

Rob Walch Podcast

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SUMMARY KEYWORDS

podcast, apple, record, people, episode, launch, interview, submit, podcasting, solo, libsyn, day, gotcha, talk, year, skype, iphone, dave jackson, nice, zoom h6

SPEAKERS

Rob, Dave S

- R** Rob 00:00
pod fade around one year in around 50 episodes. And in that group pod fades primarily because they thought they were getting into podcasting to make money. And they realized it takes them about a year to come to the realization that you know, the hundred and 15 downloads per episode just not gonna pay the mortgage. And they got into it for the wrong reasons. And so what I say you know, to keep from failing is, one make sure you the podcast you're doing it on is a topic that you really are passionate about something that you love, I love gadgets. That's why I'm able to still be doing today on iOS.
- D** Dave S 00:32
That was Rob Walch, giving us some great advice when thinking about starting up a podcast. Welcome to today's session of the marketing podcast.
- R** Rob 00:41
This is outdoors online, co the marketing podcast that helps you elevate your business through online marketing master sessions. Join Dave each week as he helps you grow your online influence via interviews with leading entrepreneurs from around the world.
- D** Dave S 00:58

Rob Walsh. One of the leaders in podcasting today breaks down the reasons why some podcasters struggle to make it. Rob talks about the number one mistake when launching where 75% of podcast listeners come from and how to get feedback early on. Plus, why he doesn't recommend the zoom but loves the h6 zoom. Time to break out some high school dance moves and shake that moneymaker. Turn up the earbuds and enjoy today's episode with Rob Walch from lipson.com. How's it going, Rob? Good. How you doing? Dave? Good. Great to have you on I just recently had a chat with Dave Jackson. And your Dave came up a couple times that we were talking. It was pretty fun chat over there. We're gonna dig into a little bit on kind of hosting and podcasting getting started. I've got a lot of people that are thinking about getting going and but before we get there, can you talk about how you first got into podcasting and online marketing.

R

Rob 01:55

I started podcasting way back in 2004. So why I got into it when it was just starting and I was just looking for a hobby. I had just gotten my MBA from UConn in spring of 2004. And has been all these years. basically going to school at night and working full time and also and I had this free time, I was like I need a hobby. podcasting happened to be the hobby at the right time. the right place for me.

D

Dave S 02:22

That's awesome. And have you the MBA Have you used that quite a bit in your kind of all your online stuff?

R

Rob 02:30

You know, what I learned in MBA school? Yeah, was it was a mixture I had a kind of almost a co major in my MBA where I had half of it was on finance because I needed to be a finance MBA for the company I work for which is Dover Corporation at the time. And then the rest of it was all marketing. So all the electives were marketing or finance. So kind of split between down the middle on the two. Gotcha.

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Dave S 02:54

Cool. Well, we're gonna jump into some on Lipson because you guys have some good stuff going on there. And You know, that's I mentioned Dave and I talked a little bit about the hosting. And there are some different companies out there. I want to talk about a little bit on that, but really focus on Lipson here. And if somebody was going to get started today, can you talk about what they should be thinking about before they call up Libsyn

and get going on this?



03:16

You need to think about when your launch date is, I think the biggest mistake people make is they think that they're going to upload their first episode, it's going to get into Apple podcasts immediately. And the next day, they're going to tell the world that their podcast is live. And I think I'm seeing that more and more and more and the reality situation is you need to figure out what your launch date is and backup 30 days. 30 days from your launch date is when you need to submit your RSS feed with its first episode or trailer episode to Apple podcasts. Because once it gets approved, it takes three to five days for that approval and sometimes longer. Then it takes another week to get indexed by Apple. And once it's indexed, then it's available to be scraped into overcast and pocket cast and podcast addict in the other places that pulled from Apple's directory, which about 120 other apps that pull from Apple plus. So that takes another two weeks. So you need to figure out when you want to launch backup one month, that's when you submit to Apple. When you sign up for Libsyn, you can sign up the day before or that afternoon, but you don't need to have your first trailer episode ready, you need to have your show level, show level artwork, which is that 1400 by 1400, square artwork by two up to 3000 by 3000. So you have to have a good artwork, you have to have your first episode or trailer episode. And you need to know what you want to call your podcast title description for your show. Spend some time search for the title, see if there's other podcasts with the same title. Google the title, see if you can register a Gmail account and a domain for your podcast. So do a little research. So those are the things you do the week before you sign up for Lipson. And then when you sign up for Lipson, you Have all the materials Ready to go? And then it just boom, a couple hours in you submitted to Apple.



