Ray Edwards Show, Episode 296

How to Get Free Podcast Listeners From Apple and Other Media Giants

Ray Edwards: Ray Edwards Show episode 296. How to get free podcast listeners from Apple and other media giants. An interview with Daniel Jay Louis.

Advertisement: It's the Ray Edwards Show. This is the podcast for prosperity with purpose.

[music]

Ray: It must be cool to have a name that makes people want to say your middle initial whenever they talk about you, right? Daniel J. Daniel J. Daniel J Louis. Here's the deal, you have a podcast and now you need listeners. We hear this from students a lot. We don't teach people how to do podcast. We teach people how to market. One of the ways you market is by having a podcast. It's one of the ways you get your message out. That should be obvious. But a lot of people have discovered you get a podcast, you put it up on iTunes and you don't necessarily have instant listeners.

Speaker 2: What? People just don't instantly go, "Hey--

Ray: There's a new podcast.

Speaker 2: --there's a new podcast".

Ray: On a topic I've never thought about. One of the easiest ways to get those listeners is to have Apple, Google, Overcast, Stitcher and other giant media platforms send you listeners for free. Listeners who want exactly what you have to offer on your show. Does that sound like a good deal?

Speaker 2: Sounds like a great deal.

Ray: Daniel Jay Louis coming up.

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

Ray: I've entitled this week's spiritual foundations, "Peace is a weapon". 2nd Timothy 1:7. For God has not given us a spirit of fear but of power and of love and of a sound mind. It's interesting. I was looking at other translations that's not what they say.

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Speaker 2: No?

Ray: They say self-discipline.

Speaker 2: Really? I think I knew that. That's ringing a bell in the catacombs of my mind.

Ray: Which is correct. This is the NKJV.

Speaker 2: I'm guessing self-discipline is probably more applicable and understandable because a sound mind you could anticipate as being like, "Oh, he doesn't give you schizophrenia." Which is true.

Ray: Well, that's true and to be self-disciplined you must have a sound mind. In fact, a person who has a sound mind would be self-disciplined.

Speaker 2: Well, there's that proverb that says, "A man without self discipline is like a city broken down without walls".

Ray: There you go. The meaning is the same. Different shades. What's the point? God has not given us a spirit of fear. Fear is the enemy of faith. Fear is slavery. The unmaker, the adversary, the resistance or if you like, the devil, wants us to live in bondage. Bondage to the past which would be guilt and shame. Even bondage to the future which would include depression and anxiety. But God wants us to live in the freedom of His love and power in this present moment. Paul wrote, "For you did not receive the spirit that makes you a slave again to fear, but you received the spirit of Son-ship. By Him we cry, Abba Father". That's Romans 8:15. Now Abba is the equivalent in that culture to saying, daddy.

Speaker 2: I thought it was the group. I thought it was suppose a prophetic prediction of the music group.

Ray: You're just going to be flipping about everything I say today, aren't you? To be who God calls us to be we must conquer fear. But what weapon can empower as to do that? Well, think this through. This is a spiritual battle and it can only be won with spiritual weapons. Peace. Peace is the weapon which defeats fear. What evidence do I have to back this up? Well, Jesus told his followers, "These things I have spoken to you that in me you may have peace. In the world you will have tribulation or trouble but be of good cheer, I have overcome the world".

The apostle Paul was writing to persecuted Christians in Rome and he said, "The God of Peace will crush Satan under your feet shortly." Now, a lot of people think that this refers to, "The End Times." But if that's true and you're thinking the End Times are still to come, then Paul's understanding of the word shortly was very messed up. I think he meant shortly as in today or tomorrow. The peace of God is our weapon against fear and against our adversary. Before going to the cross, Jesus told his disciples, "Peace I leave with you. My peace I give to you. Not as the world gives do I give to you. Let not your heart be troubled, neither let it be afraid."

