



Ray Edwards Show, Episode 414

Creating Podcast Magic With Jody Maberry

Male Announcer: *Ray Edwards Show, Episode 414*, creating podcast magic with Jody Maberry. *The Ray Edwards Show*, this is the grow your business entrepreneurs podcast for prosperity with purpose.

Singer: Let's change the world then watch your business grow. Welcome to the Ray Edwards Show, Ray Edward Show.

Ray: This is the first time we've played the jingle while we're recording. Have you ever heard the jingle?

Tiffany: No. Not all the singing. I like it.

Ray: All the singing. You like it?

Tiffany: Yeah, it made me head rock.

Ray Edwards: Michael Hyatt told me, "You got to bring jingle back." I still have people sing the jingle to me, even though we haven't used it in like months. It's a beautiful Fall day in Spokane Washington. This is Ray Edwards. I'm here with my Executive Assistant and Podcast Co-Host, Tiffany Laughter-Twining. Welcome to the show. We've had a cool week this week, I think with some guests in the office for a copywriting workshop. You've never been through anything like this with me before.

Tiffany Laughter-Twining: No. Now I have though.

Ray: What do you think?

Tiffany: I like it. It's calm and quiet and it's like work for you guys.

Ray: [chuckles]

Tiffany: You guys are working hard.

Ray: It's like work for you guys.

Tiffany: [laughs]

Ray: Not so much work for me.

Tiffany: Not so much.



Ray: It's been cool. I really enjoyed it, and we got one of our guests from the workshop, is here with us in studio today. Jody Maberry, one of my favorite people in the world. How you doing Jody?

Jody Maberry: I am fantastic, Ray. It has been such a treat.

Ray: We haven't had an opportunity to spend this much time together, I think ever.

Jody: No, we've been around each other a lot, but not like this.

Ray: Not like days on end just talking. Listen to me, endlessly talking. Are you tired of me yet?

Jody: Not yet, [chuckles]

Ray: You're getting there.

Tiffany: Are you being honest, Jody?

Jody: I am, but I think there's probably a reason Ray made today a half-day.

Tiffany: [laughter] Someone's getting annoyed somebody. Just kidding.

Ray: Wanted to give you guys a break. I'm going to bring back one of our features, Spiritual Foundations because people keep saying, "What happened to spiritual foundation? Did you stop being spiritual?"

Jody: No.

Tiffany: Do they listen to you?

Ray: Yes, they do. They need a designated section of the show I think to make it legal.

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

Ray: I feel more spiritual already. I've been reading this devotional from Joseph Prince called *Healing Promises*. It's about getting healed, which I have an interesting, maybe you do too. Check this out, I'm going to read to you from one of the daily devotions, so I was reading just this morning. How do you see yourself? The Bible says, "As a man thinks in his heart, so is he." Ever heard that before?

This means that how you see yourself determines your physical health. How do you see yourself in the midst of your symptoms or after hearing your doctor's negative report? I never thought about this, but they spend most of their days giving negative reports. Here's what's wrong with you and what's going to happen, especially neurologists.

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Joseph Prince's, "The truth is that through Jesus is finished work the cross, you are completely righteous and completely redeemed from every curse of sickness. You are God's beloved child for whom Jesus did a complete work to save, heal and deliver." If you really believe that, think about what that means. Whatever is bugging you, it could be something small. It could be an ache or pain.

It could be something big like-- I don't know, Parkinson's disease or cancer or kidney failure. Maybe somebody in your family is going through something right now. Joseph Prince's, "Don't see yourself as sick trying to get healed. You are the healed, righteous and beloved child of God facing some symptoms. Be of good cheer."

"There is no disease or condition that is greater than the perfect finished work Jesus says accomplish for you. Declare what you've been made in Christ and see your body manifest His truth." I like that. I like it. "I am the healed, I am the righteous. I am the beloved child of God." I feel better already. Proverbs 11:28 says, "The righteous will thrive like a green leaf."

Voice over: Now, our feature presentation.

Ray: All right. Back here with Jody Maberry.

