audience, better quality book. Let's just [crosstalk]

Ray: -here I come.

Pat: I visualize that and completely flopped. Don't get me wrong. The book is in many people's hands. I'm so thankful for that. It's getting amazing reviews, reviews better than *Will it Fly?* Our strategy for how we were going to put it out there just didn't seem to work. I think what happened is our pre-order strategy was way too long. We didn't have the velocity coming out of the gate like we would have hoped to have and like *Will it Fly?* had. We learned from these kinds of mistakes. I've made plenty of mistakes with the physical product, the SwitchPod that you mentioned earlier.

There was a lot of things in the manufacturing process that just were unforeseen because we've never had that kind of experience before. Perhaps the way we relayed those issues to backers weren't always painting the full picture for them even though we always had their best interest at heart. Learning how to communicate with physical product backers on Kickstarter was brand new to us.

This year was a big year for us as well. Because I- for years I've been working with an agency to help me with my content creation, editing of my show, business planning even. I bought that company this year. I basically paid for all of them to come and be employees and learning to manage that team. Now that it 's not just me anymore working with a contract-based agency. Now it's people whose lives are at stake as a result of my decisions as CEO. It's their health care, it's their maternity and paternity leave, it's all those kinds of things involved.

I've been learning how to become a better leader this year as a result too and made a lot of mistakes.

Nothing terrible, but just I always look back and say, "I wish I'd done that differently." It's always a learning process for myself and my audience who's listening, too. Because on my show, and my blog, and on my YouTube channel, it's always just you know win or fail. It's a lesson for everybody. I think probably the biggest mistake was not having proper security at my physical space that had all my camera equipment.

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In February I found out that my studio with Channel with high tech video equipment for my courses and my YouTube channel got broken into, and all that stuff got stolen. I wish I had better security. That was another mistake.

Ray: Get this, they even have the guy on video taking this stuff out.

Tiffany: No way. Did they catch him?

Pat: No, we didn't catch him, but he was kind of this- I don't know, it was just hard. It was just really hard to watch. I shared this in a video and openly shared the mistakes that I had made and wish I had done things differently and how vulnerable I felt and maybe shed a tear or two on camera quite authentically. Like with anything that happens in our lives, we can make the story what we want it to be in the future.

Through this we've learned a lot, not just to set ourselves up in a better area, but I formed a partnership actually with WeWork. I'm now filming out of a studio within the WeWork in San Diego here, which is really nice. I got some amazing companies to send some amazing pieces of equipment to us to help make things a little bit easier in our transition. I think it's actually going to work out because we'll have better quality stuff. We'll have that environment of WeWork in the co-working space to get energy from when I film. Just it's working out. Like when I got laid-off. It's going to work out.

Tiffany: Now do you have good security?

Pat: We do. They have to go through a lot of hoops in order to get access to the space that I have all the equipment in now. That's for sure. From key cards to security guards and more.

Ray: Did that incident affect your wife and kids at all?

Pat: Absolutely. I mean, in the worst way. What I mean is we were on vacation and my assistant, who came into the studio and saw the broken glass and got the camera footage, she's the one who let me know. I was on vacation with my family. For the next two or three days, I was the worst father ever. I was just very short with my kids and not really fully present with them. I felt so terrible about that.

Then my son even asked, well, are they going to come to our house next? As a father, I'm just like, "What can I do here?" I just reassured them that they don't-- I've done a good job in my business to separate my home address and physical address there versus what I do at work. Still, I mean to have my son and my family and my wife and daughter be a little bit scared about it too. It just was so upsetting. It affected us because mainly it changed my behavior for a little bit of time because I had to deal with that mentally, because it was very tough.

Ray: Back to a happier topic. We got really heavy here all of a sudden.

Pat: It did.

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Ray: Life does that too sometimes. Did you ever dream-- I mean, well first of all, how much of your success do you feel is founded on the foundation of the podcast?

