

Transcript

[00:00:04]

Welcome to podcasting power hour with your host, Jeff Townsend. A-K-A the indie podcast father.

[00:00:15]

I'm your co host Greg from Indie Drop in. Network.

[00:00:23]

Podcasting Power Hour is recorded live every Monday at 09:00 p.m. Eastern time on Twitter spaces. Every week, an experienced panel of podcasters and other experts will tackle your podcasting questions. We will, of course, put links to all of our guests and any relevant information in the show notes. All right, let's get this party started.

[00:00:48]

All right. Welcome to Podcasting Power hour. I'm your host, Jeff Townsend. We're going to have a fun night ahead of us this evening, as always. Joining me.

[00:00:57]

My first officer, the Monday night Messiah indie drop in Greg. Hello, everybody. Fuzz just wrote down that catchphrase, just so you know, Jeff. And he's composing an email to Bluetooth as we speak. Good.

[00:01:11]

Make some money. We'll have a Greg Monday Night Messiah special pill, too, while we're at it. You'll need it after this. Greg introduced him. He is the future governor of Wisconsin.

[00:01:24]

It's fuzz martin how are you doing, Fuzz? I'm good. No, thank you. No, thank you, but yes. Hi, I'm Fuzz.

[00:01:31]

I'm an advertising agency. Used to be broadcasting, do some podcast stuff. Thanks for having me on. Little known fact, he coined the gray Poopon slogan. Yeah, that was me back when I was three.

[00:01:47]

I had a knack for talent. Well, you had a Rolls Royce just sitting around. He said, why not? What are we going to do with this Cornish? Next, the very unorthodox podcaster from the Mallard Report.

[00:02:00]

The Longstanding Malard Report. Jim Mallard. I'd like to thank the kind gentleman. From Indiana and Wisconsin for being here tonight. I'll yield back the bounce of my time.

[00:02:13]

All right, too much sea span today. Sorry. Let's get to the next guy. This guy is the most hated man in podcasting.

[00:02:25]

It's Massachusetts own Tanner. What do you think? I'm from Massachusetts. I said Massachusetts. You think I'm from fucking Wich?

[00:02:37]

I said something. The main man. Yeah, there we go. You guys might have to start calling me the podcast. He's the most paywalled guy because I've just gone full paywall and all my podcast stuff.

[00:02:49]

I said we didn't want to talk about this, by the way, but good for you, man.

[00:02:56]

You can make a few hundred dollars a month now off your podcast. Getting all the hate was just wind up paying too much for me anyways. You are the fallen angel of the podcast space. Thank you for joining us. Thanks for having me.

[00:03:11]

Hall of Famer Dave Jackson joins us from the school of podcasting. He's been podcasting since, what is it, 2005? Dave? Yeah, always fun to hang out with you guys on Monday and had fun with Tanner at Podcast Movement and glad to be here

You guys have to be tired from all the kissing hands and shaking babies that went on there, I'm sure.

[00:03:36]

I don't know if he's live in. The 90s, but you never shake a baby.

[00:03:42]

That explains your actions. Tanner, I think. All right, Dave Jackson got one picture with Tanner, and he wrote a blog about it.

[00:03:52]

Okay, so tonight's guest, he is known as widely known as the first true crime podcaster. It's Erin for Generation Wide. Thanks for joining us, Aaron. I don't know if I was the first, but yeah, thank you for inviting me. Well, I don't say that lightly.

[00:04:07]

You really widely are known in this industry as being the first true crime podcaster. So I think that's awesome. Yeah, you don't have to be first. You just have to stick around so no one remembers anyone else. Exactly.

[00:04:23]

Ten years now, and I recognize some of you guys that are on here with me. Good. Been around here a long time, too, some of you. This is by no means an interview, but we'll give you a minute just to explain how you got into podcasting and what you and Justin been doing for over a decade now. What got us in?

[00:04:43]

Well, I think I was a long time podcast fan, and Justin just contacted me one day and said, I need to tell people about our justice system. I said, So you're asking if you want to start a podcast? And he said, sure, that's how it began.

[00:05:02]

Well, you sum that up quickly. Well, over ten years, you get good at summing it up. How many episodes have you had? Well, we're on 483 or something. And you're not, like, doing the true crime garage way where you divided it up in two episodes a week either, are you?

[00:05:22]

No, I think we've had three different topics that took two episodes, but other than that, they've all been single episodes. Well, I mean, that tracks. You're saying you're about to come up on 500. You've been doing it for about ten years. That makes it sound like you guys haven't taken any breaks.

[00:05:40]

Is that true? Yeah, I'd say that's first. I don't know if it was six to eight months. We were just doing every other week, and then we started doing every week, and we rarely take a week off. Well, so I'll go ahead and kick it off with the first question.

[00:05:58]

Then we'll go to Greg. But what was the space like back then, especially, Aaron, in regards to true crime and that kind of content being created? Well, to give you an idea, in 2022, if you tell someone you have a true crime podcast, they go, of course you do. In 2013, if you said you had one, people would say, Are you ex police officer? Did you used to be an attorney?

[00:06:25]

Yeah, that's just a little context for you. You said, no, but I have a lot of, like, plastic wrap, zip ties, and duct tape. Have any more questions?

[00:06:43]

I guess it's my turn to ask the next question. You can see we're super professional about this. It's been ten years of podcast. Tanner Campbell. Fuck.

[00:06:51]

I know. Jesus. Quit rubbing it on your armpits or whatever I'm doing. Is my mic on right now? Yes, you have to mute it on the phone.

[00:06:59]

It does not work just for the forecaster. I found that out the hard way in Pixie space to mute it on the phone. All right.

[00:07:08]

He's the only one in here that's an expert, by the way.

[00:07:13]

Anyway, so my question is really about I know a lot of podcasters that come in and ask questions, like struggle with the timetable of, like, a quote, unquote successful podcast. How long were you producing shows to where you really felt like, this is going to be a thing, like, this is going to make it? I think it was probably a year to a year and a half in just you start to get regular people who write in and want to give you feedback all the time or ask how you're doing or send you pictures of their pets. Did you say write in? Man, you are old.

[00:07:54]

Well, you know, they type in, I guess, is the better way to put it. No, right in is the right way to put it. It's okay. When you've been around this over ten years, they write into you. Look, you know what?

[00:08:05]

I pick on people, too, because when people say they videotape something, I'm like, really? You're videotaping still? So yeah. Hey, Jim, has anybody ever sent you a picture of their pets? People send me pictures of ducks, actually.

[00:08:21]

I should have known that. Sure they do, which is just remarkable. And sometimes they're not even mallard ducks, which disappoints me, but that's a whole other place. I can't believe people send you unsolicited duck pics. That is so cool.

[00:08:34]

I'm sure it happens to Pixie, too, but we'll just leave that alone. Oh, my wow, this is a rowdy bunch tonight. Dave Jackson, do you want to go ahead and ask something to a person that well, I'm going to say it again. He was really one of the first true crime podcasters. I know that true crime is not your favorite thing.

[00:08:50]

Nor is it, Tanners. Nor is it well, a lot of people in here. Why the fuck are you saying that? I don't have anything that gets true crime. You jerry, when's the last time you.

[00:09:00]

Listened to a true crime podcast? I don't listen to podcasts. I make them. Yeah. I think if I could step in, I would say it maybe isn't that he's not into it.

[00:09:10]

It's just as long as it doesn't happen to him. Yeah.

[00:09:17]

He'S going to be at this rate. My God, you're definitely on track.

[00:09:24]

I guess that would be my question, being the first years before whatever, Siri and all that stuff. What makes you throw up in your mouth a little bit now.

[00:09:39]

I guess. What's the characteristic of a bad true crime show?