Tiffany: Yeah, Jody what did you think about this?

Jody: This being the workshop?

Tiffany: Yeah.

Jody: Oh man.

Tiffany: In the time there.

Jody: It was fantastic. I've got Ray's book. I've done the course, I've been to the live, the big events where there's hundred-plus people, couple hundred people. This is the first time where I've been in a workshop with Ray, where there's been one on one work because this was small enough where you could do that. That's the point of this, one-on-one work. It changes everything because you can follow Ray's blueprint. You can follow what he teaches, and it is helpful, but when you sit down with Ray and you go through what you're working on, and then Ray speaks right into it. Oh man, that was wonderful.

Ray: Thank you. We should let folks know about Jody. If you haven't heard Jody, I don't know what rocky been hiding under. I first found out about Jody as the park ranger. What's the official name of the podcast? Is the park ranger podcast, but it's not called this. It's called--

Jody: The *Park Leaders Show*.



Ray: *Park Leaders Show*, yeah. I was loved going to the national parks and hearing for the park rangers. They're great storytellers. I didn't know they had a system for telling stories. Give us a little bit of your background. You were a park ranger, still are a park ranger at heart.

Jody: Oh, yeah. Once a ranger you're always a ranger. You don't get out of it.

Ray: How did you become a park ranger?

Jody: Well, Ray, I actually used to be a Financial Analyst, which is the natural progression, financial analyst, the park ranger.

Ray: That's how it goes. Yes, for everybody.

Jody: Yes, that's how it goes. Well, I was a financial analyst at a commercial bank. I sat at a desk, wore shirt and tie, measured interest rate risk.

Ray: Did you just hate that?

Jody: Well, that's what I thought I wanted to do until I did it.

Ray: Then you realized, this is not it. [chuckles]

Jody: Yeah. Actually, here's a part of the story. I don't know if I've ever shared, it was when my granny died. I came back to work from going back to Illinois for her funeral. I thought, "Oh my goodness, even if I do my job, wonderfully execute at the highest level, what really happens?" Maybe some shareholders make more money. I thought I don't think I want to do this anymore. I said, "Well, what do I really want to do?" We had just bought a house and we're moving into it and some friends helped us move. She worked for parks and said, "You should really think about being a park ranger." I said, "Think about it? I'm done thinking, let's do it."

Ray: [laughs]

Jody: It actually took me a year because even though at the time I had two degrees, I had to go back to school because park rangers don't have marketing and finance degrees. I had to go back to school at night to get enough credit to natural sciences. It took a year, I became a park ranger and it was wonderful.

Tiffany: You said something about park rangers being good storytellers. Did you learn that or were you always? Assuming you are a good storyteller? I've heard some of your stories and I like them, but do you feel like you're a good storyteller?

Jody: I think I always was a good storyteller. The difference is, when you're no longer just hanging out with somebody telling stories, and you have to get people to take action, or you want them to take action from the story, that's where the park



ranger-- What I learned there came in handy because you don't want people to show up and listen to your park ranger talk and say, "Well, that was nice," then go home.

Ray: Well, I've heard you talk about the fact that when you are with the park ranger on a tour, you probably had your interest hell, they probably riveted you their stories, and you said there's a system. Does every park ranger learn how to do that or is that something that you just picked up?

Jody: I think every park ranger learns that because there is a formula for interpretation.

Tiffany: What is it?

Jody: You tell a story, you tell why it matters to the listener and then a call to action. In parks, that's really helpful because you want people to protect the park, or not hike off trail, or something like that. That's why you use that formula, but they use it at museums, at zoos.

Ray: Can I put you on the spot. Pretend we're in a park, you're the park ranger, you're going to tell us a quick story. Give us an example how that would work.

Jody: Okay.

Tiffany: About a bear.

Jody: About a bear?

Tiffany: Can you do that? Like maybe one that you've spotted.

[laughter]

Tiffany: Okay, never mind. You don't have to do that.

Ray: Well, that's really specific, but yes, go for it, Jody.

