

THE **small** BUSINESS BIG **MARKETING**

show

INSANELY EFFECTIVE
MARKETING

Episode #479
Podcasting tips for
2020 and beyond with
RadioHub founder
Cooper Silk



www.SmallBusinessBigMarketing.com

Cooper Silk Interview Transcription

Tim

Cooper Silk. Finally buddy. Welcome to the small business big marketing show.

Cooper

Thanks very much Timbo. Delighted to be here and delighted to have you here in our studio here at Radiohub.

Tim

Well buddy I'm really honoured because you've been a great help to me over the years and in recent times putting together the podcast for American Express you've been the wind beneath my wings for a pre production point of view so it's awesome. Buddy you have been the podcast movement in Orlando one of the few Aussies I hear that has gone there.

Cooper

Yeah there was probably half a dozen or so of us. It took me 30 hours to get there. So there is a podcast in that but amazing event. Over 3000 attendees in this huge resort it's a huge hotel in the middle of Orlando and it's as you drive into it. It's like a castle and it's got a Arnold Palmer curated golf course out the front it's got lakes with signs saying Beware the alligators and then you drive up this ramp and as I said it looks like something out of Disney World. And you walked in and straight away like there's buses taking you there so they had two hotels full. That's the scale of this thing and then you walk onto the down an escalator into the hold. So the big giant holds and then there it is podcast movement.

Tim

Taken over the entire resort?

Cooper

The whole hotel and then there was another hotel to service people like me who couldn't afford to stay in the big one

Tim

That was a bit of a worry that is a handful of Australians. I mean I'm guilty I wasn't there should have been there probably go next year. Literally like what do you reckon. Ten of the 3000 delegates.

Cooper

Yeah.

Tim

Come on Aussies.

Cooper

I think I can count probably half a dozen.

Tim

Wow you met them all?

Cooper

Pretty much so. There was a couple I missed. Yeah. Got to meet the majority of them.

Tim

So Coops you're all up to this joint. Big resort. You've taken it over there's 3000 delegates. What are we talking is it a big expo with a whole lot of keynote stages around the place?

Cooper

If you can imagine what the Las Vegas trade show. So you're in a giant hotel and a big open floor and around it a room. So when you walk into the main theatre part there was a main stage and then you walk into another doorway and that was the showroom floor and on the showroom floor were all the stalls from all the big companies. So there was tech companies a lot of hosting companies and smaller people from all parts of the world as well and around the floor were different rooms. So there was roughly.

Tim

Open air rooms or closed?

Cooper

Closed doors I was standing room only in the room. That's how many people were there so if there were 8 sessions going on at once pretty much they were all full. So it's hard to get to every keynote. So a lot of planning was actually there was actually an event where before the event started someone would tell you how to navigate it. So I had an app and you'd pick whatever suited you. Be at monetisation tech starting out industry. There was a heap of different categories and you'd kind of just cherry pick what suits you and fit your reason for going there.

Tim

Did it give you a sense that this podcasting thing has finally taken off?

Cooper

Well I was on debut so I hadn't been to any of the others but speaking to people who had been. This was the first time that the big players were there so Google Spotify as I said some of the big hosting networks they were all there. And so you could feel there was a sense of corporate takeover or professionalism and for the independent podcast like us it was a little bit daunting.

Tim

Bespoke podcasters all of a sudden having to compete with the big guys and we're seeing that here. All the big media companies there's not a radio station that doesn't at the end of

one of these shows say oh you know you'll find the playback version or the podcast version over it such and such websites so that's interesting in itself. So we are seeing a whole lot of big boys come along and that kind of raises the bar for people like you and I. And for my audience business owners who are wanting to create a podcast should we should we be worried?

Cooper

No. For me it was a bit of a kick in the pants and I realized that if you want to compete with the big media companies you got to lift your game. So we'll probably talk about it later or I'll touch on it later but having them there and hearing them at the keynotes you realize we're a long way away.

Tim

In Australia?

Cooper

Correct. And we're probably a little bit behind but I think most of us have been in the game long enough to know that. So it's what do you have to do to compete with the big networks.

Tim

Just to give a sense of size before we talk about some of your learnings or all of your learnings. How many kinds of exhibits are we talking 50?

Cooper

Yeah maybe 50 maybe 30.

Tim

That's not huge I mean rows I was thinking some kind of chinese product fair

Cooper

Maybe ten rows

Tim

Mate I told you eight billion times not to exaggerate.

Cooper

Let's say 30.

Tim

For you it was big?

Cooper

Yeah. It was huge. Yeah it was really big. There was a petting zoo there.

Tim

What is a petting zoo?

Cooper

Small animals. Play animals stuff like that I don't know what company was pushing that but I found one that was handing free beers pretty quickly.

Tim

No doubt. Stands like Google. So what is Google doing on their stand or Spotify?