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I think that is so clear we get confused by it. Fear is a natural response to danger or adversity. Peace is the supernatural response that God gives us through His grace. Just as Jesus has authority over the winds and the waves and over disease and over demons, He has authority over the storms in our life as well. He has authority over our doubts, our fears, our shame, our illnesses. 1st John 4:17 says, "As He is, so are we in this world." Let's think about how Jesus is right now. He's just fine. Jesus is just all right. He is now, "Seated in the heavenly places. Far above all principality and power and might and dominion and every name that His names probably in this age put also in that which is to come as for the book of Ephesians."

Doubts, depressions, anxiety, fear, and shame, are the weapons of our great enemy. Peace which has being given to us by Jesus, who now has authority over everything, peace is the weapon that defeats doubt, depression, anxiety, fear, shame, illness, adversity. Our job is simply to possess the peace that God has already provided for us today.

Advertisement: [music] Now. Simple hacks that make lives cheaper, easier, and faster. Ray's tip of the week.

Ray: Tip of the week. I've been doing a lot of photography and post photographic processing of late. I have just discovered something that's been around for a while. Adobe Lightroom for mobile. You can access, edit, organize, and share photos on your iPad, your iPhone, or even your Android device. You make changes to photos on your iPad for instance and those changes sync with Lightroom on your desktop, which is really cool. You can do some preliminary editing right on the spot or if you're travelling like I am, as this is being recorded, I haven't yet left for Hong Kong.

I will be going to Hong Kong and I plan to use this feature to do some pre-editing work on my photos that I take in Hong Kong before I get home. They'll sync up with Lightroom on my desktop so when I get back to my home computer or my office computer, I'll be able to finish up my editing of those pictures. This is really pretty awesome. One thing to note about this as much as I like it, you do need to be aware that if you want to do the syncing thing, you've got to have a Lightroom CC trial or paid Adobe Creative Cloud membership but you should have that anyway. Any business person worth their pepper should have a subscription to Creative Cloud.

Advertisement: [music] And now. Our feature presentation.

Ray: Okay, it's time for the Daniel J. Lewis portion of the show. You met Daniel at Social?

Speaker 2: Yes. Social Media Marketing World.

Ray: Are you guys hanging out for a while?

Speaker 2: Yes. Couple of times.

Ray: He was bummed that you weren't around for the interview.

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Speaker 2: Yes.

Ray: He asked about you.

Speaker 2: I had a last minute -- I can't remember what happened. I was going to be on the interview.

Ray: Yes there was some -- You had to help somebody or something, they called on the last minute.

Speaker 2: Yes. I can't remember.

Ray: Well, it was a good reason. Who is Daniel J. Lewis you may ask? He's an award-winning Podcaster. He helps other people improve their own Podcasts. He's a big believer in doing a Podcast to share your passion in finding success. He creates training resources, Podcasting tools. He has a tool called My Podcast Reviews which he reminded me that we have access to I forgot. He said, "Now when you do your methodological review show --

Speaker 2: He twitted us about that at one point.

Ray: -- you should use My Podcast Reviews to look at your reviews, it includes all your international reviews." I looked at it, I logged back in and it's so cool. We'll definitely be using that. He hosts a network of award nominated shows covering how to podcast clean comedy, and the number one unofficial Podcast for ABC's hit drama *Once Upon A Time.* He also writes about technology, productivity and entrepreneurship on his personal blog. Let's get right to the interview with Daniel J. Lewis. Daniel we started this conversation a long time ago.

Daniel J. Lewis: Yes. It was I think two years ago that you first said, "Hey, we need to have this conversation in the Podcast."

Ray: Two years later just like that, here we are.

Daniel: Persistence pays off.

Ray: I wrote a blog post about ways that I generate business and grow my business. I've talked about Podcasting being the most intimate of all mediums. It's not a new thing. Many people have said, "When people listen to your podcast, they'd literally have you in their head, because you're usually in earbuds." Something that I think people don't realize is how quickly having a podcast can move people from, "I never heard of you before" to, "Now, I'm willing to give you money." Because I've had numerous people purchased a $5,000 or $10,000 service or product from me and tell me, "I hadn't heard of you until two weeks ago. I listened to a whole bunch of podcast episodes then I just decided I wanted to do this."