Jody: That is very specific. How about a tree?

Tiffany: Okay. I'll settle for a tree.

Jody: Tree, bear same thing.

[laughter]

Jody: Here's an example because we're in Spokane and you have the beautiful ponderosa pines here.

Tiffany: Do you think those are beautiful?



Jody: Oh, I do.

Tiffany: Oh.

Jody: Ray, do you like ponderosa pines?

Ray: I do. Yes.

Jody: Yes. Let's say I wanted people to become aware of ponderosa pines and some people think they're ugly, but I want people to realize how important they are. I maybe will tell a story about a ponderosa pine. A good story to tell is that in the spring when the bark is bright orange, it smells like butterscotch. Did you know that Tiffany?

Tiffany: I totally didn't know that.

Jody: See, so you already are liking ponderosa pines a little more.

Tiffany: A little. A tiny fraction.

Jody: You want to eat one now.

Tiffany: [laughs] The bark.

Jody: Ray, you're gonna see Tiffany smelling trees in April.

Tiffany: Yes. I'll just bring some bark in here.

Jody: [chuckles] Yes. You tell a story like that and then you maybe would go on and talk about how they need fire, otherwise, the cones don't open and put the seeds out. Then maybe you would say why it matters. Well, fire matters **[00:10:00]** because it helps the trees open, whatnot, and then maybe the call to action, you can send someone off on a trail where they could go and see the biggest ponderosa pine in a park. They could go and see where a fire came through the park and how it's recovered now. That's usually how it works.

Ray: This ties it all together.

Jody: Yes, it just ties it all together.

Ray: I want to back up. We're going to bounce all over the place. I can tell how this is going to go. You said we had just bought a house. Were you married at the time you left your financial analyst job and became a park ranger?

Jody: I was. I was married. We didn't have kids but-

Ray: To the same woman.



Jody: To the same woman, that's right.

Ray: How did that happen? What did you think about you saying, "I'm going to quit my job as a financial analyst and become a park ranger?"

Jody: Well, it's worse than that, Ray, because I took a job six and a half hours away from where we lived, and she was a school teacher and had to finish the school year. For a year I lived six-and-a-half hours away from my wife and drove home every weekend.

Tiffany: Did you guys have kids at that time?

Jody: No. We did not or that probably wouldn't have worked.

Ray: Did you make any kids at that time?

Tiffany: [laughs]

Jody: Ray, by the time-

Ray: I'm just thinking your whole year you're living six hours away from home. I'm just wondering how that went.

Tiffany: So uncomfortable, I like it.

Jody: This is going somewhere I didn't expect. I will say that our first kid was born a few months after my wife moved to Spokane.

Ray: Attaboy.

Tiffany: [laughs]

Jody: That was an interesting time, but it's-

Ray: How long were you a park ranger?

Jody: I was a ranger for eight years.

Tiffany: Why did you stop?

Jody: There was a lot of things that happened at the same time. By this point, we had two kids and I wasn't seeing them very much, and when you want to go to a park, that's when park rangers have to be there. When most people want to go have fun, a park ranger has to be there. The parks were just having a tough time and rangers were getting laid off.

I had a pretty lousy park manager and those things by themselves, you can say, "Okay, well this is all right. We can still keep going." Then all of those together, I

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thought, "I don't know if I want to do this. I have the best job in the world and I don't enjoy going to work." Right at the same time, someone in the private sector offered me a job and I said, "Okay, let's do it."

Tiffany: Where did you go to work?

Jody: I worked for a luxury home builder. Well, it was a small company, so I did a lot of things, but I did all of their marketing, which I still do all these years later.

Ray: What people know you for these days is podcasting. How many podcasts are you currently on?

Jody: Eight. Although, one is retiring. I say eight, but it's about to be seven.

Ray: What's the best-known podcast you're on?

Jody: The best known is *Creating Disney Magic* with Lee Cockerell.

Ray: Lee is?

Jody: The retired Executive Vice President of Walt Disney World.