[00:09:45]

Well, I don't know that there's a bad one, but the thing, I guess, that would get to me would be a show that they just come up and it's never really about the topic that they're supposed to discuss. Right. And it's either that or they never get to the point. Like, they might spend the first 25 minutes talking about their pets or whatever else. But again, it's just a personal choice there on how you approach things.

[00:10:15]

Yeah, that's for any kind of podcast, man. When you spend 25 minutes talking about your cat, I'm out. Can't take it unless it's a cat podcast. Yeah, I haven't tried one yet. Maybe I need to start one.

[00:10:29]

I've got three cats plus an outdoor cat. I have a question for you. So I'm thinking back to when I'm podcasting ten years ago. Sure, there's Google and all that, but the search engine power was not quite as powerful as it is today. And the resources, when you got into it, talk to us about some things that you did that were unorthodox.

when you got into it, talk to us about some things that you did that were unorthodox.

[00:10:50]

I know you talked about really utilizing Facebook with me before, but it seems like only ten years ago, but things were different then. Oh, they were different, but I can't think of anything that would be unethical. I mean, it's not like we ran clandestine operations, breaking into courthouses or anything at night. Well, not unethical, but just how did you do it before.

[00:11:17]

When you didn't. Have access to the information? Like, did you have to do more interviews? Did you have to go to location? How has it changed your point?

[00:11:25]

There were more interviews, for sure, because there were topics we'd want to cover, and we just couldn't get the sources that we needed. But we could find someone who did have those sources, and they would be all too happy to come on.

[00:11:43]

What is your technology in gear look like then versus now? Oh, wow. Well, I'm sure, Dave, you know a lot about this, but back in the early days when I started searching for equipment, you had to go find these podcasting websites, but they didn't really break it down to your space. I know now I don't have a studio per se right at the moment, so I need a dynamic mic. But when you go up and look up reviews on things, they'll tell you how good the mic is, but they don't exactly tell you what kind of space you need to be in to utilize that mic to its fullest.

[00:12:19]

And so we were using microphones, like condenser mics in rooms that weren't struggle for a few years there where we were trying to sort out what kind of equipment to use.

[00:12:33]

Yeah, I had somebody join my membership site, and he had a mixer and a bunch of other stuff, and I was like, oh, my God, mix Minus. I haven't had to teach somebody how to do Mix Minus in years. Yes, back in the days of Skype, you had to know mix minus that's for sure.

[00:12:53]

Go ahead, Tana. So, I got a few questions, man, because I'm looking at your website. I've not heard your show, and I hope that you don't take offense to that. I don't listen to a lot of podcasts. First of all, I want to know which one of these two handsome characters you are.

[00:13:07]

Are you the guy with a beard or the guy with no beard? I am bald. Yeah, I'm fully shaved there, so no beard. No beard. Okay.

[00:13:16]

I'll come on. Thanks. Second is, you have a team now. I imagine you did not have a team when you started, so I'm interested in knowing how long it took you to get to a place where you could bring on a team. And what did that really look like?

[00:13:29]

I mean, sussing out the kinds of people that people who are interested in true crime, especially now, probably easy to find those people, but people who are passionate about it in a way that their research and their writing and their work reflects their genuine interest in doing a good job in presenting material that's probably a little harder to find. So can you talk a little bit about that? Yeah, I think it all started really with there's a woman named Lindsey. You see her on the About US page. She lives in England, and she was our blogger.

[00:13:59]

She had actually written in and said, hey, I blog all the time. I'd love to blog for you. And I went out and checked out her blog, and it was really good. So we invited her to blog for us, and she also does research now and again. And then after that, Haley contacted us, and she said that she's a professional assistant, so she could help out in various ways.

[00:14:19]

So that's kind of how the team was born, and we've added a couple of people since then.

[00:14:26]

Obviously, you started before wondering was around. How did you get connected on the Wondery, and what was the

decision making process to join that like, well, I'll tell you what. That's a good position to be in, to have companies contacting you, saying, we want you to join our network. And so when it came down to wondering, it was kind of familiarity with a person or two there and having known them in the past. And of course, I can personally say that having met a lot of the people that work at Wandery and have gotten to know them over the years, just really like the way they communicate and like their genuineness.

[00:15:12]

But I can also say that I've had very good histories with the other network, too, that we've been with. So we've had a good run so far. No real complaints.

[00:15:27]

Awesome. Jeff, I see you invite some folks up. Do you want to I had the Taste is Right podcast asked request, so we'll go ahead and let you go ahead. Can you guys hear me all right? Yeah, sounds good.

[00:15:40]

Okay, so we literally just started out not too long ago. I just built a studio and everything else. What is your guys just to push the content? I know Facebook, I know all social media, but I'm just trying to figure out how to get out of further reach.

[00:16:02]

Yeah. So there are different approaches. One, I would say if you happen to have a social media that you seem to excel in, maybe you're better with TikTok or Instagram. Really push on that, make that your go to one that you're always putting content out on. And then as far as getting people to know you, I would partner up with other shows that maybe are just a little above you.

[00:16:25]

Right. And you can get in with other audiences that way and start to build. And then there are also Facebook groups. It's funny. Like, Justin would say, oh, I went on to this Facebook group.

[00:16:35]

It's all about podcasts. I went to the True Crime section, and no one ever mentions us. And I'm like, because we're not in there trying to push ourselves. Right. And so part of it is just starting to network with people.

[00:16:49]

You might find other shows where you kind of just like what they say is cut of their jib, where you like their style, and then you can kind of friend up with them, and then you can kind of work together. It's easier to build up with friends than it is on your own. Right? Well, my cousin, they have a podcast also. They drop the gloves.

[00:17:12]

They talk about hockey and sports. They're 90 episodes in. Right. Well, I'm on anchor spotify. I heart everything else.

[00:17:21]

And we literally just had 100,000 listeners through all of that, and they're just now at 1500. So I'm just trying to think, because we have a YouTube channel and everything else, I'm just trying to think outside the box. That makes sense. I do appreciate it. Thanks for having me on here.

[00:17:43]

But I would add it. You're saying you have 100,000 subscribers. Not subscribers. We have 100,000 listeners. Okay.

[00:17:50]

The followers. And that's something else. I don't know if I'm being too loud. I'm sorry. The followers, we don't have very many followers, and that's what kills me.

[00:18:00]

So it's like they're listening to it. They're not following. So I don't know. That just confuses me. Yeah, it is confusing.

[00:18:10]

You have to kind of push that. Then you have to say, hey, guys, thanks for listening. Now hit that follow. Hit that subscribe. Make sure you're staying up to date with us.

[00:18:18]

You don't want to miss it. You think that should be in the first 35 seconds of the podcast? Yes, I would start off with that for a while because I think eventually you could probably push it back to a later spot. But yeah, that seems to be a little bit of a

weakness there. Whether you have a lot of upside, then, yeah, I would work on that.

[00:18:37]

Okay. Like I said, this is the first time I've ever I just noticed on Twitter that this was on there, so I appreciate it and the feedback is awesome, guys. I do appreciate it. I don't think it's over yet. We'll go to Tanner next, then Dave also has his hand up, but Tanner had his hand up first.

[00:18:53]

Yeah. Hey, buddy, what's your name? So I don't have to call you by your podcast name? Erin. Erin.

[00:18:59]

So, question for you, Erin. You see 100,000. Do you mean that in the time you've been doing the show, you have 100,000 total downloads? That's what you're meaning to say when. I was asking someone about their followers?

[00:19:15]

No way. I think he's talking to the guy who's up asking questions. Yeah. Okay, sorry. Okay, so the analytics, when you go into our analytics is what I heard you say, right?

[00:19:25]

An anchor and spotify. Yeah, because that's where my RSS feed comes from, is anchor and anchor. We don't get listened to at all. It's kind of embarrassing. A lot of it is coming from Facebook, google podcast and Apple podcast.