Daniel: Oh, yes. I've had someone with the membership group that I run, someone listening to the Audacity to podcast, my podcast about podcasting for years, and

when I launched the membership, they said that they almost didn't care what it was that I was launching. They knew they wanted to buy it because they knew me from my podcast.

Ray: Yes and that is key, that phrase is something that I encounter a lot. People say, "I know you from your podcast." Even though we've all probably heard this before, it really takes a moment. It makes me step back when I'm at an event, and somebody just walks up and introduces themselves and asks things like, "Hey, how's Shawn's cat doing? Did you buy that new motor home yet?" Or they ask questions that theoretically they shouldn't know and I realized, "Oh, I've talked about that in the podcast and they've been listening."

Daniel: It's like you often talked about it in your own podcast, return to faithful listener too. It's a great way for people to know like entrust you, especially since in a podcast, they can hear your passion and they can hear how good you are at communicating the information. Whereas with the sentence, as you know with copy writing, you can perfect a sentence but you can't perfect the spoken word without it being noticeable at least.

Ray: Yes. That's so true. This kind of goes off the beaten path a little bit, but it triggers something I want to talk about for a moment or two. As a guy who helps people make their podcast better and you have a podcast about podcasting, you have sort of a meta view of this whole thing. What are some of the things that tick you off, like some of your pet peeves that when you hear it on the podcast you just think, "No, don't do that."

Daniel: Asking for too much at the beginning of the podcast. You all hear this quite often with the podcasters where the first several minutes of their podcast episodes will be their sponsors and then it will be the calls to action and then asking for ratings and reviews. Then after they get done with all of these call to action, then they'll probably have some kind of small talk which is unrelated to the podcast, and never actually get into the content or even let you know what content is coming so why should you stick around. That's a thing that really bugs me.

Now, there are, I think, entertainment focused podcast where the small talk is fine, but if I'm going to a podcast to listen to the five ways to make your podcast stand out, I want to hear more about that before I hear a call to action or before I hear any kind of stuff about your dog or something like that. That's where I think, really separates the professional style podcasters from the amateur style and I'm not saying what microphone or what you actually do with your podcasts separates you. It's how you approach it. You have to deliver on that promise, what are people coming to you for?

Ray: Yes. There are podcasts that I like, that I learned this trick from Cliff Ravenscraft. I pretty much know how many times I have to hit the fast forward button to get past all that stuff and get to the meat.

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Daniel: Yes, and when you do that too much, you're training your audience to skip your content and that's, whatever sponsors you have, you're audience may not hear and then you're cheating your sponsors anyway.

Ray: Yes, for sure. We haven't had sponsors. I'm not totally dead set against it like I used to be, but we're not pursuing it right now. We haven't had sponsors. We started out doing all that stuff in the beginning and pretty quickly I got feedback from people saying, "I would really like to hear some actual content before you start making your announcements and talking about your Avanson. I try to earn the right to talk about those things before I talk about them.

Daniel: Yes. Give them a reason to keep listening. Give them what you promised them and then that sense of reciprocity comes in.

Ray: Since we're doing an interview, what about interview podcast? What is your pet peeve that you have with interview podcast?

Daniel: When the interview starts off with getting to know you information, because if I don't know the guest, this sounds so mean, but I don't care about them. At least not yet. I want to hear that information first that they are the expert on and then later I'm curious about, "How did you get into this? Or what do you do in your business? Or that kind of thing shifted later. There have actually been interviews-- I don't do interviews that often, but the few that I have, I remember a couple of times putting that at the beginning of the interview. Because it's that icebreaker conversation. I felt like the experience of listening to the interview flowed much better by simply editing that, and moving that to the very end as one as the way that conversation took place supported that.