Ray: Do you know how jealous I am right now because I love Walt Disney World. When I was in radio, for a couple of years we went three or four times a year and broadcast from, was then called Disney MGM Studios. We did our morning show from there. They would fly us down there, us being me, my wife and Sean, and even took my brother a couple of times, my brother Chris.

They fly us down there, put us up in one of the resorts, give us park passes, give us meal tickets. They chauffeured us around in the limousine. They'd come pick me up every morning, take me over to the studio. We do the radio show. We had our own private liaison. I went to Disney like, we think it's like eight times that we went and we were treated like that.

Then the first time I had to go back and pay for it myself I was like, "Holy cow, we really got something special." We appreciated it, we loved it, but just became such a big fan of Disney. The fact that you are now doing a podcast with this guy who ran the whole shooting match, that's just incredible. Lee seems like such a nice guy.

Jody: He is. He is still the Oklahoma farm boy that he was growing up. He's an incredible guy and it's amazing to have someone have gotten to that level and they're just still so approachable. Still the same guy they always were.

Tiffany: Yes. You can tell he really loves people. I remember a call that we did with our team with him and he understands people and really cares. That was my take away with that.



Jody: Yes, he very much that's him. He cares about people. That's why he still does. He's been retired for a little while. He doesn't have to do any of this, the podcast, writing, speaking.

Ray: Why does he do it?

Jody: Well, if you ask him directly, he'll say, "Well, people ask me, 'You're retired, why don't you just golf?'" He says, "People don't clap for me when I golf."

[laughter]

Jody: "I want to feel loved." I think the real reason is, is one time I asked him, I said, "Lee, you were an executive with Marriott. You opened Disneyland Paris, you ran Walt Disney World, you have four books. Of all those great accomplishments, what is it that you want to be known for?" He said, "I want people to remember me as a teacher." That's why he still does it because he figures at this point in his life, that's the best thing he can do is to teach other people.

Ray: Wow, what other podcasts do you do?

Jody: Well, I've got two other that are Disney related. Lee's son Dan Cockerell, he was the vice president of Magic Kingdom 26 years at Disney.

Ray: Now, how does that happen because it seems like it would make it harder if you're the son of the guy who used to run the whole thing, because people talk about nepotism. How did he end up getting that job?

Jody: Hard work. He's really good.

Ray: What did he start out doing at Disney?

Jody: Parking cars at Epcot, and he worked his way up. I may get some details of this story wrong, but he used to get that where people would say, "Well, Dan, you're just getting promoted because of who your dad is."

Ray: I think that made it harder.

Jody: He addressed it up front one time. He said, "Okay, people [00:16:00] say you get promoted because you who your dad is, and it's absolutely true. Because my dad taught me about integrity. He taught me about how to work hard. He taught me how to treat people, you're exactly right. I got promoted because of my father."

Ray: What a great answer.

Jody: Yes, working with Dan is incredible. He's doing some great stuff after 26 years at Disney. He's now off doing a lot of what his dad does, speaking, consulting and has a podcast. We do that one Come Rain or Shine. There's a third Disney podcast called, *If Disney Ran Your Life*, which I do with Jeff Noel. He had 30 years at Disney
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and was at Disney Institute. He was a keynote speaker, spoke to over a million people in his speaking career and now we do a show together. I've got Morgan James Radio with David Hancock who you know well.

Ray: Love Morgan James, love David Hancock. Yes sir.

Jody: Yes, he will brighten your day every time. There is the Catalyst Sale Podcast I do with Mike Simmons. Catalyst Sale is a sales training company. The Park Leader Show we talked about that. Did the cleverly titled *Jody Maberry Show*.

Ray: I liked that one.

Jody: Yes, that one is a good one. That's one of my favorites. Also, there is Great Escape Radio, that's the one that's retiring. That's for a travel writing company, Great Escape Publishing. I think that's all eight.

Tiffany: How do you have time for all of that?

Jody: Good processes and systems, otherwise it couldn't happen.

Tiffany: No. How often are you recording?

Jody: I will record a few times a week. I probably record four or five hours a week.