Pat: I'd say 75%. I started the blog in 2008 and it was only the blog. Even though I had proclaimed to all my subscribers there that I was going to start a podcast, I literally bought all the equipment and even put a test audio on my website saying "I'm going to come out with a podcast very soon." That was December of 2008. My first episode didn't come out until July, 2010. I was just so afraid of my voice. I was so afraid of what people would think of it. I was just not in tune with how the technology worked and it was a lot harder back then. Got a lot of great help from some amazing people, friends of ours, Cliff Ravenscraft. I mean he got me set up and Jason Van Orden as well. It was off to the races after that. I only had enough time to do one every other week at the start. Then when I went to my first conference, and even though I was blogging three times a week, everybody talked about the show. Nobody talked about my blog posts. I took it as a sign that, "Whoa, there's something here with this voice thing."

Now, I get thank you letters in the mail. 99% of them mention the show and the podcast. When I meet people, it's the show and the podcast. It's rarely the blog. Sometimes it's the YouTube channel. It's always the podcast though. It's crazy.

Ray: Why do you think the podcast forms that connection when the YouTube channel and the blog don't?

Pat: Well, for one is the amount of time people are listening. If you consider how long a person might read a blog post, five minutes, maybe 10 minutes, and they're not reading every word, they're skipping around and just reading the headlines. Unless you know it's your copy writing and they're reading every word.

Ray: Thanks for that.

Pat: A YouTube channel. You and I both have YouTube channels that are growing. I know that you go into the analytics as well. If we get people to watch five minutes or more of our video, if we have more than five minutes or attention, that is really good, that's sad. With a podcast, and now thankfully Apple's opened up a lot of their analytics to us to understand retention for individual episodes. I mean, people are listening for 30, 45 minutes, an hour sometimes, because it's again, where they're listening. They're not listening while they're on their computer. They're watching videos or reading blog posts and getting distracted by all the advertisements and popups and related videos.

When a person's listening to a show, they are as many of you might be right now, might be on a walk or you might be in the car or on a plane or bench pressing when you shouldn't be watching a video or reading. You can passively consume. At the same time, you can't help but develop relationships when you're listening to somebody for that long. It's just impossible. When you have value in your show and you have a personality that people can connect with, as Chris Ducker always says, "Your vibe attracts your tribe." I mean, what better way to share your vibe than 30

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minutes, 45 minutes, an hour long of your voice and serving others. I mean, it's a beautiful equation.

Ray: I think it forces you to be authentic too because nobody can fake a personality for 40 minutes at a time.

Pat: Be very difficult, you'd have to be a very good actor. Funny because all these celebrities are coming on now, but that's a different topic. I think you're absolutely right. I mean, you can't help but be authentic and maybe you can keep up a persona for a little bit of time. For that long, I mean people, especially when you use what podcasting is truly meant for in my opinion, which is storytelling.

You transport people from their crazy walk or that hard time at the gym to that moment that you're telling about something incredible that happened in your life, or that hard time in your life when you had to rely on others to get through or whatever the story might be. It removes people from where they are and it brings them to you. What an amazing way to be close to people without actually being with them.

Ray: I want to go back to something you said earlier. You were worried about your voice. It surprises me.

Pat: Why? Aren't we all. Wait, like none of us love the center of our own voice. I definitely was not as polished as a communicator as I am now, partly because I've done over 1300 episodes of podcast, but also because I've gotten training, I've hired coaches to help me with my speaking. I've gotten singing lessons to help me with my breathing and my stage career.

I feel that now if I waited till I got to this point to start, I would be 10 years behind. I think after recording episode one in 2010 three times and just making that decision to keep going with it when I could've just stopped and realized, "Well, I guess this isn't for me." I tried three times. The first time, it was just absolutely terrible and a lot of ums and random pauses. The second time, I wrote every single word I was going to say because I was so-- I didn't have any confidence at all on what I was going to say. I didn't want to miss anything. Of course, I put myself to sleep when I listened to it because it just sounded so monotonous.

Then third I was just like, "You know what? I can't get better unless I put something out there." Thanks to the inspiration of a lot of people who were podcasting before me. Some names I already mentioned. I did it and it wasn't great. You got to be a disaster before you become the master. I'm still not a master yet, but I got through those tough times as we always do with first time tries with anything. I'm just so thankful for that. Yes, absolutely afraid of my voice.