Ray: I agree. One of my pet peeves with interview podcasts, is when the interviewer won't shut up and let the interviewee talk.

Daniel: [laughs] Yes. That happens far too often.

Ray: Notice how I was pausing to let you talk.

Daniel: Yes. I'm okay with awkward silence because I know all of this can be edited.

Ray: I'm just being very conscious of living up to what I just said. Something that I wanted to talk about specifically, that you and I had discussed, was SEO for podcasters. This is something that I admit I've not been super great about doing which is weird because I'm a copywriter. You;d think I would know better, but could you read us in on what the value, why we should care as podcasters about SEO?

Daniel: SEO or Search Engine Optimization. Many people think this is optimizing your content for search engines, and that's what its name implies. There is a piece of that, but the most important approach to SEO is to get the right content in front of the right people at the right time. You're not optimizing your content for search engines, you're optimizing your content for humans who use search engines. For SEO for

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podcasters, it's about making sure your podcast appears when it should appear if someone is searching for copywriting podcast.

Well, the Ray Edwards podcast better appear really high in the search results. I know you're probably tempted to check that right now. It could be something else. Whatever your industry or topic is that your podcast is about, you want to appear in relevant search results for that, as well as of course by your name and the kinds of things that you cover. If someone searches for, "How to improve my podcast," I want certain episodes of *The Audacity to Podcast,* to appear high on that list.

Or if they want to search for other specific things, podcast SEO is one of those things that ironically and a very meta level, the audacity to podcast and the SEO content I've created ranks well for SEO for podcast. With podcasting, the main thing that sets apart podcast SEO from typical blog SEO is with the podcast, you are speaking the content whether you have an audio podcast of a video podcast.

At this time, search engines don't really index audio or video or basically spoken word content. At some day in the future, I'm sure they will do that automatically. I know you can enable automatic captions and certain things like that, but just search YouTube for caption fail, and you'll see how bad some of the automatic transcriptions can be. You don't want to rely on the strength of automated transcriptions for your Search Engine Optimization for your podcast.

You have to write stuff to go along with the content. It needs to be good content. That's why transcriptions, I call transcriptions the lazy man's approach to bad show notes. Because transcriptions are a lot of words, not very good content. Ray, if you're going to write a page of content, a sales letter, about how long does that take you to write that?

Ray: A page? Well, it varies. I'm hesitant to give an answer, but it takes longer than it would take me to speak out a page with a transcription. But what I write would be a lot better.

Daniel: Exactly. There's so much more value and thought and strategy behind the writing, than there is behind the speaking. That's not to say that the speaking is not valuable. When we're listening to someone speak, we forgive a lot of things. Just for example, if you say their, they're, and there, you don't know which one was which between the different versions of that sound of different words. But in writing, you have to be careful to get the exact one in the right place.

Writing presents better value for these search engines to be able to find your content. Writing specialized content to go along with your podcast. Instead of a transcription, I suggest that people write their content as if it was a blog post. Yes, you may say things differently, that's fine. But it's more consumable content. It's higher quality, and it's even more accessible. That's a big benefit with Search Engine Optimization, is it makes your content accessible to those with any kind of impairment or handicap. You are improving, not only the marketing and availability

and findability of your podcast, but it's also a great way to help you improve the content of your podcast itself.

Ray: Interesting. Your ranking in the search engines, based on what people are searching for, improves by virtue of you being of greater service to your audience.

Daniel: Exactly. Because these search engines are almost a creepy thing, but they're becoming increasingly human-like. After all, that's what we want. When we go to a search engine, we want it to show us the right result, the result we want. In order for it to do that, it has to be more human-like in its algorithms so it starts prioritizing the kinds of things that humans prioritize. Like a fast website, a secure website.