Dave S 05:05

Gotcha. Can you talk about a little bit about the artwork 1400 versus 3000. And what you know, doesn't matter which one you do there.



Rob 05:16

It doesn't matter what matters is that it square 1400 by 1400. And one is not good. 3000 by 3001 is not good. It has to be 3000 by 3020 500 by 2500 1400. By 1400. It needs to be JPEG or PNG image and the file size must be below 500 kilobytes. I think that's one of the bigger issues that people mistake having a mistake. And when they do an artwork, they have artwork, that's three megabytes, five megabytes 10 megabytes, it needs to be under

500 kilobytes file size.

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Dave S 05:49

Okay. And going back to that 30 days, so let's say we're launching this thing on May 1, and we've already connected with Libsyn we've we're getting that stuff set up and so you You said you want to have a trailer episode, when you put that in? Do you want to publish that right away 30 days in advance? Or can you explain that you

R

Rob 06:07

have to have something published, when you submit to Apple, it has to be you have your RSS feed, must have an active live episode on the feed. So it has to be published, for you to submit to Apple and get it into other places as well. And you submit to Apple first. And then after you submit to Apple and it gets approved, then you submit to the other places, then you submit to Spotify, then you submit to Deezer and radio.com and maybe stitcher and tune in. We do that all after you've been approved by Apple, you don't have to wait 30 days. You know, Apple approves you in a week. Once Apple approves you, then you do it. And the reason why do you wait? What if Apple rejects you? What if Apple rejects your podcast for a certain reason? Now you've submitted into Apple with one title for your show. And now you need to change your title or something else and maybe do that Whatever the reason is now you've got to change it you've already submitted elsewhere. Well, Apple is really important because there's not just a 63% that consume via Apple podcasts and iTunes, it's the other 12 to 15% that pull from Apple's directory that also consume fuel again, 75% of consumption is just from submitting tabble gotcha. Get Apple taken care of First,

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Dave S 07:22

get them first. And then can you describe that process on Apple? Is that something that Libsyn is helping to take care of or do you have to reach out to them separately?

R

Rob 07:28

Well, you want to reach out so there's one service that will submit you to Apple and they don't even tell you that they're doing it in the basically they submit you and you think, Oh, this is great, except now you don't have control of your show. You've lost control of your show. So you want to get submit to Apple. You want to get an apple id and you want to go ahead and submit it to Apple podcasts Connect its podcasts connect apple.com you want you want to sign in with your Apple ID and submit it yourself. That way. You can then go

into Apple podcasts later on and see the statistics and information for your show. If you let someone else submit your podcasts for you to Apple shows not yours, you've lost control, you don't have control of your show. So don't let anybody ever submit your podcast for you down. that's a that's a

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Dave S 08:19

good tip. And then if you already have a podcast or two going and you want to add another one to Apple, is it a totally separate situation where you do a whole different login everything?

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Rob 08:29

You Well no, you go into the same podcast Connect account that you would have submitted those other shows. And then you just add a show so that you have three or four or five I have one account that's got like 15 different shows in Apple podcasts Connect

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Dave S 08:41

gotcha. Okay, so there's no problem adding multiple shows. So the Connect account, I lost I was looking on I just searched Libsyn and I clicked on the first thing that came up at the top and it was I didn't even realize because it looked exactly like Libsyn, but it was pod bean and it was an ad and I was like I got into and I was starting to click. I almost I wasn't like registering or anything, but I was clicking around. Also, I was like, holy crap, because they were. I can't remember I just realized it was different. Do you find a lot on competition? I mean, I guess just generally, it seems like are there a lot more hosting companies in the business now?

R

Rob 09:16

Well, there's a lot more than when we started because we were the first one so okay. Yeah. When we started, there was no other competition. Well, literally, we're the first podcast hosting company. We are the oldest we started. Libsyn started in November of 2004. So there was zero other podcast hosting companies at that time. So yeah, there's more and we've seen a lot over the years go out of business. Yeah, a lot of ones like poddango. Just a whole bunch of different ones over the over the years. pod show. There's just been a bunch that have just gone away over time. garageband.com was was on Yeah. Gotcha, nothing to do with Apple. So yeah, there's been plenty of podcast hosts over the years that have come and gone.