[00:19:44]

That's our three main and just by everywhere else on there. I just don't understand. But yes, we have 100,000 listeners from Singapore. We have some that overseas and everything else. Okay.

[00:19:58]

How much money do you have to budget for marketing? You must have signed it, right? No, I have not spent one dollars on it, to be honest with you. What could you spend on it?

[00:20:11]

Could you do like \$100 a month? \$200 a month. What could you do? If I was looking, it would probably be around about 250 Mark. Okay.

[00:20:21]

And the category you guys remind me, and I'm sorry for not knowing the off the cuff, what category is true crime in? Does that own category?

[00:20:31]

I'm not true crime. No, we talk about beer, bourbon, food, and bullshit. So what category are you in right now? It's just under entertainment. So burger and bullshit here.

[00:20:42]

He told you.

[00:20:47]

Have you considered in app ads? I mean, overcast podcast, addict, some of these ones that have lower price points for entry, maybe even the Fountain app? To be honest with you, sir, I've never even heard of that. But like I said, we're on our 20th episode, and it just kind of blew up from there. Yes.

[00:21:06]

If you've got 100,000 listings or listeners, I'm not exactly completely clear on that because 100,000 listeners sounds incredible for a podcast. It's only got 20 episodes, but if that's what you got, that's amazing. And I would say that if most of your listenership is coming from Apple podcasts and you said Google podcast, which kind of blows my mind, and Facebook being your top three, I'm wondering if there is a pretty significantly untapped market and all these other apps that are pretty well used. I mean, Overcast is a very popular iOS based podcaster, as is Podcast Addict, and there are a Slew, but those two in particular allow you to run display ads within the actual player. And it's been really great for me to grow a couple of my shows.

[00:21:54]

I'm usually paying something like one dollars, 90 per new subscriber, which is you have to have a reason to make it worth it. There has to be maybe some kind of business raptor on what you're doing to justify that cost per acquisition, but I think you should look at that. Seems like a good way for you to break into some markets that you apparently are not getting

you should look at that. Seems like a good way for you to break into some markets that you apparently are not getting listenership in. It should be okay, here comes the very blunt. Dave Jackson.

[00:22:19]

Go ahead.

[00:22:22]

Well, I'm sitting here trying to find your podcast, so that might be one of the reasons why you're not getting subscribers. I would buy a domain, use whatever you want to make a website. If you're using the anchor website, they're always going to send people back to anchor, but Pod, Page, whatever you want to use to make a website and then on your website, make it easy to subscribe. Apple search has gotten better. I used to really dog on them about their search, but they even proved that.

[00:22:56]

But you want to have that central hub be your website because eventually you're going to want people to do stuff. You're going to probably want them to buy something that you're pimping or something like that. And if you haven't got it in their head that, oh, you just go to the Taste Right.com or something like that, that would be one reason maybe that you're not getting followers. Plus you got to ask. I usually ask at the end, but if you want to ask at the beginning, you can.

[00:23:27]

I just haven't given them a reason to subscribe yet. So it sounds like you're in the biggest kind of directories you got. Apple. Spotify, google. I throw in Amazon.

[00:23:38]

There are a bunch of other baby directories that if you get bored, you can ghana, Geosavin, Iheartz Odyssey, things like that that don't take up a huge percentage, but it takes you all at ten minutes to submit your show. Right? We're on. I heart also. Okay, that's cool.

[00:23:58]

And Amazon, they actually reached out to us today, and I literally just set it up on Amazon today. Yeah, because you can claim your show in Amazon and get a few more stats just like Spotify with the starts and things like that. But yeah, I found the taste is Right podcast anchor site. And I just said, Listen on Spotify. That's it.

[00:24:23]

That's my only option. And that's what kills me about anchor, is I can't find it anywhere. So I have to literally get on, share it to where anybody can find it. Because if you just search it, you can't find it. I couldn't find it myself.

[00:24:39]

Yeah, it took me a couple of searches before it came up, and so that would be my first thing would be get a website going, get a presence and start you've got an audience, but they don't have a home yet. And so that way, if the crap hits the fan, then they know to go back to your website if for some reason you get deplatformed or whatever craziness that happens. So that would be my advice, at least. Okay. All right, Greg, you can go ahead.

[00:25:11]

This is in school. You don't have to raise your hand.

[00:25:17]

Unmute, Greg. Unmute. I am unmuting. I'm unmuting. It's a process.

[00:25:25]

So I'm going to just give some very specific advice. I find it much easier to focus on essentially one thing at a time. I don't know if maybe I'm just not as bright as many of the podcasters here, but what I would do to any new podcast and 20 episodes is new. So what I would focus on is exactly what Aaron said. You want to find shows in your niche to talk about food, beverages, that type of thing.

[00:25:57]

Not hockey, not, you know, whatever else. But you want to make some friends in your space, and that's going to pay dividends down the road like you won't even believe. I mean, getting invites to places and going on trips together and joining networks that cater to your specialty and all these millions of things happen in a couple of years. Okay, so just upset the timescale on this. But what I would focus in is I would log into Apple Podcast Connect, and I would obsess over two metrics.

[00:26:36]

I would obsess over engaged listeners, and I would obsess over episode retention. Those two things. I wouldn't look in

Anchor, I wouldn't look at your downloads. I wouldn't give two shits about Facebook. I wouldn't care about any of that stuff.

[00:26:51]

I would just look at those two things and get on other people's show, figure out how you can help them. Write them a blog, do a Twitter space with them, get on their show, hand out merch at one of their live shows. If you're big like Aaron, anything you can do to help them will help you two years from today. Like you wouldn't believe, that's what I would do. I'll check into Twitter spaces idea.

[00:27:24]

I mean, I'll tell you that since I've been doing this with Greg and Jeff, I think I get a new client for almost every other Twitter space I'm in now. Maybe you don't need clients, but I'll bet you if you have a Twitter space, it's once a week, like what we do but these guys put on. I'll bet you that you're servicing that community. Sorry, that might be a bad wording. You're serving the community, and they're getting to know you through that service, and they're getting to trust you a little bit.

[00:27:54]

And of course your podcast is going to come up if you have these little kind of community talks where what is the main subject of the show? Do you review bourbon and beer or is it just kind of like a dude sitting in the basement shooting the shit? Basically what we do is we'll pick a bourbon for the week. We'll go over it, we'll review it whether it tastes good or tastes like shit. We'll have three different beers and then we go to food.

[00:28:20]

Oh, man, I love to see like a Twitter space that's like what is your cohost name? Cohost?

[00:28:29]

I usually have three, but we got two, just me and Eugene. My name is Ty. I don't know. Eugene's Pick could be on Wednesdays and you guys could have a Twitter space where you just review a whiskey and talk about nose and talk about mouthfeel and talk about the history of the people would show up for that. They would love that.

[00:28:48]

Okay, I like that because I also think you said you throw in the food too. At what point does that start to become too much and you just pick which one you want to focus on. And I think Tanner just gave a great example of that.

[00:29:07]

Friday night pairings. You could do. Like, you're going to go on a date tonight, you're going to go out with your boys tonight, whatever it is, try this whiskey and go to a place that serves lamb or whatever. It goes really well with that whiskey. That could turn into a thing all on its own.

[00:29:22]

Isn't what you and Dave Jackson were doing last week? I spent last week yelling at Dave Jackson, absolutely drunk out of my mind in the lobby of our hotel. Oh, my God. But it was friendly yelling. It was fun.

[00:29:37]

Everybody seemed to enjoy it. We have another person that sorry broome you requested way earlier and I skipped over you. We'll let you finish up this. Sorry, I didn't mean to cut you off. I was just going to say that's the good thing about because we're based out of Cincinnati and they're getting absolutely huge with bars and everything else around here.

[00:29:57]

So that's a really good idea too. I do appreciate it, guys. Thank you. No problem at all. Thank you for coming up.