I grew up in a household where perfection was the goal. I would come home from school with a 97% of my math test and my parents would go, "Well, what happened to the other 3%?" We would spend three or four hours working on that. I appreciated that because I wanted to know what I got wrong. I think as a part of that, I was brainwashed to not even really give gratitude to the things that I did get right.

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When it comes to things like starting something new, like a podcast, which is new. It's my voice, I was so worried about being perfect I almost stopped, even before I began. I have now understood as an entrepreneur that perfection can only come after making mistakes. There is nobody who has any story of a perfect timeline without any mistakes in it, in any realm. That's just a lesson that I've learned over time. Since starting.

Tiffany: What were the types of things that you would talk about on your early podcasts?

Pat: Well, the big mistake I made at the beginning was I created all this hype. I had a blog with a good amount of subscribers and email lists. I said, "Guys, get ready for the podcast. It's going to come out. I'm going to talk about so many cool things here." Here's what I pitched, success stories, tactics and tips to help you grow your online business, productivity tips, those sorts of things.

I hyped up episode one like you're supposed to. Then episode one came out and it was a 22-minute introduction of everything that was coming. People listened and they were just left hanging. One thing I always teach people is you want to make sure that when you launch your podcast, you launch with at least three episodes. An introduction episode to prove yourself and who you are and why you're here to host the show and what people can look forward to. You also have to have a couple of shows out that people can listen to. Podcast listeners are like Netflix watchers or viewers. They will listen to multiple episodes at once. If you don't have that, you're leaving people hanging.

That was a big mistake I made. I talk about all those things that I talked about. A lot of it is stories relating to my own business building experience. I've been called the crash test dummy of online business where I put myself in that driver's seat before anybody else does, so that I can see what happens and see what life is like on the other end, whether it's a car wreck or a massive crash or a big win in success. I can always be there to teach everybody else. It was a lot of my own business experience being shared, but also once I got comfortable interviewing people and a big shout out to my first interview ever. Good friend of ours, Mark Mason, from Late Night I am. He was my first interview back in 2010, episode two.

Ray: Really?

Pat: He was. I started with somebody who I knew because I just was not comfortable yet talking to somebody I didn't know yet and interviewing them. I'm so thankful for him. Since then I've just learned that everybody has an amazing story. Your job as the interviewer is to ask the right questions, to make a person feel comfortable on the other end, to get those stories out of them, because that's where the goal lies. That's where you can teach things that you cannot teach your audience yourself. That's the power of the podcast, to be a platform to interview somebody.

As a byproduct, this is the other cool thing that has happened. When you invite people on your show, and you speak to them for however much time, you can't help

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but also build a relationship with them, in addition to your audience. Some of my truly best friends in the space now have been a result of people who I've interviewed on my podcast or people who've I've interviewed on theirs, like Chalene Johnson. Then getting access to people who I would have never dreamt to have access to like Tim Ferriss in episode 51, who really inspired my start as an entrepreneur in 2008. Don't listen to the first five minutes of that episode, by the way, because I'm pretty much just a fan-boying the whole time.

Ray: It's not that bad. I've listened to it.

Pat: Thank you. You could skip that part, or Gary Vaynerchuk, and really trying to make sure he doesn't swear when he saw my show. That was a big challenge. Other than that, his content was really great. Some other amazing players who I would have never thought to have built a relationship with just because of the platform.

Ray: I think it's one of the secret benefits of having a podcast just what we were talking about it. All the a relationship with people that you never would have otherwise.

Pat: I asked my core students. I teach a lot of people podcasting, both for free like on YouTube. If you want to go higher level, I have a course as well. A number of my students, when I asked them, "Why do you want to start a podcast?" Their number one answer is to build relationships with other industry leaders versus-- I'm always like, "Well, that's great don't forget about the audience." It is an amazing platform for that. Some people start a podcast to make those connections.

Ray: Here's a big question that I hear from people a lot. That is, is it too late soon as everybody's got a podcast is it too crowded for me? If I waited too long to come up with my own podcast, what do you say to that?