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Dave S 10:07

Gotcha. Okay, so let's say we got our podcast, we're getting it rolling, it's gonna be, you're kind of launching it in, you know, first of May. What are the things to think about? You know, if you think of like a top 10 you know, things to avoid when preparing for this launch and doing and make creating a great podcast. So there's some what would you tell some people if you were given that talk?

R

Rob 10:26

Don't launch with 10 episodes, don't launch with five launch with one launch of your first episode. In that first episode, make sure you make it really clear you're looking for feedback, have a Gmail account, have a call and number, get a Google Voice number. So tell people on the show, hey, give me a voicemail this way. Call this number. leave me a voicemail message. Here's my gmail account. Give me feedback. Because what you're going to find that growth of your show is going to be pretty much determined by what your listeners tell their friends. Yeah. It's all gonna be about word of mouth. Now you have to find some of those word mouths early on. But if you don't make your show from day one, accessible to your audience where you make them feel like they're part of the show, they're gonna feel alienated. That's why when shows launch with 10 episodes on day one, they're less likely to succeed than a show that launches with one.

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Dave S 11:22

Hmm. Okay, so, so the idea is to think you're gonna week one launch Monday, Tuesday, Wednesday, get three shows out there. There's no super big bonus of doing that.

R

Rob 11:32

No, we haven't seen it. We've looked, I've looked at the shows that have launched with 1 3 5 and 10 on day one. And the shows at launch with 10. Six months later. Clearly did much worse. And we're more likely not to even be releasing episodes at that point.

D

Dave S 11:52

It only shows at launch with one. Wow. Wow. That's great. Yeah, and I think, yeah, like you said, the feedback is another good thing being able to launch with one then If you're not, you know, you can listen to your audience and have them help you exactly.

R

Rob 12:03

You're gonna get better as time goes on. If you launch with three or five or 10, especially 10, you're launching with 10 bad episodes, and 10 bad episodes, we have no listener feedback. So the listeners that come along that find your show, feel that they're not connected to it, and that this isn't Okay, this isn't a show for me. And as an, especially as an indie, indie podcast, you really need your listeners to promote your show and grow your show. So you have to work them into your show. And even you saying, well, it's just an interview show. How do I work listeners in? Well, simple and the format is, you introduce your guests, and at the end of the episode after the interview is over, you have some listener feedback. Yeah. Other questions? Yeah.

D

Dave S 12:43

Yeah, I've been noticing. I've been doing call outs occasionally to our Facebook group, you know, which is just saying, Hey, you know, Joe has a question from the Facebook group. I've been noticing that group growing a little bit, you know, I think people are starting to, to see that. So that's another way to get out there. When you're thinking about You know Skype zoom. I guess squad casters a bunch of things out there.

R

Rob 13:04

I don't recommend zoom. Okay, just it just because of all the privacy. Oh, right.

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Dave S 13:09

Yeah, I heard about that. Okay, so. So I mean, we're on Skype. Now we're doing this thing through Skype, which seems to work pretty well. Are there any others you would recommend that are either easier different than than Skype?

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Rob 13:20

I've been using Skype for over 15 years. Yeah, so Skype, Skype is what I recommend. Yeah, Skype. And if you have a Mac Call Recorder. It's real simple, easy to record. If you want to get really complex, you can get a mixer and a digital recorder and take everything off the computer and record that way. And that'll get you ultimately the best audio but and most reliable but even just Call Recorder gives you a really good audio quality and just make sure you set it up to record the uncompressed version rather than the compressed version.

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Dave S 13:53

Okay, okay. Yeah. So there's, is there any advantage you know, we're on we're doing this you're recording your and we're kind of doing this Double under here too so that'll help but plugging in and recording say call record and then do it as a backup and then recording with a, like a zoom h6 through the you know, the main cable is there a benefit to doing that is that a lot better than the call recording audio,

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Rob 14:15

it's not all that much. It really isn't all that noticeably different. So, I mean, I've done it ultimately all the different ways. You know, I'm doing it for my own show. I record everything I control the whole thing I bring person in via Skype, I take them out of the audio out of the computer into a mixer in one channel, I bring my audio from my mic to the other channel, the mixer or to one channel of the zoom h6 and one to the other side of the h6 and record that way. And that gives you really good audio and especially if you're you're interviewing people that aren't technical, you have to control both sides. It's it's great if you're interviewing podcasters because you don't have to worry about them being tactical, you know they are but Most podcasters that do interviews aren't interviewing podcasters who tend to be interviewing people in their field? who aren't podcasters. So from that perspective, you have to be ready to be able to record both sides of the conversation.