Tiffany: Did you record this week while you were here?

Jody: I did not.

Ray: How did you do that?

Tiffany: He was up there in a plane.

Jody: That's right. I just planned ahead. I'm always mindful of my travel schedule--

Ray: Plan ahead, you say. That's a pretty unique idea? We should try that.

Tiffany: Should we? I feel like winging it is the best.

Ray: It seems to work for us pretty well. You didn't set out to become the podcast guy, but now you've got all these Disney people coming to you saying, "I want you to do a podcast with me." You got other people doing it. You speak on podcasting, you teach podcasting. What do you think is the future of podcasting, because we were talking this week, there's like 700,000 podcasts now.

Jody: Yes, 700,000 which is a 35% increase from last year. The growth is really happening fast now, and I think the future of it is that it's going to be more commonplace. That's where people are going to start to look for you. Where they used to google Ray Edwards, or go to YouTube and type in Ray Edwards, now

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they're going to start-- even if you don't have your own podcast, they're going to search your name in Apple Podcasts or wherever they listen.

Even if you don't have your own show, they will probably assume you've been on other shows and that's how people want to hear you is audio, because it comes out who you really are. Your personality comes out. That's where it's heading that more people are going to-- it's going to keep growing. By next year we're probably at a million.

Ray: Doesn't that make it harder if somebody is thinking about starting a podcast, doesn't that make it harder for you to get an audience, get people to listen to you?

Jody: Well, I can see why you would think that because 700,000, if we're at a million next year, that's a lot. That seems crowded. It sounds like it would be crowded, but when you look at how many YouTube channels there are, how many blogs there are.

Ray: There's like 23 million YouTube channels.

Jody: Yes, that is a lot of noise, but with podcasts, that's not that many. 700,000 is not that many. Then when it comes to standing out-- All the years I've been podcasting with all the people, I've done over 1,000 episodes, hundreds of interviews, I've just realized there are things that work and things that don't work. Over those years I took notes and just for no reason other than I was watching what worked. Then I saw what made certain show stand out.

Ray: Hold on. Before you go into this, I want to do a little market test.

Jody: Okay.

Ray: Tiffany's kind of new to this whole business and certainly to a lot of this social media marketing stuff, but you you have podcasts you listen to, right?

Tiffany: Yes.

Ray: Tell us about like your favorite or one of your favorite podcasts.

Tiffany: Caitlin Bustos, *Hands Down*. I like it because she just is herself. She totally. She stumbles all over her words sometimes. She says whatever

she's thinking, and there's not a lot of editing.

Ray: She has guests on?

Tiffany: Yes.

Ray: What do you like about that? Do you like that? Do you like it when it's just her or when she has people on?

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Tiffany: I prefer when she has somebody on. Well, she doesn't really sit there and interview somebody. She just has a conversation. It seems really natural, and depending on the guest, it could be really funny. Those are my favorite.

Ray: Now Jody, does that jive with any of the notes you took about what makes shows work?

Jody: Exactly. She is exactly. She didn't even know that was coming.

Ray: No?

Jody: Not exactly.

Ray: You could tell by the look of panic in her eyes when I turned to her and said, "Tiffany."

Tiffany: [laughs]

Jody: Well, she is right on that whether you do a solo show, and I know you mix them Ray. Whether it's a solo show or an interview show, the listener wants to feel like it's a conversation. Part of the reason is you look at what they're doing while they listen. There's no one else around. They're driving a car. They're mowing the yard, walking the dog, doing the dishes. There's no one else around. If you do a show, like it's a radio show or like you're speaking to a crowd, they'll still enjoy it but you're missing the conversation piece. If you treat it like a conversation, somebody feels like you're talking directly to them and it builds a relationship that you can't build with any other platform.

Ray: As a lot of people who listen to this show are business people, they're entrepreneurs, they want to be maybe building or thinking about building a business. What kind of businesses-- and this is kind of a softball, I think I know what your answer is going to be but maybe you'll surprise me. What kind of businesses does this work for and not work for having a podcast?