Pat: I say there are 500 million active blogs out there, probably a lot more. There are about the same amount 500 million active YouTube channels and more coming every day as we know. There's less than 1 million podcasts. There are from the latest statistics, 700,000 podcasts that are available. Even within those, not all of them are active. I think that when you look at the numbers comparatively, we are still in the very early days of podcasting. It's not even close to being saturated yet. It feels like that, however, for a couple of reasons. Number one, because anytime everybody's talking about something we often just consider, "Is it too late? Is it saturated?" I think the bigger reason is because right now findability is terrible. To be honest with all of you, there's hardly anything in our favor that is helping us quite like a search engine like Google or YouTube to help us get discovered. Yes, iTunes is a search engine. Spotify is a search engine. You can look up things in those places, but it's not built for great findability yet.

Even on your device, if you look at Apple podcasts, you only see a fraction of a fraction of percentage of all the podcasts that are truly available to you swiping through and looking at the categories rankings, which begs the question of obviously, "Well, if I were to start a podcast now, despite their not being a ton compared to

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these other platforms, how might I be found?" This is where I love to shine my superpower into the world of podcasting, because marketing is what I've been known to be very good at, and doing it in a very authentic way where you don't even have to pay for ads.

There's a lot of great things that us podcasters can do to grow our show beyond ads, beyond search. A lot of it is relationship-based, but a lot of it is also planting seeds now that can search sprout later and those kinds of things. I think that over time, especially with Google coming on board now, we will start to see a little bit more support for us podcasters in terms of getting new listeners to find us. It's still a challenge. It's a big challenge in podcasters' lives today, for sure.

Ray: Now's the time to start planting those seeds, putting those episodes together, because it's like you were saying about Netflix. If there's only one episode of a show, it's a little disappointing. I love finding shows that have multiple seasons available, so I can just binge-watch them.

Pat: What was the latest show that you've binge-watched, Ray?

Ray: It was *The Boys*. It's not Netflix it's Amazon Prime. Have you seen it?

Pat: What about you Tiffany?

Tiffany: *Unbelievable*. It's like a total thriller.

Pat: That's on Netflix.

Tiffany: Yes. It's awesome. It's really short, though. I'm waiting for the next season to come out.

Ray: The first show I binge-watched I was having insomnia problems and I watched five seasons of *Breaking Bad* a week.

Pat: Beautifully written show. Absolutely love it. Did you finish it?

Ray: I finished it.

Pat: Good. We can talk about it later then. My latest craving is *Pokemon Sun and Moon*. I have two kids, by the way, and we like Pokemon. We play Pokemon together, we collect cards together. It's the animated series on Netflix, just came out, or this latest season come out. It's really good.

Ray: Somebody is listening, they want to start a podcast. It's so much easier now than it was before. Still, for a lot of people, it's an impossible task. How do you start a podcast?

Pat: Often people go, "Okay, where do I sign up to start? What platform should I use? What hosting provider should I use?" I think you're already at step four or five before you even consider step one. The first step is to just consider why you want to

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start a podcast and truly believe in why you're doing it. I think if you're just going to do it because everybody else is doing it, then you've already lost. I think you need to really understand how it may fit into your brand or how it will be utilized to help you build your brand or what the platform may do for you and your future, then it only then I think you can move on to the next step, which is let's define who your show is for and what you're going to talk about.

From there, I often challenge my students to write down their first 20 to 25 episodes, and potentially guests, not really considering the title just can you even come up with that many topics, because I see a lot of people dive into podcasting. They get to episode five, because they have five episodes ideas. Then they get there, then it comes week five. They're scrambling for the next week. They're already on that hamster wheel. That's where you never want to be. One of the big mistakes I made in podcasting was taking it week by week. Truly if you can, even once a quarter plan for the quarter ahead, yes, some things will change and that's inevitable, but at least you're going to have a considerable amount of room to move around and have a little bit of freedom without the burden of, "Oh, next week is the next show. I got to record now." That's a tough spot to be. I always-- you guys are like looking at each other enough.

Ray: It's pretty much how we roll.