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Dave S 15:13

Yep. Yep, that's right. Yeah, I've done quite a bit of those. Yeah, with the phone call. And I've been testing out, you know, the roadcaster Pro, which gets a lot of I mean, it's a great device, right. It's kind of, I guess, it's for the people that maybe aren't as techie. You know, it brings in the whole thing, but I've realized, you know, if you plug into a cell and call somebody, you know, you listen to it, right. It sounds like they're on the phone because they are compared to doing that, like we're talking about this Skype call record where you can still call a phone. Right? It just seems like it's a little better. Did you think that is the case?

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Rob 15:46

audio wise, audio wise, if you're doing Skype in or Skype out? It depends on your connection. Oh, yeah. So it just really depends, but you can get the same sounding quality of Skype in Skype out and a mixer and a With the h6 I like the h6 my preference over the road caster, just because I'm not going to do a live show, I don't need all those sound clips and bloopers. I'm going to edit that stuff in. So unless you're doing that stuff live and you

want to take that recording and you're not doing plan on doing editing, yeah, sure, then the rodecaster gives you some of those flexibilities. But if you plan on on editing, which I do, yep, I recommend the h6 because it's a much more portable device because then you can go take it and grab a couple of Q2U mics and go out to a local bar or wherever and interview people face to face when this whole pandemic thing ends. Well, it's I can't do that right now. But you got to think you know, in the future, you're gonna be a lot out of our houses again, eventually. No,

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Dave S 16:43

I know this is we're in a crazy world right now. For those that Yeah, well, that'll still be I'm sure in a couple months, this is still gonna be going on, probably. But I did want to ask you about the format of the show. So you know, if you're doing an interview show, is it okay to mix it up, you know, maybe do your Mostly interview show bringing people on but throwing out some solo episodes and even if you kind of have that imposter syndrome, is there any benefit to just kind of forcing yourself to make it maybe dig into that a little bit?

R

Rob 17:12

As long as the topic remains the same? sure if you're doing interviews with experts on virology, and then you go and do a solo show about the Kansas City Chiefs doesn't fit but as long as you keep your topic on you know the same as what you're doing interviewing people about on that subject matter if you're doing virology interviews and then you come back and then you do a solo episode talking about the the, you know, origins of the the Coronavirus, then you're fine. Yeah, you just have to stay on topic. You don't want one version of the show to be different topic than the other. But yeah, I know some people that do Monday, Wednesday, Thursday, or Monday, Wednesday, Friday, and they do like one day is interview You one day is solo and one day is a panel. Yep. And so they have a you know, so they they stay on the same topic for the show, but it's the one main host and he mixes up the format's a little bit.

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Dave S 18:13

Yeah, exactly. I was, I guess is David Hooper he's out there in the podcast world. He's got this thing I guess he calls it like a solo podcast challenge thing like a 30 day challenge and you know, trying to get Yeah, his point is is that you should try to even if you're not a solo and you don't have you should try to do it because it will help you grow your your influence as an influencer, right, which is maybe what some people are trying to do.

R

Rob 18:39

I'll say this, yeah, solo podcasts where it's just you talking and I do one and I've done interview podcasting solo podcasts, I do guests I've done everything. Solo podcasts are the absolute hardest. They're the most work, you'll spend the most time on them. So unless you have 20 hours a week to dedicate to a one hour show. You may want to think twice about doing solo. Yeah. Because when it's you, it's just you. And you have to and people are coming to you and then your time to make sure you make sure you value their time. So if you do they just do a solo show, and you don't do any prep work and you think you're just going to show up and have three bullet points and start talking on it. No, yeah, your your numbers are gonna plummet.

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Dave S 19:21

It's not gonna be good. Yeah, that's a good Great point. It's so in today in iOS is is your one of your solo shows. Right?