[00:30:03]

A reminder if you want to come up, talk to any of us, get some feedback, ask some questions or whatever. You can request to speak if you don't want to speak. Lower right hand corner there. There is a chat comment tweet feature now where we can all tweet along and chat during this space.

[00:30:22]

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[00:30:48]

Rome, did you have something you want to say? I know. You requested earlier.

[00:30:56]

Hey, what's up, bro? Yeah, about the Anchor, how did he get a hundred thousand downloads for Anchor? Because I use Anchor as well, and he said he didn't put any money into it. What steps did you do and what social media did you use? He didn't.

[00:31:17]

Which is what makes it so amazing. Am I right about that? Dude, you didn't really just made a show, right? We didn't put any money into it. But if you go into Anchor, it will say it will have all the different locations, like where you could put the podcast.

[00:31:33]

I literally went through every single one, shot it out, I took it. I have two different or three different Facebooks because I have a survival page also. So I put everything on every one of them, shared it out. I had probably 1000 people literally share everyone from both of my communities, they shared that out and it just went from there. The only thing that is killing me is I don't know why they're not just hitting that follow.

[00:32:00]

You know what I mean? Yeah. Because if it was that bad, they wouldn't have that big of a follow. A lot of people don't talk about this, Rome, and I think everybody in the room should think about this. If you haven't heard me say it before, I haven't heard one of them say it before.

[00:32:17]

It's not just you make a good show and you do good marketing organic and paid. There is an X factor that no one can account for. And sometimes this happens. This has happened to me. My Stoicism podcast, Zero Marketing Ever, currently gets \$230 to \$250,000 a month.

[00:32:36]

I don't market it at all. I cannot explain to you why that happened. Just like he can't explain to you why it happened. There's a thing with every popular podcast that it's not about how tight their team is. It's not about their marketing.

[00:32:49]

It's not about how good their content and all those things matter. But there's something that happened that they don't know what happened. They don't know what it is. But if it wasn't there, they wouldn't have been successful. It's like this.

[00:33:00]

It's like trying to find never mind. I'm not going to get into astronomy. I'm not going to do that. But this is something that we don't talk about a lot in podcasting, that just because you get everything right doesn't mean you're going to be successful. Exactly.

[00:33:13]

And I think that's what I'm finding out now is the followers. And you know what I mean? If you create good content, they automatically don't come. Jeez. We have one leg up, and I think we're ignoring one obvious thing from Tanner.

[00:33:31]

Your show and this show is that you're talking about something you actually say. Beer, bourbon reviews. Right. That is something people are interested in. They know what you're going to talk about when they click.

[00:33:46]

Tanner, you wrote a damn book on stoicism. So I don't know why you're surprised. I wrote the book after the podcast. The book is just like the podcast and text form. I know, but you're an expert in the field, filling a niche, right?

[00:33:59]

Like, there is an X factor. I get it. But you're also but both of these shows are service. Like, I'll use your word, servicing a niche, and it seems like the niche needs some servicing. Michelle did tweet out trying to get back to it.

[00:34:16]

Here Michelle Jackson. My favorite Jackson. Not Dave Jackson. She did say, which state is he from? He could review Locally Made Spirits and do a tour by state.

[00:34:25]

It's just an idea. I wanted to make sure out there using the comment future. She is absolutely correct. And we already have

It's just an idea. I wanted to make sure out there using the comment feature. She is absolutely correct. And we already have it planned to take the Kentucky Bourbon Trail because I am in northern Kentucky, so we were actually going to take the Kentucky Bourbon Trail next month because they come out with new barrels at the end of October. So we're going to do the last barrels next month.

[00:34:49]

And then to be sure and tweet that company when you put out that episode. And that's what I have not been doing is actually tagging I just did Elijah Craig and I tagged them. They actually reached out to us and said, thank you for putting it out there. And this. And this.

[00:35:06]

So they were really cool company. Romeo, do you have anything else? Yeah, speaking about what they just said. Do you guys tag your guest or you feel like it's better not to? Man, you can tag them all your fucking one.

[00:35:23]

But I'll tell you right now, your guest isn't going to do shit to promote your show, like, nine times exactly. So irritating. It's infuriating Aaron's exception. Aaron was good. He's a podcaster, though.

[00:35:37]

That's true. It can make it easier if you give them you kind of have to Jedi mind trick them to get them to participate, to say things like, the better this performs, the better it will perform for you. Saying things like that when you're getting them set up so they take their headphones and their microphone seriously and they don't wear dangly earrings with their AirPods, things like that. And that can work with getting people to reshare and to promote. If you give them really cool assets that make them look smart.

[00:36:10]

Not that they will probably share it, but they'll be more likely to share it. If you share maybe three audiograms, you say, hey, I know social is a pain in the ass and everybody needs content. I picked out these three audiograms from the hour long interview we had. Makes you look just killersmart. You gave great ideas.

[00:36:27]

If you want to share these throughout the week, feel free, and maybe they will, but I don't know about anybody else in this room. I've been on a few podcasts myself, and as much as I understand how important that is, I'll tell you that as soon as I get off that interview, I'm like, oh my God, thank God that's over. And then I forget all about it because they're kind of stressful for me and they're probably also stressful for your guests, even though they appreciate the opportunity. But you probably do listen, as soon as they email you and say, hey, Tanner, your episode is live, here's a link. I think it's really important to follow up after.

[00:37:01]

It's really easy to record and then you edit it and it might come out next week, it might come out four weeks from now. But it's really important to follow up with your guests and say, hey, this is live. Here are the links I'd appreciate if you share with your social following. And if you are going to write something for them or try to help grease the skids, I recommend looking at their social profiles and writing something that's in their voice and not in your show's voice. Otherwise it's going to sound they might as well just retweet whatever you're doing.

[00:37:32]

Instead of, you know, they're not going. To tweet something that you wrote if it doesn't sound genuine to them.

[00:37:40]

Sorry, go ahead. Well, the other thing you have to keep in mind is when you interview this person, you got to ask a question that they haven't answered 15 million times before because I've been asked, what was podcasting like in 2005? In about every other kind of interview. But I'm not going to share that with my audience because they've heard me answer that question at least 17 times. So try to come up with an interview that maybe isn't quite so cookie cutter that if I have to hear Pat Flynn's story again, it's like, yeah, I've already heard that.

[00:38:14]

And consequently, Pat knows that he's not going to share it with his audience because they've already heard it. So you have to kind of try to think outside the box of the typical podcast interview. I was going to say when you have your guest, ask them if they have a PR person because you might be able to just email them and say, hey, this guest was on the show. Here are some assets. They might be able to help you a little bit better than the person themselves.

[00:38:48]

And a good place to start. I love it. The book Make Noise by Eric Newsom, he says, whoever your guest is, stop and think,

okay, what question can only this person answer? Because you got to take advantage of the guests while they're there.

[00:39:05]

What can they answer? And also, what would they love you to ask them? Because they like to not have to bring it up themselves, especially if they're selling something or they're trying to promote something. If you can ask them a question that is them authentically answering it, and then they can use that as a way to kind of sneakily promote something by making it look just like they're sharing part of an interview from a podcast. They're more likely to share that too.

[00:39:33]

Thank you. That's all good advice. So I have a quick question for Erin. Did your podcast have this X Factor or was it just a grind kind of to where it's at? I would say there's an X factor.

[00:39:50]

And as far as the audience goes, they've told us that it's the interaction between Justin and I. A lot of times it's subtle, but it's there. And I think part of that has to do with because we've known each other so long. We've known each other since early 1993. Yeah, it's like that my brother, my brother and me show, like, they talk about nothing, but it's so damn good.