Pat: It shows you that you don't have to follow it my way. I just--

Ray: I'm not saying it's good that we do that.

laughter]

Tiffany: It's stressful.

Ray: I think I need to take the course.

Pat: Those of you listening right now, I just saw Tiffany and Ray slowly look at each other with wider eyes and I was like, "Oh, I think I said something I shouldn't have said." I always say plan to plan. Having a moment every quarter for maybe one or two hours with a bunch of posted notes to brain spill everything that's on your mind or do a little bit of research in forums and discussions or read the comments of your existing blog posts or see which episodes are most popular or go into your analytics to see which topics can you have in the next quarter that you can talk about that are not just guesses, but based on what your audience wants.

You can even survey your audience. If you have a Facebook group, why not go, "Hey, guys, we're building our next editorial quarter, what one or two things do you think we should talk about that are at the top of your mind right now." Boom, you can even mention them when you come out with that episode and give a little love back to the community. That's the other thing about a podcast that's been working so well that I'm teaching my students, especially those who have businesses, is you can use your podcast, to put a spotlight on your customers or on your students.

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This is magic, it literally is magic, because what will happen is the listener will go and instead of hearing you tell the story or talk about or pitch your product, they hear the before and after story of somebody who was just like them. Your product just happened to be the tool, the resource, or you happen to be the mentor, the coach, who helped them through that transformation.

As Donald Miller says from story brand, "Your customer, your student is the hero of the story." What better platform to showcase how awesome of a hero they are, than your podcast where they can tell the story and have a little bit more wiggle room to get into the details of that. At which point a person listening on the other end will be in that transformation with them and almost see their future. I call it like driving the DeLorean, getting them to take that ride with you into what life may be like. It's very much similar to what you talked about in your pastor model and having people go, "This is what life is like on the other end."

At the same time, even considering the spotlight stories asking, "Well, let's amplify," that's the A in pastor, "what would not have happened if you didn't take that action or if you didn't invest or if you didn't muster up the courage to do this?" I've had a single-- I had a podcast episode come out where I interviewed three of my podcasting students and I selected different demographics, different ages. There was a woman, her name is Dr. B. She has an ADHD podcast that I helped her start, but I didn't ask her to come on and go, "Hey, tell me how awesome my course is." I asked her to come and go, "Tell me why you started a podcast. Tell me what you're scared of before you start the podcast. Tell me what has happened since. She told this amazing story of-- She helps people with ADHD. She has a map in front of her computer and she was just telling a story of how every time she checks her analytics and sees another country, she puts up a pinup on the board. So, we can all imagine that. For podcasters who are like, "Oh, my gosh, I'm over 62 and technology scares me. Dr. B was able to do it. Man, I need to do what she did.

What did she do? As a byproduct of these stories, it's, "Oh, well, that was your course. What an authentic, amazing way to have somebody else sell for you without it ever feel like selling.

Ray: They have to decide who they are, who they want to talk to, what are their messages, come up with ideas. I think you said 25 episode ideas maybe to start. They figured out what their message is, what they want to say, why they want to get that message out there. Maybe it's because they're building a business or is it a valid reason just because you have a message you want to get out to the world? That's your big motivating, driving force?

Pat: 100%, because the world is listening. They're out there. There are people who want to hear from you. Even though you might do the research and you might find a category that you fit in, but then you see somebody else creating a very similar show as yours. The truth is, nobody's like you. You are 100% original, nobody has your experience, nobody has your voice and people aren't just subscribed to one podcast, by the way. You can put yourself out there. Even if it's- even if there's no other- if



even if it's not a business model, even if you're not looking to grow a following, even if you just wanted to have a platform to share something on.

For me, it's the most intimate way to do it, it's a way to scale it and productivity-wise. It's way faster than writing, in my opinion. I don't have to comb my hair like I do on videos. I mean, all signs point to podcast, in my opinion.

Ray: How expensive is it to start a podcast?

Pat: I have a setup that I talked about the course and I have it online as well. If you go to kit.com and look up Pat Flynn. kit.com is really cool, have you experimented with kit.com?