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Rob 19:27

Right. What takes about 20 hours of work a week really when I do it. Yeah. Holy cow, because

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Dave S 19:33

I've listened to some of them. And it's funny because I'm a big, you know, I've got the Mac stuff, and I do love Mac's but I've I haven't really dug into the techie stuff. Can you describe that show quickly to who it's who it's geared for?

R

Rob 19:44

Yeah, it was originally called today an iPhone, and it launched in April of 2007. Right before the iPhone launched as an excuse for me to buy an iPhone. And I learned early on that it was a lot of work. I do a lot of prep. initially started with some bullet points and tried to talk to that. But that didn't work. And I started to go script. So I went to a script where I script everything. Because if you're going to do a tech show solo, you have to script because if you say, the a 10 processor and you meant the a 11, you'll get 15 emails telling people was how you said a 10. And you say, 11. Haha, I thought you You are wrong. So the more techie your show is, the more you have to really script it. Because you will miss little things. There's just no way you can't make a mistake. Yeah, even with the script, I will sometimes read things wrong and people get me and I'm like, what I thought I had

that right now go back and I read the script angle. Yeah, I had it right in the script. And I said the wrong thing.

D Dave S 20:41
No kidding.

R Rob 20:43
So you have to be careful on that. But yeah, the show itself talks about originally was about the iPhone. It was basically it was only about the iPhone, right? That was a because that's the only thing I didn't talk about anything else Mac or Apple, and I still don't talk anything Mac. So now it's basically everything but Mac for Apple, because every That's right, everything is come out of the iPhone. So as I took iPhones, iPads, iOS, iPad, OS, watch OS, Apple TV, Apple arcade, Apple TV plus. So I talked about all of those items. I still want to talk about macs though. Gotcha,

D Dave S 21:17
gotcha. And the so on the iPhones, how often are you upgrading your phone?

R Rob 21:22
I try to get a new phone close to every year. Yeah. Where it makes sense. So I will more than likely get a new one this coming year and then I pass them down to my kids and my wife. So they just keep passing down to the family. So I've got a lot of iPhones around here.

D Dave S 21:41
That's right. And so there's they're always wonder about that. I think I'm more on the two year thing. And I wonder if there's a big advantage of seems like you know, for example, like the iPhone eight or whatever, the seven is still pretty decent, right? But oh, yeah, occasionally there are advantages to upgrading. Well, I mean, it's nice to have a shiny a nice shiny new device right?

R Rob 22:00
Yeah, and I actually didn't upgrade this year to to the latest and greatest because I looked at the upgrade from it. I have the 10 X max. And I looked at the 11 and 11 Max and I just

said, I can't justify it. So this was like I didn't but actually bought my son, brand new. I bought him an iPhone 11 because he needed a new phone. So I was like, okay, so I got him 11 which is one was the one lower down on the totem pole for him, so that he had a new phone and then I could at least see how the night vision worked. So I still got some benefits out of it. But yeah, I just couldn't justify that another 1500 dollar phone after the year before that. The upgrade was not

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Dave S 22:50

significant enough. That's right. And there's also the iPad is the iPad something that you can you can podcast on. Is it cool or good? Oh yeah

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Rob 22:58

Mac, the new iPad. Pro especially since it went to USB-C. The last two versions of it. Absolutely it's a great device and now they just added track, trackpad and mouse support to it. And with the magic keyboard it's one of the best devices because there's no fan noise. So you not only can you bored with it but you can have it there and you could be looking at your notes and everything else and you can record on the h6 if you want but it's in the room with you and zero fan noise so it's nice and quiet. But you can record onto it if you want there's there's good apps to record into twisted wave editors are really good one on the iPad, but there's many others and then you can do editing and everything else. So yeah, it's a really nice device. But fully fully get you know top of the line iPad Pro and the keyboard and the Apple Pencil you're looking at almost \$2200

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Dave S 23:50

over 2200 with tax. That's right. So you have that compared to what would be the equivalent MacBook that you could get you could probably get the same price MacBook to do to be equivalent to that.

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Rob 24:00

Address \$2200 you're looking at a MacBook Pro.