[00:40:13]

Yeah. It helps to have the chemistry. And I think one of the things that stands out to me and this is just from my point of view, but it's funny, Justin will say something that's hilarious and I'll just have a dead response to it. And I guess it just kills the listeners. But it's not really a comedy show, but little things happen here or there.

[00:40:35]

Did you and your listeners develop this inside jokes? Do you have any inside jokes that have been created from your show? No, but it's funny. I've included little jokes here and there over time, and literally no one, I think, has ever picked up on them. But to give you an example, I'm a huge fan of The Big Lebowski, the movie.

[00:40:58]

Right. And so I've made references to that in a lot of the episodes and I've never had anybody write in and say, oh, my God, you referenced this movie again, or anything like that. So who knows if anyone's picked up on it? Someone's going to write a book some day of all your Big Lebowski quotes, like a coffee table book.

[00:41:20]

Yeah, I love the X factor thing. It's a true thing that happens. And anybody that has listened to podcasts, they can probably identify what The X Factor is for each show. Yeah. I think your intuition that it has something to do with the chemistry between hosts, when there are hosts, I think that's a really good one.

[00:41:39]

One of the reasons I feel that stuff you should know Show, my girlfriend listens to it every day. She'll listen to like a dozen episodes a day. It's insane. And she's always giggling. She's not like, oh, that's interesting.

[00:41:51]

She's always giggling at the two guys whose names I don't know, who are just constantly kind of choking with each other or being dorky or being really awkward. That's the part of the show I think she likes the most. I don't even know if she retains any of the stuff she should know. I think she just loves listening to these two guys talk. That's a great show and a great example.

[00:42:11]

Definitely.

[00:42:15]

Go ahead, Pixie. I have a question for Erin so how do you make yourself stand out amongst all of the other true crimes and to really give people an insight of how to lean into the kind of topics that you're talking about on your show that make you different than everybody else? Well, I don't know if this is the answer to your question, but I would say that one thing that we did without even thinking about it was we just stayed true to ourselves. So we don't have personalities that we adopted for the show. You're literally getting us.

[00:42:55]

The only difference is in real life I'm pretty silly and when I start talking about real cases, real people, I get pretty serious.

[00:43:05]

Yeah. Earlier you talked about collaborating with other podcasters that was discussed and I know that you've done a lot of

stuff with a lot of different people. And I think a good example of what Pixie just said, like True Crime Garage, they're not quite like you adjustment at all, but you guys are able to help each other out.

[00:43:26]

Yeah. And it's building that rapport or building the friendships with other podcasts, especially ones that you just mesh up well with. And so I got to know them pretty much by going to Crime Con. And I can't tell you how many nights I stayed up really late, up to like five in the morning with the captain just sharing drinks and telling stories and stuff. It's interesting you bring that up because this is on the podcast movement just happened.

[00:43:54]

Right. But in your genre, what you're doing, crime Con is a really huge thing for networking in the true crime space. And like for fans, podcast movement is podcast. There's people working in the industry, but you have that setting where there's a crazy amount of fans and then people also in your space doing true crime podcasts. Yeah.

[00:44:21]

And that's another relationship that was built over time. We were the first podcast to sign with CrimeCon and we've only gotten closer over time. So that's another great thing. We were doing our ten year event here on September 8 in North Kansas City and CrimeCon actually tweeted out about it just because they like us.

[00:44:48]

Yeah, I don't think there's any substitute for participating in the community where you're trying to create a podcast. I mean the podcasters, but just like you said, the conventions and the companies, we're talking about whiskey and spirits and beer and things like that. There's got to be a million things to participate in to where those relationships everybody knows somebody, so you have to meet at least a couple of people and then the web starts forming. Yeah. And I'd say another example is I'm not big on YouTube, but there are definitely YouTubers who are really big now who just start off as a guest here and there on another show.

[00:45:32]

And so with the Taste is right, I can totally see where your show could one of your hosts or both could join other shows here and there, either on YouTube or on a podcast, and people would get to know you and say, oh, I want to hear more from these guys.

[00:45:50]

Right. We were actually got invited to go to Kentucky State. They're pretty good. They're not a podcast, but they're big on YouTube and they invited us down too. So there's little things we're getting ready to do.

[00:46:04]

But like I said, I've seen that and I appreciate the hell out of it, you guys. Yeah, you're going to be part of a community that's just going to do more and more for you. But it's really about getting yourselves out there because you obviously love what you do. I can tell. This is probably I've known the guy that's on here with me.

[00:46:23]

I've known him since our freshman year in high school. The other guy is my cousin, and then my brother is getting ready to have a baby. So you can't be on it right now. Yeah, we love it. We absolutely love it.

[00:46:35]

Taylor, you have anything? No, I think for Aaron, I think we're done with this. Oh, questions for Aaron? Yeah.

[00:46:47]

I was going to ask it. Earlier, but I think I thought I was taking up too much too much microphone time as far as production is concerned. Aaron, do you find that and I realized that you came into this space super early, and I think one of the benefits of that, of being first to market let's say we're one of the first to market is that there's a certain amount of acceptability to things that are of, like, a lower audio quality. Like, you start off the audio quality shit. I'm not saying it is again, I haven't heard you show, but you get this great following because back then, audio quality didn't have to be good.

[00:47:25]

And so as the audience grows and your podcast ages, maybe you never have to make it better because you've gotten that again, you refer to market. And so you've gotten that street cred, so to speak, early on. You've never had to upgrade. My suspicion is that's probably not true for you, but at some point, did you find it necessary to up your game? Did you get feedback that suggested that was necessary?

[00:47:51]

And when you compare your quality to the quality of your running the mail standard true crime podcast out there, do you

find when you compare your quality to the quality of your running the man standard true crime podcast out there, do you find that you are quality wise, and I'm talking about audio quality wise, do you find that your leaps and bounds above those standards? Well, I would say that the audio quality pretty much started a matter when we were 80 episodes in. Right. That's where we started to find it was important. Now, I've always been into audio.

[00:48:20]

Like, when I got a new car a few years ago, the first thing I did was I took it and had all new audio stuff put into it. So I'm kind of an audio file. But the one thing I didn't understand was what kind of equipment I needed, and I talked about that earlier, so it was a struggle. There were years where I was trying different equipment, mixers, audio interfaces, you name it, even a roadcaster. I've tried so many different things, and really what it comes down to is eventually you figure out there are certain types of equipment that you need for your space.

[00:48:52]

And once I understood that, it was a lot easier to make the audio sound good. Now I think it's a lot easier in 2022 for any podcast to sound decent. So I don't think it's as difficult today. But, I mean, if you go back to 2010 or 2012 or whatever, it was a lot more difficult to sound good because most people are using headsets or cheap little mics. And so even just a lot of those mics that you get at a store are just condenser mics, and so it picks up cars that are driving down the road.

[00:49:26]

Yeah, right outside your window, 40ft away, those condenser Microsoft still seem to get everything, and everybody's got a cranked up to 75% gain, too. Thanks for the answer, man. I appreciate that. But I definitely would say for anybody listening that's working on their show, audio quality is not the number one thing. But I definitely think it's important because at the end of the day, there will be people who will give you feedback and say, I like what I'm hearing, but it's a little difficult to deal with the noise or the low audio quality, so it's not difficult.

[00:50:02]

And there are definitely resources out there now you can look up, and it'll be very clear on what you need to get if you want to improve your audio quality. And as you guys know, it doesn't cost a lot of money either. You just have to get the right equipment.

[00:50:16]

Beautiful. Craig or Fudge, you guys have anything you want to throw in here?

[00:50:23]

They're good here. Yeah, you just have a brand new million dollar studio. Fuzz. Hell, you can't say anything. My wife thinks it costs a million dollars.

[00:50:34]

Then you took her money away from her on her podcast. Just flip the rug right from her no, on her blog, which gets a lot of traffic. I just put on AdSense, and she's happy now because I can show her screenshots of the pennies coming in each day.