A website that has the content high up on the page or website that doesn't interfere with your experience. A website that has high quality content in all the algorithms that go into figuring out what high quality written content is. They know that if there are two articles, but one is written really well and the other is written really poorly and even though they're both about the exact same subject, search engines will learn to rank the higher quality content better. That's why you want your written content to be higher quality. That makes it rank better because of its quality.

Ray: Daniel, that seems like a lot of work.

Daniel: [laughs] It can seem that way. That's why a lot of people are tempted to go toward transcriptions because, like I said, it is the lazy man's way, or lazy woman's way if you want to be fully universal there, to get bad show notes. You can spend less time writing quality show notes than you would spend editing a transcript to become good. Show notes don't have to be every single thing you say. Your show notes could be your outline with a paragraph or few sentences underneath each heading.

That's high quality content. It's very consumable. Yes, that paragraph may not represent absolutely everything you said in your podcast, but it represents it well enough so that you rank well for that content. Anyone coming to your site can read and consume the basic idea from your show notes.

Ray: What are some hints or tips for, if you we're just sitting down with me and saying, "Okay, Ray, here's what I would suggest you do to write better show notes for your podcast," what would you tell me to do?

Daniel: The most important thing is to answer the question that your audience might be asking and that is, "What was that blank?" If you give a list in your podcast, your audience might be thinking, "What was that list of things?" That needs to be in your show notes. If you are sharing some tips, those basic ideas need to be in your show notes. You mention a link, a resource, a guest, a book, anything like that. Those need to be in your show notes, but writing in a way that's consumable. It doesn't have to be extremely thorough.

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You're writing the content but then the most important text for search engines is your title. Your title for your individual episode, which would also be for your blog post that goes along with it, as well as the title of your overall show. Across all of the podcast apps, your show titles are searchable and across many of the podcast apps, the author tag is searchable. In fact, there are many different apps that search different ways. Like, Apple Podcast, Google Play Music, Stitcher, Overcast, Castro. A bunch of things like that.

If you want to see a quick cheat sheet on what fields each of these apps search for, then if you go to theaudacitytopodcast.com/rayseo, I'll give you a free cheat sheet over there that shows you what fields each of these apps search. Going back then to your titles, think about first, your overall show title. For example, I have a podcast called, *The Ramen Noodle*. It's the first podcast I ever launched in 2007. It's currently on Hiatus. Ray, what would you think *The Ramen Noodle* is about as a podcast?

Ray: I don't know, so I'll be interested to see how accurate I am. I would guess it's a podcast for college students who are trying to get by on very little money.

Daniel: Absolutely not. [laughs] It's a clean comedy podcast, but you don't get that from the title. You might hear *The Ramen Noodle* and you might chuckle at it so it kind of makes sense when I say clean comedy. It originally started when I was a bachelor living on ramen noodles. Since then it's transitioned into more of this idea of #adulting. We were talking about #adulting before that was a thing. But people don't go into iTunes thinking, "I want to find a family-friendly clean comedy podcast. What should I search for? I know. I'll search for *The Ramen Noodle*." That doesn't happen. [laughs]

Ray: No.

Daniel: What they would search for is, clean comedy podcast, or family-friendly podcast, something like that. For the overall title of the show, the podcast, we extend it by adding a tag line. This is really helpful if the title of your show doesn't make your subject immediately obvious like *The Ramen Noodle*, it doesn't. The title, as it appears in the podcast apps, is, the ramen noodle - family friendly, clean comedy podcast.

Now, when someone's searches for clean comedy podcast, or family-friendly comedy, they'll find the podcast. We have another podcast on our network that's about the TV show *Agents of Shield* and the whole Marvel cinematic universe. The podcast is called *Welcome to Level Seven*. For some people, they may know why it's called that. But no one will search for that, so we extended the title to Welcome to Level Seven - Marvels Agents of Shield Fan podcast or something like that.