Ray: I love kit.com.

Pat: Oh my gosh, this is why I love kit.com because I can just go, look up my profile Pat Flynn at kit.com and you'll see the beginner podcasting, equipment there that I recommended. It's all in one kit. By the way, if you do click on those links, it is an affiliate link just for full disclosure. There are a lot of things you could buy to be a podcaster. In this world of broadcasting, there's a lot of expensive things.

Many people, especially some broadcast level, podcasters may disagree with me, but, in my opinion, you can get a great audio sounding podcast at a price about 100 bucks, then that's it, with a microphone called the ATR 2100, a boom arm, a little foam ball, and then a shock mount to reduce the vibrations from your desk and computer coming into your mic. I see you have one of those as well and the same mic actually.

You could sound like a pro. You're on the ATR and, Tiffany, I think I see you're on the same one too. You sound amazing, you both sound great. There are boxes out there like DSs, compressors, preamps and all these other things, but you don't need them. My job for my community is, how can I make you sound like a pro without spending like a pro. It's not expensive at all. I think the thing that is expensive is it's going to take some time. I just wanted to be fully upfront with that. It's not a flick of a switch and immediately you have a podcast.

There's some setup involved and stuff that you have to do before you launch. Luckily, with the way podcasting works-- Because when I first started out, I thought it worked like this, you come out with- you record an mp3 file and you edit it and then you upload it to Apple, then you upload that same file to Stitcher, and then you upload that same file to Google podcasts and you have to upload it separately and put all the information on all these different places.

That's actually not how it works. You upload it to one place, which is your podcast host and your host will provide you a link, an RSS feed. That's where you submit every directory, such that every time you come out with a new episode, again, this is after setup, you just hit publish in your host and it automatically feeds out to all those



directories for you and they check every few hours to see if you've got any new content. When you do, then it lets your subscribers now. So, it's really amazing.

I think there's a lot of setups involved, especially if you want to do it right and the marketing behind it to plan your strategy for how you're going to let the world know about this. That takes a little bit of time. Even though you could probably start one probably in a week, I would recommend at least a month worth of building buzz and hype and getting people excited about it so that come launch day, you have everybody loving it and sharing it and consuming it and subscribing.

Ray: You probably know the answers to these questions, I hope. I'm guessing you do. Who's one of your oldest podcast students? How old are they?

Pat: 77.

Ray: 77?

Pat: His name is Casey, but he sent me an email because, and I remember this specifically, because he had said that he just was pretty sure this was not going to work out because it involves technology. Dr. B is a good example. I've already mentioned her, so, I was looking for somebody else and I can't-- I think his name is Jim. It's a three-letter name. Jim, Sam, Bob, Pat, Tim, one of those, I don't know, I'm sorry, but an older gentleman who was just so thrilled that he was able to get his voice out there.

The thing was, he wasn't doing it to build a business or anything. He just had things to say and he wanted something to pass on. It was kids and stuff too, which was another cool way to start, another cool thing for a podcast to do.

Ray: That's cool. What about the youngest podcaster?

Pat: My son currently is the youngest podcaster right now because he and I both have lunch together. He's nine and we have a show that we published last year. The second season is going to come out fairly soon, but he comes home from school with all this energy. He goes to a fairly entrepreneurial school, so he says some really amazing things that blow my mind. I just wanted to capture those moments.

That has been downloaded several, tens of thousands of times and has inspired parents and kids to have really amazing conversations together, which is really neat. However, I do want to highlight a girl, her name is Izzy. She has a podcast. I know this because she interviewed me last Saturday. I remember that because I don't do interviews normally on Saturday, but she's in school [chuckles] and Saturday is the only day that she can record.

I came in at 1:00 PM in the afternoon on Saturday and she just like a pro was just interviewing me about business and where we can find ideas. She was just so professional. It was so funny because, even though we didn't capture the video, if you imagine a video, it was just a lot of empty space above her head because her



head was like right at the bottom of the zoom call and she was sitting in this gigantic chair it was like a headset on, it was so cute and I was just-- Izzy is her name. Man, just to see these kids being able to communicate.