[00:50:52]

You should just ring up a noise from Alexa that's, like, every couple of minutes and just be like, wow, you're killing it today. I could probably hook that up on Zapier. Yeah. If anybody else wants to, we had just a few minutes left. I want to come up here and ask something.

[00:51:06]

Feel free to the meantime, Greg, I'll let you segue. Anything else?

[00:51:13]

No, I'm doing pretty good. I was excited about this space because, as most people know in the audience, I have a true crime show, but my true crime show is just 100% feed drop show, like what Audrey does for its internal shows. I do that for indie shows.

[00:51:40]

It's an interesting space. So maybe I do have one question. Aaron, is your show still growing after all these years? Do you feel like there's any limit to the true crimeless? Nurse.

[00:51:56]

It is growing. It's just weird because, as you know, we went through the pandemic, and by that I mean there were a couple of years there where it kind of messed with everything. It kind of messed with the numbers and everything else, but it's grown past where we were before that. But I would say it kind of delayed things a bit. But again, I think and we talked about this earlier a few times, but it was really the networking that helps, as well as promotion that's important.

[00:52:25]

But I would say networking is number one. You never know when someone is going to do something really nice for you out of the blue, and certainly that's happened for us. So build those relationships up, because not only will it help your show, but it'll make things more pleasant for you. Like, you'll actually look forward to speaking with other people in the space, right? You have those connections, and you can't wait to meet up or talk again.

[00:52:57]

Aaron no. Okay. I'll let Jim Malard go ahead. He's a true crime guy, too. Sorry, Jim.

[00:53:01]

Forgot about you. It's okay. Actually, my question is for Candor. Okay, jump across the bow here. But I've got a question for Canada.

[00:53:08]

What made you decide to go with. The membership site that you went with? Damn it. Oh, my gosh. What do you mean?

[00:53:16]

With Supercast? Yeah, Supercast. I've been waiting a whole hour to get into Tanner about this, so I've been playing. I just had to know, you know, I had a hard time making the decision because didn't know that Supercast had made a change. A lot of my audiences on Spotify, like, for the Stoicism podcast, I'd say of those \$230,000 a month, 200 of them come from Spotify.

[00:53:45]

And my concern was if for anybody who doesn't know how Supercast works, you subscribe to it. You get an email, you get a list of all the potential podcast apps you might use. You click on the link that applies to you, and it just opens it in the podcast player you already use. So it's like a two click solution to getting access to a private feed with extra episodes or commercial free or whatever you're doing. I didn't think they did that with Spotify.

[00:54:11]

And I made the jump anyway. And when I went to Podcast Movement, I found out after talking to Jason and the Supercast crew who was there, that they actually do have an integration. So if you're somebody who listens to any show on Spotify and you subscribe to their Supercast, like their commercial free extra episode fee, whatever it is. You're all familiar with that kind of offering. You can actually load an RSS feed into Spotify, which is not something the app allows you to do usually, and something that Super Cast has worked out with Spotify kind of uniquely.

[00:54:46]

So I think ultimately, even though they didn't have that feature when I made the decision, and I made the decision anyway because I didn't want to fuck about with my other option was launch migrate my entire show from sounder to anchor, I sure as I was not going to do that and then offer an anchor subscription, and I just wasn't going to do that. So I went to Supercast because I just thought they were a more mature, more third party option and I'm very happy that I don't even have to deal with the issue. I thought I was going to have to deal with it. It's been going pretty well.

[00:55:19]

Thanks. I've been thinking about some things too, and I kind of figured you already paved that path. There was no need for me to reinvent the wheel, so I figured I'd yeah. If you want to chat this week or something, just let me know and we can talk. Real client question.

[00:55:38]

When you're digging free these things, you feel like you ever benefit the case by doing it? I guess it's the easiest way to. Put out there what I'm thinking about.

[00:55:50]

That's a great question, Aaron. I think we talked about this before, people reaching out to you and thanking you or vice versa for the coverage of the case. Like people associated with the case? Yes.

[00:56:07]

Victims? Victims. Family or police? Yeah. Do you feel sometimes like it might do damage?

[00:56:14]

Does it cut both ways? Sometimes, yeah. You have to understand the case before you start reaching out because it's happened in the past where podcasts have reached out to families and end up backfiring because they'll come to a

conclusion at some point that maybe the family doesn't approve of and because they already got involved, they feel betrayed. So you really kind of have to understand the case before you reach out because that way you know, hey, I'm already in line in sync with what they've been saying, so you know it's going to work out. Sometimes I reached out and don't hear anything until the case is released.

[00:56:54]

The episode goes out, then I end up hearing from them, and then I get some. Thank yous. Usually, I mean, it's a very rare occasion when I would hear anything negative, so I've been fortunate, but I kind of chalk that up to you really have to know the case first, then you figure out how to proceed. I've got one last question for you. Before we put a book into this.

[00:57:16]

I want you to kind of explain what the impact that it had and where you were at before and what you saw after that went so mainstream. Like, just your podcast too, and then the genre of true crime itself. Yeah, it is literally the thing that launched everything. It wasn't us. I mean, we were out there well before, at least two years plus before, but there was something about cereal and obviously an incredible team behind that.

[00:57:47]

But the other thing is, too, while people might say, oh, well, I love cereal, I have to find all the other true crime, there were literally people going, oh, now I've heard your show, I actually prefer it. Other people would say, oh, it's not like cereal. I don't know if I like this. And other people would say, More true crime, and they would subscribe. So, yeah, it changed the game.

[00:58:07]

And I think it not only changed the game for true crime, but for podcasting in general.

[00:58:15]

When Serial came out. Give us an example of what you saw with your downloads over that period. Did they double? What was the impact for you and Justin? It's been a long time now, but.

[00:58:28]

Yeah, let's just say we noticed it started spiking in a way that we hadn't seen before, because it's all relative. Of course. We saw a spike long before when another podcast had mentioned to us. That helped. But then once cereal blew up and all that, we definitely started seeing, I guess.

[00:58:47]

You know what, I think we would have done even better if Apple had been ahead of the game and actually put in a true crime category back when people were asking for it back in 2015, what have you, but they didn't do it until much later. I think it was, what, 2019 or 2020, even, I can't remember. But I think we would have really benefited from that. But of course they didn't, because they would say, oh, there aren't that many. And in 2016, there weren't even 100 true crime podcasts.

[00:59:19]

Now there are probably a million. But, yeah, back in the day, that would have made things even better. I think I actually have one more just because true crime podcasters will listen to this. Aaron, on a closing thought from the space, what would you suggest to them on how to approach the podcast? Whether it be you said earlier, the research, the niche behind it.

[00:59:42]

Can you walk us through some examples of what is so critical? Like, what would be so critical if you're starting a true crime podcast today? Yeah, this is something that I just talked about with Justin yesterday. But I think the number one thing is you have to be true to yourself. Even if you are adopting a personality, whatever you're doing, you need to go all in.

[01:00:04]

It needs to be you or whatever you want it to be. But on the other hand, just because this is close to my heart, I do feel it's important to treat people with respect, whether it be the victims or their families, what have you. I think there. Needs to be a level of respect there. But that's just my opinion.

[01:00:26]

But I can tell you I've never felt better than when a family member writes in and just says, thank you so much. It means a lot because it means that when we promoted this case and got it out there before people's ears, that it might help in some way. Maybe they're getting more support now. And that's what a lot of cases need because in the past they used to be, well, they've closed it, they've moved on, and now this case isn't getting any traction. We've seen now that the power of the audience is such that law enforcement will reopen cases or start working on them more because there is that public

audience is such that law enforcement will reopen cases or start working on them more because there is that public pressure.

[01:01:03]

So what we do matters.