D

Dave S 24:03

Yeah. So you'd be alright. So the nice thing is the iPad. Yeah, I guess that's always thought is like what is the advantage of the iPad? I guess it's smaller and more portable kind of

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Rob 24:12

battery life is longer, and there's no fan noise. So yeah, but no, the iPad Pro is a really nice device, especially the USB-C you can plug a bunch of things in you can plug you know you can plug the Yeti Blue Yeti right into it. And there's no fanboys so you're not gonna pick up fan noise? That's right, that's huge. That's the biggest issue with a blue Yeti is when people don't use them right but yeah, right now I'm talking on a Blue Yeti. Oh,

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Dave S 24:37

yeah, I don't notice a lot of fan noise on my my MacBook, I guess occasionally but is that just kind of when it gets kind of too much going on? Or when does that fan

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Rob 24:48

well? Yeah, if you're trying to record when you go to record on your MacBook, like with GarageBand it will start recording is chews up a lot of CPU.

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Dave S 24:59

You Yep, perfect. All right. Well, let's let's take us out of here. And, you know, again, we've been talking about this intro podcasting and getting into it. What do you think, you know, you mentioned, a lot of those podcasts are failing out there. What What is the biggest reason? Why do you think, you know, podcasters fail?

R

Rob 25:15

The, there's two groups that we see there's the ones that pod fade before they get to Episode 10. And those are the people that start out, you know, in a podcast, and they didn't realize how hard it is. And they didn't realize it's much more difficult to podcast than it is to blog. Right so that you get that group and they're usually gone before episode five or if there are an anchor after episode one, right, so you've got that group that that will pod fade early on, because they didn't know what they were getting into. Then you have the other group they pod fade around one year in round 50 episodes well, and and that group pod fades primarily because they thought they were getting into podcasting to make money right. And they realize it takes them about a year to come to the realization that you know, the hundred 15 downloads per episode just not gonna pay the mortgage. And they got into it for the wrong reasons. And so what I say you know, to keep from failing one, make sure you do podcast you're doing it on as a topic that you really are passionate about something that you love. I love gadgets. That's why I'm able to still be

doing today on iOS. I love that that product, and it's something I'm passionate about. It's easy for me to talk about and get excited to do episodes. But if you're not excited about a topic and you're picking a true crime podcast because everyone's making money in true crime podcast, and you don't know who Quincy is, and you never watch Quincy MD and you didn't watch any detective stuff and or any murder stuff and you've never watched that the the murder mystery novel of stuff on what a CNN or whatever that one is. So, yeah, and you're probably not going to succeed, right? So you have to pick a topic that you are really interested in and do it for the fun of it. Do it because it's something you care about not because you think you're gonna make money if you're getting into it to make money get out, you know, so I saw people don't don't do it because they're take the money put it on black the roulette wheel when they when the casinos open up. Yeah, again, you're much better odds of making money at the at the at the casino than there is podcasting.

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Dave S 27:22

What if your What if your plan is to you, you love the topic you love it, but you would also like to get some leads for your business, maybe some

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Rob 27:32

maybe your coaching, right? That's a great, that's a great reason to do it. Absolutely. JOHN duct tape marketing, you know, you know, the example that that that john gave, to me once was, you know, I could email somebody who I think is a potential client and and ask them if they want to talk to me about you know, potentially them hiring me. Or I could reach out to them and say, Hey, I think you're brilliant. Can you come share your brilliance on my podcast? Which email gets a reply? Yep, the one where you saying to someone, hey, I'd really love for you to come on my show I you know, I think what you're doing is great. And they're gonna come on and then after you get a report with them, then you can say, oh, by the way, you know, I have the service and if you ever need it, just let me know.

D

Dave S 28:13

That's it. That's it. How do you how do you get guests? That seems like a struggle. You're starting out maybe you're you don't have a huge audience and you want to get all these people, right. You want to get the big gurus on your podcast, any tips on on getting guests?

R

Rob 28:26

Persistence? It depends on you know what you're looking for. You're looking for celebrities, or you're looking for people that are influencers or you're looking for just people that are experts in your field. Yeah. And so it really depends on what you're looking for. If you're looking for celebrities, IMDb Pro, and you go and you find celebrities that are in that, you know, would match up to what your show covers. And you pay for the IMDb pro for a month you find out all the contacts for the celebrities. And then you look at when they're going to be releasing something. You don't hit up somebody that's in the middle of production, right? You can figure out what they're doing if they're in the middle of shooting a movie, they're not going to be guests on your show. No, but if they have a movie coming out in two months, well hit up their person, their PR person they have to do if they're doing a movie, they have to do X amount of public appearances. podcasts can count as one of them, you're checking something off in somebody's box. So knowing when to approach someone is just as important to knowing where to approach.