What would you rank it like? Because I'm a business owner and I've got all these choices. Do I need to start a YouTube channel? Do I need to have LinkedIn videos? Do I need to do Facebook Lives? Do I need to do a podcast? There's so much. Do you think podcasting is a place to start, and if so, why and who's it worked for?

Jody: That is a softball. Now, let me say before I answer it. A podcasting isn't for everybody and I think you probably know already. That's not me, I don't have the personality, I don't like to talk. Right, if that's how you feel. If your business relies on people getting to know you where you're part of what people buy, then definitely consider a podcast. If your business relies on educating potential customers, consider a podcast.



If your business relies on content creation, whether that's: blogs, speeches, whatnot, consider a podcast because I'm sure you do this Ray. There's so many things for me that start as a podcast episode that end up something else. That works for, example: speakers, coaches, authors, homebuilders--

Ray: I'm just going to say, it seems like it worked for anybody. If you're like a homebuilder, general contractor, I think the smartest thing you could do is have a podcast where you talk about super local stuff, insider things in your business, in your life and people that you know in the community and have these conversations and get your team members on, get your spouse on, because then, people know you.

Jody: They know you. Consider this. The homebuilder that I do the marketing for, when I worked there, I would see what questions people came in to interview the homebuilder, what kind of questions they were asking upfront. I just wrote blog posts about those ahead of time. People would then read that because they would check out the website before they came in. Now when they sat down, they already knew the answers to the questions they were going to ask, and the conversation then just move to, "Is this somebody I want to work with?" Because building a home is- that's six to nine-month process. If they had a podcast instead, that conversation of, "Is this someone I want to work with?"

Ray: Is already answered.

Jody: Already answered.

Ray: Because they know this person and they're like, "That guy, that lady is cool. I like him".

Jody: That's right. If you are a real estate agent, for example, and you have a podcast where you're talking local tips, all of that, and I'm moving to the area and I discover you, well--

Ray: Yes, exactly. Think about this. People think that podcast has to be a big national thing. If like if I was a homebuilder or real estate agent in Spokane, Cortland, Post Falls, and I had a podcast and I talked about those places, as my number of podcasts builds up, the search results build up and people start looking for homebuilder, real estate, Spokane, Cortland, Post Falls. I keep coming up there listening to my show, nobody else stands a chance if I'm a likable person at all.

Tiffany: I can't say I've ever known a homebuilder to have a podcast. I didn't even know that was out there. That's an amazing idea.

Jody: Yes, I can't think of one that doesn't, right now.

Ray: Which is insane. Frankly, I think any kind of business, if you can get behind a microphone, just talk, just have a conversation. You don't have to be a radio

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announcer. You have to do that. Just be you. That's kind of leads into your creating podcast magic thing. I think the thing that you have, that you share with people and the thing that you do is, you ignore what "slick, highly-produced professional podcasting" sounds like, and you do your own. Describe your studio.

Jody: My studio fits into a bag that is big enough to carry around.

Ray: It's about the size of a hard back-book.

Jody: Yes, there you go. Everything in there is-- Well, I have one piece of equipment that you don't always need, but I like it. That's about \$250. If you take that out, everything in there is under \$200. Ray has a piece of equipment. I was telling him, Ray, I would love to have that, but it won't fit my bag so I won't get it. That's it. I record in parks, at coffee shops, side of the road. It doesn't matter because it's not the sound quality, it's the content.

Tiffany: Is your sound quality pretty good with this kit that you have?

Jody: It is. Like Lee Cockerell and I, did some episodes from the Nashville Airport, for example. You could hear the announcements going on--

Ray: I think that's cool.

Tiffany: Me too.

Jody: Yes, people loved it because it's all part of the story. You shouldn't do a podcast if you're not going to do it for at least a year. Over that year when you do things like that, record from the airport, hotel lobbies, parks, it's a big story that unfolds.

Tiffany: I love that he's saying this.

Ray: Yes, I know you would. I like it too. I'm getting excited. As far as sound quality, what kind of microphone do you use to do your podcast?