[01:01:07]

Yeah, I agree completely. The second part of that, if somebody started to shoot crime or doing a podcast right now, do they need to specialize in something or just, hell, I'm going to talk about anything? What would be your advice as far as starting one today goes in regards to that? Well, again, there's such a variety out there. I think it's just find what you're comfortable doing, whatever that approach is.

[01:01:31]

I know there are shows that literally focus on one state or maybe one type of crime, or maybe they're dedicated to just helping families. Like every episode is about a missing person or someone who hasn't gotten justice yet because the police have already moved on. So whatever it is, figure out what you want to do and put your heart into that.

[01:01:58]

Greg, what do you find? You just use the state as an example. You have so many different podcasts you've shared on your network. Can you elaborate on some of the things that he's saying here? What do you see the most success in the true crime area on your network?

[01:02:12]

Yeah, I think you're spot on. I think that when people find what they're good at, step one is something that you're super passionate about and interested in, whether it's crime, like you said, crimes against families. But I think specialization is critical in all podcasting, especially in the beginning, because when you're building an audience, you have to somehow communicate to the audience what to expect. And I think you articulated this sort of with the serial comparison. Cereal is such a different show than yours, and when they came to your show, they said, oh, wait, this is not like cereal.

[01:02:56]

But do I like it in your show? It's pretty clear kind of what you're doing. I think nowadays it has to even go way, way further. You have to go to the point where a listener, when they hit the follow button or subscribe button or whatever the hell app they're on, they have a 99% chance of getting what they bargained for. And those are the shows that blow up on my network.

[01:03:32]

I even had one that just did art crimes, like Art Heist. I couldn't think of the name. I couldn't believe how many downloads you got there. In the end. You do a good job jeez it's.

[01:03:47]

The brain mouth interface is malfunctioning. But see, this is with no editing. This is why I'm a podcaster. Not on the radio, but yeah, there's more specialized you can be. I'll tell you one thing people hate is plane crash podcasts.

[01:04:03]

I know there are some that are good. There's like one or two good ones, and I know Jeff listens to a really good one, but those on my network, if the average show, let's say it's 20,000 downloads or something, that thing will get eight. Like, it is just, like, obvious. Don't put that on here. So just something to think about.

[01:04:24]

Didn't you say there was a Colts one that did well, or was that the one that you saw issues with, too? Yeah, cults doesn't do well for me. I know there are people who focus on cults that do really well, and I think the cult shows that do well are more like cereal where they focus on something for a really long time or have a season on something and go deep and talk to victims and hear things the single episodes for me don't do as well. Same with, like, the ones that focus on I know it sucks, but the ones that focus on, like, addiction and drug crimes and things like that, the more horrific they are, the better they do. I know that's horrible, but really, the really bad ones off the charts, especially if they happen in, like, weird places.

[01:05:22]

No, that's interesting. This has been an interesting conversation. Does anybody else up here have anything else they want to say, ask, mention, or throw in before we go around the horn?

[01:05:35]

Yeah, so this has been awesome. We haven't really dove into like a genre specific thing yet over the last couple of months of doing this. Just really interesting to think about and talk to somebody who's been doing it before. We kind of seen this big

boom for podcasting, so I think it's awesome. And I appreciate you taking the time to do this, Aaron, I really do.

[01:05:56]

And it's been awesome getting to know you over the last year, man. Yeah. Enjoyed it. And nice to meet all you guys. We'll go ahead and hold up for a second.

[01:06:06]

We're going to go right ahead and we'll get with you last on where to find all your stuff. But fuzzi go ahead. I just want to say thanks, Aaron, for coming on today and thanks for everybody who came on with questions and Jeff, of course. Thanks to you, brother, for putting this on every Monday at 09:00 p.m.. Eastern Daylight Time.

[01:06:24]

And I'm really struggling today. I'm not going to lie. I hung over a shit today. Struggle to get through the day. All right, Jim Mallory, go ahead.

[01:06:34]

I affected the thoughts and if we need a good Indiana story, we'll turn to you. Yes, exactly. Tanny campbell.

[01:06:45]

Campbell thanks for having me, man. I appreciate it. I actually want to talk to you guys after this to see if we can get another little one of these spaces going. Oh, no. Another trainer Campbell project.

[01:06:58]

Greg yeah. If anybody wants to listen to my podcast, it's paywalled now, so good luck. You can check my bio for some information about that. I do a daily podcast for podcasters. I'd love to have you as a listener.

[01:07:10]

It's \$5.40 a month. You get an episode every day. And thanks for having me, guys, and let me plug my shit all the time. I appreciate it. No problem.

[01:07:19]

You can't top that. Dave Jackson. You're a hall of Fame brother. Damn it. But you're not 540, are you?

[01:07:25]

No. Yeah, I'm free every Saturday, and if you want my page shit, that's over@schoolpodcasting.com. And I think my main takeaway that. I was like, yes, there it is. And Aaron was saying the key was he was just being himself.

[01:07:43]

And I think sometimes people try to be who they're not, and that gets really tiring real quick. So thanks for having me, as always, and a lot of fun. Dave and everybody else we spoke to are just great resources, and I encourage anybody. If you haven't listening, feel free to reach out to them. Tanner might make you pay for it to talk to him, but nevertheless, Greg, take us home.

[01:08:11]

Yeah. Thanks, everybody, for showing up. If you'd like to subscribe to my show, it's called Good Evening Podcasters, and it's 539 a month.

[01:08:26]

You text the code. Me? Yeah, exactly right. I'm just right across the street and a little shittier. But no.

[01:08:35]

If you want to check this out, in about a month, this episode will pop up on the podcast. Maybe sooner. It depends if I get my act in gear. But we would appreciate a little podcast love. So if you subscribe to that show and share it with somebody and maybe they'll come to the space and it won't just be me, Jeff and Tanner and Jim and Pixie just all talking to each other.

[01:08:58]

Yeah. That's my challenge for the group. Go find one person to bring them next week, and Tanner will buy you a coffee. Aaron, man, we'll let you close it out here with where to find all the great stuff that you're doing. And again, respect everything you've created, the content you've created, and you taking the time to do this.

[01:09:19]

You're too kind. Jeff genypod.com tenwhypod.com or. Of course, we're on every podcast app you can imagine.

generationwide Podcast, ten years this year as of June 16. Such a simple man.

[01:09:35]

And the power of your words are amazing. So. Thank you, Erin. With that being said, Greg, are we taking next week off? Yes, we are.

[01:09:46]

Because it's Labor Day, not because, like Aaron, we've built a throne out of our ad revenue.

[01:09:54]

So you heard it. We're going to take Labor Day off because apparently Greg is just so tired from all the labor he puts in. And we'll be back on the what is that? The 12th, man? Yeah, technically, next year it's going to be stupendous.

[01:10:09]

It will see you on the 12th of Wake me up when September ends. Holy shit. It's going to be September, not Mondays. 09:00 p.m. Eastern.

[01:10:18]

Thanks everybody, for listening and those of you who spoke. Tanner campbell sucks. He sure does. For a piece of shit, she can go to Greg's podcast. It's cheaper and just a little crappier.

[01:10:34]

Thank you for listening to the podcasting Power Hour. Everyone is free to participate on Twitter Spaces every Monday at 09:00 p.m. Eastern time. To join, just follow Jeff at podcaster or Greg at indy. Drop in.

[01:10:52]

If you found this podcast helpful, go into your podcast app and write a quick review. Other podcasters will see it and know this show is worth listening to. Also, I'll put a few links in the show notes for ways you can support the show. I think by now you know we love our coffee. Have a great week.

[01:11:12]

Anybody's good to go ahead and jump out? If you want. We'll just shoot shit for a minute, then I'll get off here. Yeah. Do you let it cool down a bit?

[01:11:20]

Yeah, it was a different kind of pace tonight. It wasn't a bad thing. It's just no, I hung over as fuck, like I just said. So I'm kind of tired, you know. Really?