I honestly think if I could choose what platform kids to start with, it would be a podcast versus a YouTube channel. YouTube is scary, especially for kids and the comments and the haters that are on there. My son has a YouTube channel. He does a lot of fun things with puzzles and he also builds carnival games and stuff. He had a comment one day that was just so bad. We obviously deleted it. Thankfully, we prepared him for this because we said, "Hey, if you want to get on YouTube, people are going say some things and it's not about you, it's always hurt people, hurt peoples what we told him," what I always have to tell myself.

He had a comment that said, "Kill yourself." I was livid and I just was making sure that he was okay.

Ray: You're tracking down the guy's IP number.

Pat: I wish I could, but obviously we deleted it. Then I asked him how he felt. He said, I "hope this person is okay." To me, that was the biggest thing. That's why I love allowing my kids to experiment with these things because they can learn these lessons that some of us adults don't even know early in their life and use that for good throughout their life. I'm very proud of him for how he handled that and thankful that my wife and I had some good time with him before he started his YouTube channel to prepare him for that.

A podcast is just your voice and you can't even really comment on it. To be honest, at this point in time at least, I would say it would be a great way to help kids learn how to communicate better because it's definitely made a big impact on my son since he started his show, as well as me as a communicator too.

Ray: Tiffany, have you ever thought about starting a podcast?

Tiffany: Totally, this is really good information. My husband really wants me to start one. I'm like, "Well, I have stories, but what exactly would I talk about?" I'm not totally sure why I would do it, I just want to do it.

Pat: You got to find out why though.

Tiffany: Right. Otherwise, it's like, "What would I even do?"

Pat: I guess the question will be, what do you want to do?

Tiffany: I want to share all my stories, my experiences. I bet you there's a lot of women who could relate to it and maybe have that encouragement, that would be the bottom line.



Pat: What would be something you would hope a woman would say after listening to a story that you tell?

Tiffany: I am so glad I'm normal or something like that.

Pat: Can you imagine that happening. How would that make you feel if women were getting inspired and feeling great about themselves?

Tiffany: I would feel amazing. I would feel like I was helping them.

Pat: There you are, right there.

Tiffany: You're so awesome. [laughs]

Ray: I tell my students that I think starting a podcast is the fastest way to grow their platform, to get a tribe, to get people who are listening to what they have to say. Would you agree with that?

Pat: I agree. However, I would love your response to, well-- YouTube. YouTube is-- There's so many more viewers, there's the algorithm that's helping you. Why would you recommend a podcast over YouTube?

Ray: Yes, and I love YouTube as it's so much fun for me. First of all, it's more difficult. You've got the composition of the video, you've got the editing of the video, you've got to deal with music and licensing and all that stuff. You got to deal with the uploading. It's much harder to get attention on YouTube than it is to get attention for your podcast. There's so many more videos, so many more YouTubers. The biggest reason now for me is it's not as intimate. It's so hard to form that connection. As much as I love Peter Mckinnon's work as a YouTuber, I really connected with him most when he is doing a few episodes of the podcast with his buddy Matti. I love that more than I love the YouTube channel, because I feel like I'm listening to a conversation between two friends. I feel like I'm part of it.

Tiffany: I feel like that about Casey Neistat. I followed him for a while. I liked his videos, but then I found out that he and his wife had a podcast. I totally binged that on a plane somewhere. I loved that, but then they became really inconsistent and it dropped off. Then I lost interest in Casey, to be honest.

Pat: Ray, I think you do a good job on video of connecting. I love your YouTube channel. You're not afraid to put your face up there really close and have it literally be like you and I are having a conversation together. I think that's very difficult to do. That was something, and I followed Casey for a long time as well, that he did that in his videos very well. He would talk to you and he would connect, and his face is right up there, and there's just cockiness and his glasses, and his just fun, but definitely a lot harder to produce and we're not Casey Neistat with some Hollywood experience behind us.



Ray: People from the theater, he and his brother had a show on HBO before he turn to YouTube.

Pat: Yes. That was the start of it.