Jody: I use the same microphone Ray has in his studio right now, which is the Audio-Technica ATR2100.

Ray: Which costs?

Jody: \$70. That's it.

Ray: I have one of those Heil PR-40 microphones that I paid \$400 for and we had that one, and then we needed another microphone because Sean was doing the show with me at the time. We got one of these ATR2100. One day we were just talking and Sean said, "I can't tell the difference between these microphones." We just a got a couple more ATR2100s and retired the PR-40.

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Jody: I've broken one before traveling, but what does it matter? It was \$70, I just replaced it. I would be nervous traveling with a \$400 microphone.

Ray: What about somebody who says, "I don't know if I could come up with something to talk about every week?"

Jody: Well, that's the thing. You have so many stories.

Ray: No matter who you are.

Jody: No matter who you are. You could be an accountant, a butcher, a baker.

Ray: A candlestick maker?

Tiffany: [laughs]

Jody: There you go. You're going to have stories and it's just a matter of being fine with that. Some people think, "Well, I'm not Ray, I wasn't in radio. I didn't work for Tony Robbins."

Ray: The radio thing. Honestly, I want to say that's was really a hindrance for me. When I started doing it, I felt like I had to be like I was on the radio. I listen to those shows and I want to cringe. To make this episode, I had to make those episodes.

Jody: That's right.

Ray: However weird you feel about it, have any desire to do it, I'd say do it. I interrupted you. You were saying, everybody's got stories.

Jody: Everybody's got stories that are unique to you and that's what makes them good. You don't need to be Ray Edwards. You don't need to have written copy.

Ray: Trust me you don't need to be Ray Edwards.

Jody: [laughs] You are you and that's what will create the magic in your show. If you can be you and not try to be somebody else.

Ray: We could go on, I could listen to you talk for hours. I know you have a plane to catch literally. You have a course that I'm going to recommend to people. Tell us about that.

Jody: It is called *Podcast Magic*. Remember I said, I took notes for years. This is all those notes. The things that worked, the little thing so a lot of podcasts courses and these courses are needed, I'm not really knocking them. A lot of them cover the mechanics, that equipment, the editing, which you do need. The magic though comes in some of the smaller pieces. How to make it a conversation, how to be you, how to create content because that's challenging when people are new to come up



with a new show every single week. Well we work on all of that in the podcast magic course.

Tiffany: When is that coming out? Is that already out?

Jody: You can go to creating *Podcast Magic*. If it's not available right at this moment, depending on when you listen, it will be.

Ray: Get on the waiting list.

Jody: You can get on the list.

Ray: Look, I recommend Pat Flynn's course and then Cliff Ravenscraft had a course for a while. I don't know if he's ever going to bring that back, but it was also a good course. Both those courses are fantastic. The thing I love about your courses, that it has this focus on the content and creating content and being yourself. I think those guys would sign off on that, but I think your focus is more on that and that's been your expertise and what you took all these notes on.

Frankly, when I was in radio, I used to train the radio personalities, and the hardest thing to get them to do was to be themselves. Which is funny because when I start doing my podcast that was the hardest thing to get me to do. I think you have a talent, you have a gift for bringing out people's authentic content and that's what I love about your course.

Jody: Well, thank you. I was so happy to make it, to finally be able to share some of this that I've picked up along the way because I think that a lot of it is not something you would think about when you start a podcast. You should find someone that you think is doing great work in model them. The danger comes in that if I'm modeling Ray Edwards, I might try to sound like Ray Edwards and not get my personality in there, so we address that.

Ray: How to be yourself.

Jody: How to be yourself. That's the magic.

Ray: Creating podcast, magic.com. Jody, thanks so much.

Jody: Well, thank you, Ray. This has been wonderful to be here with you.

Ray: Cool. Well, until next week, we'd love to hear what you think about this episode so talk to us on the socials. I'm Ray Edwards everywhere. Until then, may God bless you, and may He do more for you than you can ask, think or even possibly imagine. See you.

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[END OF AUDIO]