[01:11:31]

I stayed up late until 05:00. A.m. Well. That's it's. Not going to bed.

[01:11:39]

Bingo. The same college. What were you drinking?

[01:11:47]

It's about 13 Coors lights.

[01:11:53]

You deserve everything you got, right? I was going to say, guys, this is a really good space. It's really nice to be able to tap into some of the more established podcasts and be able to find out what helped them because there are so many different ways to do podcasting. I appreciate the space and I appreciate being able to be up here on stage with you guys. So with that, have a good night.

[01:12:17]

I'll probably see you guys in other spaces. Thank you, Pixie. Sorry I forgot to give you that moment to shout out. Don't worry about it, Dave man, you just kind of went along with that too. What you said at the end of the day, we just talked to this guy who always in the Apple top 100 charts.

[01:12:35]

Basically, he's been doing this for ten years, makes plenty of money from it, but it was still the fundamentals of content creation that are most important.

[01:12:47]

[01:12:47]
Yeah, I mean, I say that all the time. It's not the tech. It's really not. So, David, I have a question for you. You started in 2004.

[01:12:55]
What's going on with your podcast? How come you're not in the top 100? I suck, apparently. I'm totally just joking. I didn't want to ask that way.

[01:13:08]
I just want to mess with you. Because there's one zillion podcast about podcast. There really isn't too many go to podcasts about podcasting.com. I just added two more. What's fun is at the bottom of that list, there's like 30 that have come and gone because there's gold in them, there hills, and then they find out that there's not and they kick out real quick.

[01:13:33]
It's fair to mention that Dave never includes me on anything. I can't even get him to accept my friend request on Facebook or to connect on a LinkedIn. You were brutal to Alvin today. Like, I laughed out loud. You're like, I tweeted about that, but you wouldn't know.

[01:13:49]
Oh, yeah, I like giving shit. Yeah.

[01:13:54]
I'm now going to go into Facebook. My problem is my Facebook is just a mess. And now I got somebody who made it a duplicate Dave Jackson that I have to go find and kill. You got an impersonator. I guess I should be happy.

[01:14:09]
That's a level. Like, look at me, I made it. Somebody's impersonating me and I'm like, I don't really have time for that kind of bull crap. What is the site again, David? Podcastsaboutpodcasting.com.

[01:14:22]
No, it's off to the school of podcast. I see.

[01:14:28]
Podcasts.Com and it should take you to the school of podcasting. It's like a never ending list of podcasts about podcasting. He does have Tanners in there. Yeah. Do I not have yours?

[01:14:42]
No. This is a funny thing about mine. It doesn't say, Jeff. This is not Adam Curry.

[01:14:50]
I love that. It's so funny how irritating people get. Here we go. Stepdaddy wait, can I tell you guys. One thing that's irritating?

[01:15:06]
When you make your first little space ever because someone's awake with you and say that they're awake and then they refuse to join, and you have, like, three random people on there.

[01:15:20]
That's really random. It was you. Well, I appreciate you guys having me on there and actually let me speak because it helped me out big time tonight. No problem. That's why we're asking questions, or else we would have gotten the hook, believe me.

[01:15:38]
Hey, I don't see your podcast on here, Greg. Yeah, I don't know if you can call it a podcast, really. You have to put out episodes to make a podcast. I think it has episodes, but not anything regular. And we just feed drop them in mice, too.

[01:15:56]
So I'm thinking about I'm definitely revitalizing that. But I have three shows to launch for Indie drop in, and I'm just dragging my feet. I'm getting art for one of them, though. Greg, can I ask a quick question? Who did you have on for the arthritis?

[01:16:19]
Yeah, hold on a second. It was something. Send her a link to the website with that. Yeah, go to indeedprompting.com. You'll

see my shows.

[01:16:30]

What are you listening to? Podcasts.

[01:16:35]

Are you talking to me? Yeah, I just go on and see if they're on the top of my Twitter feed or Apple. Apple, okay. Apple. Yeah, but the Apple podcasts are not that good, I don't think.

[01:16:52]

Personally, I don't know. You know, I know nothing about this. I use Apple Podcast. It's fine for me. Well, no, they're good if you can find but sometimes they have, like and it's probably like if I were to start a podcast right now, it's just like I don't know.

[01:17:12]

I just don't like people who think they know everything about everything because I know nothing about nothing. Nobody knows everything about everything. It's just about your experience. You heard Tanner talk about the X Factor guy makes a gigantic podcast, doesn't even know why. Yeah.

[01:17:30]

This is one reason, though. You said you search on Apple podcasts and you can't find stuff. And this is one reason why I harp on going to Apple Podcast Connect and just focusing on your engaged listeners and your attention, because when you buy in app ads on Castbox and all that overcast, it helps you in the short term. But followers in those apps don't move you up the search ranking. It doesn't move you up the top charts.

[01:17:57]

It doesn't do anything for you other than get you some listeners, which are great for the short term, which, by the way, you can count on one third of any listener you get via advertising. You can count on one third sticking.

[01:18:12]

But if you can get your shows to move up search results and charts and lists on Apple podcasts and Spotify, which, depending on who you ask, that pays way more dividends. So being focused on those two, I think we'll serve everyone better. I don't know what you think, Dave. I know you're unmuted. Maybe you're going to yell at me.

[01:18:41]

No, I actually just forgot to mute. Okay.

[01:18:46]

Jeff, we are now friends and LinkedIn buddies. Oh, yes.

[01:18:54]

Jeff actually found me on LinkedIn, one of the very few people who know my personal details. It's because we have a bond, a man romance outside of just this space. It's called a bromance. Don't call it a man romance. I know.

[01:19:12]

That's too far.

[01:19:15]

I'm tired, man. I'm dragging ass. I got to get off here. Hey, can I ask you two lovebirds a question? No, sure.

[01:19:22]

Yeah. Talk to the wife. Greg, I got a question. How many podcasts have you subscribed to that you found on Apple podcast or Spotify's list of podcasts in the rankings? Well, it just depends on what stage you're at, because using the search, I would say most of them.

[01:19:53]

Using the list, I would say fewer. But what happens is, okay, I'll just give you an example right now. So I'm listening to, like, Sci-Fi related stuff right now. And so what I did was I looked at the top shows in Apple podcast, and I'm skimming through, and I'm like, okay, this is a celebrity. Don't care okay, this is put on by NPR.

[01:20:21]

Don't care. I go through and I look and I see if there are people I know or authors I know, things like that, and I'll click it.

And then what will happen is I'll start going down the rat hole because Apple podcast says, if you like this one, like you might like these, or subscribers of this one, file subscribers of that. So I'll follow the rat hole. And for instance, I've got three that I'm not sure if I'm going to keep listing to them, but like Derelict was on the top 100.

[01:20:58]

It's an audio drama scifi. Yeah, that's how I find them. I only find them one or two ways. Either I go in and I search for something that I want to listen to a topic, or I hear a recommendation from another podcast. I can't say in the ten plus years that I've been listening to podcasts that I went to, I'm lying when I say that I went to the list, the top 100, and went and tried to find a podcast because these are the best.

[01:21:34]

So I went there to find podcasts to listen to that I enjoy, and usually not one, or I really haven't kept one podcast out that I found in the rankings. What I'm saying is, everybody worries about the rankings. They're all about the rankings. But I don't know if that gets you any listeners. Here's the thing, the rankings absolutely get listeners, absolutely, without a doubt.

[01:22:03]

But the rankings are not what I'm worried about. For a beginning podcaster, Apple and Spotify rank their search result relevance based on some of the same things, if not exactly the same things as the rankings. So when you go in and search indie drop in, that's super specific. But if you go in and search True Crime in Apple podcasts, you're going to get a thousand shows. And where you show up in that list is based on things you.