You're extending that out, and that makes your overall show much more findable. You don't want to get spammy with that. With all of these stuff that I tell you, and the stuff that's available in the SEO cheat sheet, and these things that you'll learn, with

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great power comes great responsibility, *Spiderman*. Don't abuse these things. Apple and other podcast apps will actually blacklist your podcast, or lower its ranking if they see you spamming these tags with irrelevant things or trying too hard or putting other people's names in these things.

Don't stuff it to say like, "The Ray Edwards podcast, copywriting, marketing, sales, training affiliates, blah, blah, blah, blah, blah," and 20 other keywords. That's too much. Maybe a couple of keywords in there is okay. Make it more, think of it like a tag line. Not that you're just trying to stuff in all kinds of keywords. Your title for your overall show is important. Your individual title for each individual episode is also important because by default the title is what shares out on social media.

It's what shows up first in podcast apps. It's what displays largest on the website. That title needs to make sense as well. Now, entertainment podcast can get away with some cute titles. If you're doing any kind of educational, inspirational podcast where you're focused on certain topics and you want people to know what those topics are, you need to communicate that in the title. Instead of the title being something like, "My day at the office", it could be something like, "How to be awesome at your office job".

That communicates what the episode is about. Those titles also need to have the main content, front loaded in the title. That instead of it being like, "the audacity to podcast episode 200 SEO tips for podcasters," it would be instead, "SEO tips for podcasters," then the extra information at the end. Try to avoid patterns in the beginning because that title is the most important text for your episode as well as your overall show title.

Many other podcast apps search other tags that come from your RSS feed, like a common one is your author tag. This would be, well, the name of who creates the podcast. Now, this is not the place to put in your guest names. I'd like to say, "Daniel J. Lewis interviews, Ray Edwards, and Cliff Ravenscraft, and John Lee Dumas, and Pat Flynn, and Chris Brogan," and that kind of thing. No. Because those other names are not actually creators of your podcast.

I'm the creator of the podcast. You're the creator of your podcast, so your name should be in there first. The only other names that should be in there are your co-hosts. You can, though, give yourself a personal tag line. Like what would you consider yourself the title to be for your own show? That's the tag line that could go in there. For example, with the audacity to podcast, I could say, "Podcasting expert," or, "How to podcast trainer or instructor," something like that.

Like Ray, for your show, I'm looking in Apple podcast right now and I see that it simply says, "Ray Edwards." You could put in there, "Ray Edwards and Sean Edwards." Or you could put in there, "Ray Edwards, Copywriting Expert," or something like that. It's a simple tag line, but it does help your searchability in Apple podcast, and in actually most of the podcast apps search that show author. Just

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please do not spam that tag. Put in only the actual hosts names, no one else's names.

Ray: Dude I've got some work to do.

Daniel: [laughs]

Ray: This sounds like it could be an answer to a question that I get a lot though I am not a podcasting expert, but people ask me, "How do I get an audience for my podcast? Just because I put it out there doesn't mean anybody's going to listen," but if what you're saying is accurate and people, I know that I go searching on iTunes every now and then for I want a podcast about a certain topic. I took up photography a couple of years ago and I went crazy on looking for podcast about photography. What did I do? I went to iTunes and I typed in photography. Based on that, even if you're just starting out, this is a great place to start growing your audience, am I right?

Daniel: Exactly. Now, there are the cases where it's not that *Field of Dreams* advice, "If you build it, he will come," which is the actual quote from the movie. I know that you guys have talked about that before. But, there is an aspect to that where it's more like a combination of making the right show at the right time. You think about the TV shows that are very popular right now, if you make a podcast about one of those very popular TV shows, then your podcast is more likely to be found because many people know that **[unintelligible 00:31:23]** podcast are big thing right now so they'll go in to their podcast apps and search for podcasts about that TV show or they'll often search for episodes of that show that they can watch and they'll find your podcast listed among the search results.