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Dave S 29:21

Right. Right. Right. So that's and that's part of that research, right? Knowing your knowing the people and all that stuff, which which takes time, right? Yeah, you mentioned I mean, the 20 hours is that we have 20 hours per episode for iOS

R

Rob 29:33

for today in iOS Yeah, about 20 hours of work to get get an episode today on iOS. Oh,

D

Dave S 29:37

there you go. That's huge. Well, I'm gonna respect your your time here. Rob and let you get out here. Before I do. I just want to check in with you. I've got this I call this the Triple Threat kind of I go back to my basketball days before my knees went bad. I call this the triple threat but you know, your top tip top tool, top takeaway from today and if you think about that person that's just getting started. They got this podcast, they're getting ready to launch this thing. would be Do you have one big tip you'd give them

R

Rob 30:02

the biggest tip, other than items we've already talked about. Yeah. Don't worry about your episode being too long. There's no such thing as too long. Only too boring as Dave Jackson would say. That's right. But yeah, what we've seen is the most popular shows have

been long now don't go long to be thinking that's going to grow your show. But if you feel like doing an hour long episode, do an hour long episode you want to do 45 minutes to 45 minutes. Don't worry about it being too long. There's a lot of bad advice out there telling people be 20 minutes or 30 minutes or be short. Anyone that tells you your episodes need to be short. It does not understand Oh, hi guessing space.

D

Dave S 30:37

Gotcha. And what about a tool? Is any tool you know for somebody getting going again? What could one thing why it room?

R

Rob 30:44

Yeah. quiet room. Guy. That's the best tool. quiet room. Yep.

D

Dave S 30:49

Perfect. And what about from today? We've been kind of a little bit of all over the place, but any takeaways from today?

R

Rob 30:57

Well, you're talking basketball. ob Thompson was just named Player of the Year. Who was it? Oh, we talking just won the Naismith award. Sorry, I went to university Daytonb so

D

Dave S 31:05

Oh, nice. Yeah, date was awesome. Are they are?

R

Rob 31:07

Yeah, well, we don't we'll never know. right because the season was canceled. But yes. So big takeaway from today. Again, be talking about what you're passionate about. Yeah, I was just funny. I actually started a college basketball podcast way back in 2005. It was called warm up the bus was one of my early podcasts. But multiple Is it still out there? Now you can't find it. You can't find it? No, no, I interviewed like AD's from different colleges. athletic directors. Yeah. So I was talking to different ADs and assistant coaches and and early on and I just it was, yeah,

 Dave S 31:48
2005 who won that who won the championship in 2005. Was the dominating

 Rob 31:54
2004 was UConn. I love that time, ma'am. Returning one year after you Khan

 32:03
was it Duke. Duke.

 Dave S 32:05
Yeah, that was right. I remember those times. I was just in just in college and remember, I was a huge following and all that stuff.

 Rob 32:11
We'll see. Let's see if Siri knows everyone the 2005 NCAA championship.

 32:19
North Carolina, North Carolina. Oh, wow.

 Dave S 32:22
Yeah, there you go. There you go. Rob. Well, that's it. I'm gonna let you get out of here. I appreciate you taking the time and everything you do on Libsyn and you know, around on podcasting, you've, I've learned a ton from you and I know a lot of people have so we'll be keeping in touch with you. All right.

 Rob 32:38
All right. Thanks so much for having me on the show.

 Dave S 32:39
You bet. See ya. That's a another guru to follow right there folks who love about Rob is his

little bit of snarkiness that comes off, you know at first but you end up loving that a little snarkiness and loving the guy so glad to have him on. Like to get your feedback on the show. If you can send me an email at outdoorsOnlinepodcast@gmail.com and we still need a few reviews for the podcast. If you get a chance to be great to hear back from you, you could head over to outdoorsonline.co/review to find out exactly how to leave a rating and review. I'd also love to hear any other feedback you have, so you can just shoot an email. So it's time to scratch out of here. Catch you later. Thanks for joining us today and for your support of the marketing podcast. If you found this podcast helpful, please share it with one other person and leave a rating and review on Apple podcasts or wherever you listen to the show.