Ray: Somebody wants to start, they're just listening and we've sold them now the idea, "I want to have a podcast, I want to do this." What are the resources you have available to help people get started?

Pat: I have a very popular course, thousands of students have taken it. If courses are something that you learn from, then we use Ray's affiliate link. You're going to have an affiliate link, right?

Ray: You bet I am.

Pat: Yes. Go there because literally it will show you step by step, hand in hand everything from how to set up all the software, how to connect everything together. I show you where to plug everything in. My best testimonials that I've gotten are from people who have taken many online courses before and have said this is one of the only ones they've ever finished. That makes me so proud because I know how it can be learning in an online environment. Beyond that, you also get the support. Every week I have two hours of office hours where you can come on if you have any questions about anything.

As long as the course still exists, you have lifetime access to the course in office hours as well as the student's center too. If you don't have the ability to invest in a condensed and quicker higher level version of the course, you can find some videos on YouTube and stuff that will walk you through it too, but the investment is in the convenience of having an one-one spot and the accountability and support too. That's where I'd recommend you start. No matter what, whether you take advantage of the offer or if you go on YouTube, just get started. Again, consider your why, map out those first few episodes. Just visualize what that would be like. Because the truth is that if you can't come up with 20 episodes, then maybe it's not a topic that needs a podcast at this time. It's also going to force you to think about how to be creative with what those episodes could be too.

Ray: In the course, do you help people come up with ideas for episodes?

Pat: I do. A lot of it is based on where people's passions crossover with who they want to help. That's really where it lies. I do, yes.

Ray: We'll have this link in the show notes, but I'll tell you right now the link to go to is rayedwards.com/pat, very simple. I highly recommend it. If you want to start a podcast, I think this is the way to do it.

Pat: We just re-filmed the whole course actually. This course came out in 2017. Over time, obviously things have changed. As things have changed, we've added new videos, we've taken things out and eventually just became this thing that look like it



had a bunch of band-aids on it. It's still functional and it worked and it's been still helping thousands of people, but I thought it was time for a refresh.

You're getting the new 2.0 version at the same price and lifetime access. Students from before don't have to pay anything actually. They all get lifetime updates as well, but I'm just so proud of it. I've never been more satisfied with what I know is an A-course to help people. This is even beyond the 1.0 version and it's updated with everything. I just hope you enjoy it and I can't wait to have your show listed among some of ours.

Ray: It's going to happen, rayedwards.com/pat. Pat, thank you so much for being here and sharing with us today. I've learned things about you I didn't know in this interview.

Pat: What was one thing that you learned that you didn't know about me?

Ray: I didn't know about the Pokemon.

Pat: You can thank Chris Ducker for that, because when I visited London, he and his son were totally into it, who got my son into it, who then got me into it. Now I'm on eBay every once in a while looking at PSA graded Pokemon cards. It's kind of ridiculous, but there's a huge market for them. It's kinda crazy but yes, that's funny. You see, sorry, I go into podcaster mode where I'm just like, "So what's the one thing you learned?" Sorry about that, but--

Tiffany: I love that because I wish to ask what kind of questions you end up asking your people, but maybe later.

Pat: You know what's been a fun byproduct of starting the show? I've become a better listener to my wife.

Ray: Really?

Pat: Because you have to be very curious and a great listener when you're interviewing people. With my wife I've just treated many conversations, especially during date night because I want to make sure she knows that I'm listening. She knows that she's loved. Sometimes during date night I'm like, "All right, I'm going to pretend this is like a podcast interview with April. I'm just going to ask questions and be curious." I'll tell you, those are great nights. What a cool trick to make sure that your spouse feels loved. It's just to be curious and ask questions and dig deeper.

Ray: Just listen.

Pat: Just listen.

Ray: People want to be heard.

Pat: They do.

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Ray: This concludes the public part of our chat because now we're going to go to our members area. We're going to ask some weirder questions.

Pat: Know even more about me that you don't know.

Ray: Yes. By the way, if you want to know what we talk about, then go to miraclefactor.com and enroll in our membership program and you'll get to hear the rest of this conversation.

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[00:46:41] [END OF AUDIO]