That's where part of the luck comes in but it's still, it's intentional luck so it's not really pure of luck. You are choosing a show that's popular and that people are searching for. If instead you wanted to do the Andy Griffith Fan podcast, not many people are going to find that because they're not going to think that there's an Andy Griffith podcast out there. And there are Andy Griffith podcasts out there, but they have to work their marketing in different areas. They can't simply rely on their searchability, and for podcasters, you also can't rely on your findability as well. You have to go out there but in the process, make sure your process is findable.

Ray: Wow. Okay, so, where do we go again to get the cheat sheet to your offering?

Daniel: Go to the theaudacitytopodcast.com/rayseo and it lists the different fields that the different app search. For example, most people will tell you that iTunes and Apple podcast searches three fields, your show title, your show author, and your episode titles. Well guess what, it actually searches four fields. You have to look at that cheat sheet to see what that fourth field is. Or some people will say, your podcast descriptions, your episode descriptions and your show level descriptions don't matter in search, well they actually do for certain apps. Go to

theaudacitytopodcast.com/rayseo to see those list of it. Some of the most popular apps and what they search.

Ray: This has been so helpful. If people want to connect with you and hear more about what you know about podcasting which is a lot, where do they find you online?

Daniel: The best place is to go to theaudacitytopodcast.com, that's my podcast about podcasting and that links to my social profiles and the other products and services that I offer, like the complete SEO for Podcasters' course or the podcasters society membership, but everything is there at that one website, theaudacitytopodcast.com.

Ray: Now, what's the society? Tell me about that.

Daniel: Podcasters' Society is my main focus in my business and that is helping people make amazing podcasts. I love seeing people launch new podcast but I discovered a few years ago that I'm actually more passionate about helping people improve the podcasts that they make. That's why I made the SEO for podcasters course, I want to help people improve that. Improve their content and findability. The society is a membership where people get access to things like the courses I create, the SEO, the **[unintelligible 00:34:16]** course, the how to improve your podcast course and other things. They get access to that stuff for free instead of having to purchase it individually.

But they also get access to the smaller tutorials that are specific to certain ideas and concepts that I don't make those available anywhere else. They get access to experts like me and others who will help you improve your podcast, help you position your podcast to be sponsored, to understand your affiliate marketing and promotion with your own podcast better so you're connecting with other podcasters who want to improve. This is not at all for people who haven't launched their podcast yet because in fact, our requirement is you must have already launched a podcast in iTunes.

We require you to give a link to that in the registration, so that we are on a much of the level playing field that we've already launched so the conversations are no longer, "How do I get in to iTunes?", it's more about, "How do I get better at what I'm doing? How do I rank better? How do I engage with my audience better? How do I monetize my podcast better? How do I use my hobby podcast to open new opportunities for me better?" That's what it's about Podcasters' Society.

Ray: When I was in the radio broadcasting business, which I did for 26 years, I, for a long time, I coached the on-year talent. Many people call them Disc Jockeys, but a lot of them were talk radio hosts so they weren't really DJs, but this is of an area focus that I spent a lot of time on. I was helping them make their show better so that people would more frequently listen and that they would listen longer when they did listen, and they would build more loyalty for that show or that host.

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What I have seen lacking in the podcasting world, is an emphasize on that. I'm like-- We call those sessions that I would do with the air talent, we call them airchecks. We listen back the recording and we'd coach them on, "Well, this is how you might have done that in way that would make your show better." I think there's a real poverty of that kind of thinking in the world of podcasting, so I'm super excited about what you are doing here.

Daniel: Thank you. Now, there's something I think, there might be an opposition people have in their minds to all of these SEO advice I've given, because it's about writing better copies or, hey, if you want to learn how to write better copy, I believe there's a great book about that out there.

Ray: [laughs]

Daniel: By some guy I know.

Ray: Yes.

Daniel: But you may be thinking, "If I write better copy to go along with my podcast, then won't people read that instead of listen to my podcast?" Here's my answer, "Yes, they may," and that's a good thing because, think about this. Would you rather have someone come to your podcast, thinking it's exactly the information they need, but then they see they have to listen an hour-long podcast and they leave, or would you rather them come to your podcast, get the information they need from your show notes and thus, get the information from you, so you have served them, they see your site as a provider of quality information and they got it from you and they stuck around?

Ray: Yes.

Daniel: Which would you rather have?

Ray: That makes total sense. I'm curious what you think about this. We just started doing this recently in our show notes. We indexed what we think are the most interesting segments in the podcast and give a time code so that people can go right to, if they want to hear the section on SEO for podcasts, they can go right to that section if they want to. They can skip everything else. What do you think about that?

Daniel: Yes, that's a great thing to do especially with some podcast players, like the Simple Podcast Press Plugin, which can be an add-on to PowerPress or you can use it do other cool automated things, but when you're writing in WordPress and you put in time codes, it can link those to the player, so if someone's on your website reading your show notes, they can click on that and it jumps them to that position on your web player.

Ray: What?

Daniel: Yes.

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Ray: That's crazy.

Daniel: And it can even integrate with **[unintelligible 00:38:17]** player which is what I see you use on your site, the Smart Podcast Player.

Ray: I didn't even know that.

Daniel: Yes. The other cool thing is that some podcast apps like Overcast, which is probably the number two podcast app on iRest right now, I believe it is still number two and stays there according to what Rob Walch from Libsyn shares often, but the Overcast app will recognize time codes inside of the notes. You don't even have to use a fancy plugin or anything like that, so your notes Ray, as they show up on your blog post, if those same notes are also showing up on Overcast, it's really easy for people to tap on that time code if they see your notes in their app, and it jumps directly to that spot in the player.

Ray: That is insane. I had no idea. I'm opening up Overcast right now. I shouldn't be doing that, I should be paying attention to what we're talking about.

Daniel: [laughs]

Ray: You got my curiosity up.

Daniel: Yes, I use it sometimes for those podcast that do have too much fluff at the beginning but they have the time codes inside of their notes, it makes it really easy for me to then skip all of the fluff and jump to the content I'm interested in. Or for those people who have already heard the episode and want to go back and consume just that one point or needed that refresher, it's really easy for them to either read the show notes and get the information they needed or know exactly where they needed to jump to in the podcast.

Ray: Yes. For me, that was what triggered this idea because I listen to Tim Ferriss' podcast, I'll do it when I'm on bike ride, or running, or something like that, and I hear him mention something and then later I want to go back and I think, "That thing he talked about, what was that book?" I noticed he was putting this index at the content and I thought, "That is super helpful."

Daniel: Yes. You can put in plain text and many podcasts apps will read it. We don't know yet and they probably won't, the Apple podcast app on iOS 11 probably won't read it. But other apps are starting to and at some point, Apple will probably, and this is pure conjecture on my part, but they'll probably support it in their app too.

Ray: Cool. Well, you are super smart. You're now, I'm officially dubbing you a super brain. [laughs] Everybody, go to theaudacitytopodcast.com. Did I get that right?

Daniel: Yes.

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Ray: That's where you can find all things Daniel J. Lewis. Daniel, thank you so much for sharing this part of your day with us.

Daniel: You're very welcome, Ray. Thanks for having me on.

Ray: All right, awesome. If you found this show helpful, please subscribe to the show via the Apple podcast directory and give us a rating and review. Make sure you put your real name and website in the text and we'll mention you at some point. If you'd like the show notes and transcript, please go to rayedwards.com/296. Any closing thoughts or quotes or anything?

Speaker 2: Yes. It's a quote from the inimitable Jim Rohn, "The soil says, 'Don't bring me your need, bring me your seed.'"

Ray: That's some good stuff right there.

Daniel: That's right.

Ray: Until next time. I pray that God blesses you with more than you can ask for or possibly even imagine. Although, in the words of Han Solo, "I don't know. I can imagine quite a bit."

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[00:42:02] [END OF AUDIO]

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