Cooper

Well Spotify had this beautiful suite where there were people talking about the app I suppose how you can actually get your podcast onto it. So remember there's a lot of people who are just starting out podcasting. So from Google they had all the different phones and obviously in recent times gone all in as well by way of SEO and searching for podcasts now so they did a keynote on that.

Tim

Tell me about that.

Cooper

I actually didn't go to that discussion

Tim

Is it just me or that would have been one of the major ones to go to like SEO for podcasts?

Cooper

What happens is as you get recordings of all the events afterwards so I only got that last week. So what I will do is sit down and watch them all like honestly there's probably a hundred keynotes or 50. So you just can't get to everything.

Tim

All right. I want to break it down. And the way we're going to do this in terms of your learnings and feel free to ask me questions along the way of my learnings I wasn't there but let's have a good podcast discussion that at the end of this listener is gonna think okay there's some things I've learned that are around best practice in 2019 going to 2020. If I have a podcast or I'm going to start a podcast I want to break it down into pre production and then actual production of the podcast and then post-production. Okay then will just kind of go tit for tat. So preproduction big aha moments for you or just learnings where you've kind of kicked yourself and go I missed that.

Cooper

So I'll take it back a step and probably set the scene by saying what I went there for. So my goal was to have three conversations where I'd take something back that I can implement here at radiohub so I would have three conversations with the tech companies you know marketing and find out best practice by way of marketing and find out what the big guys

are doing so that we can compete down here in Australia. So from that point I was lucky enough to speak to some of the big CEOs from the tech companies be it blubrry met some amazing guys from squadcast.

Tim

You need to say who these people are. Blubrry is a hosting service where you upload your media file in order to get your media player or your analytics and all that kind of stuff. I use omny. You could use SoundCloud

Cooper

Simplecast. There was Libsyn they were all there. Wooshka. Rob was there kind of walking around as well so all the hosts and there's some big ones coming out. There's a company called Himalaya which is supposed to be like 100 million from venture capital. So there's a lot of money being thrown into this space. So they were all there and you got to meet these guys. I also got to meet the creators of Spreaker which is the first platform that I ever used back in about 2012. Italian guys really cool. And then there was some of the new apps or platforms that are being produced. So many people may or may not have heard of squadcast for those that do remote recordings with their guests via zoom or Skype squadcast is pretty much built for podcasters and it's a better quality audio. It's a multi-track recording.

Tim

So from what I can gather the squadcast hit me up a few months ago and because they're based in New York or something

Cooper

L.A.

Tim

I couldn't get the timings right but I've had to look at it. It looks pretty awesome. Have you used it?

Cooper No

Tim

It's worth understanding what that is. So squadcast. I mean right now I do most of my remote interviews using Skype and I Skype call recorder to record. You use Zoom. From what I've seen with squadcast you can go I want to do an interview you go and open up a file within squad cast it gives you a link that I then send to you as my guest who is elsewhere not with me you have world somewhere you open that link and then we can start recording and then it spits back to us or to me the host a file with split track. It got you it got me we can edit either side from what I can tell the audio quality is primo.

Cooper

That's its selling point. That's what they're all in. So it's all about having good quality audio and you can also see your guest and in their next release which will be soon there will be the ability to have the recording of the video as well. It will be like a Skype.

Tim

I don't know about that. I mean I think that's awesome functionality and I'll be having a really good look at squadcast when it comes out. I like the idea of seeing the guest. You can do that with Skype. Well Skype's codec or whatever it is that allows you to do that just doesn't seem good enough it seems to suck a lot of bandwidth when you've got the video on and try and talk to someone on Skype. Forgot what I was gonna say about squadcast except to say that I'm looking forward to using it because I still think no one's cracked the egg on that kind of remote interview technology.

Cooper

I like the ability to use the video because you can use that as part of your marketing. Just a little clip.

Tim

Yeah Joe Rogan does video. And it's actually pretty good although I don't sit there and watch the entire two and a half three hour episodes Joe Rogan on video but he does it really well on YouTube where he takes five six seven minute grabs of a particular question that he asks his guests. That to me we're talking podcast best practise that is awesome because it kind of allows you to dip into a show and then if you like what you're hearing obviously go and download the whole episode.

Cooper

Well on that point one of the big discussions was multimedia. So we're in the audio space but more and more people are starting video live streaming. And I suppose it lends itself to say well where's my audience. So if your audience is on YouTube you'll use video or if they're on Facebook use Facebook Live. We've been doing a couple of tests since I've come back last week and I'm seeing some really big numbers when we're doing a stream.

Tim

Okay so what are you doing? So this is for Rooster's radio?

Cooper

Roosters radio. So we did a podcast on the Sydney Roosters tested this last week as a matter of fact or this week where we had one of the players on the phone set up the stream Facebook live during the recording of the interview. Probably had around 20 or 30 people in real time since we've upload and share. It's in the thousands now. So a couple of thousand

Tim

Just to go specific here. You got a player at home remotely. He's on his phone. On a Facebook Live with you?

Cooper

So we've called him. So we've got the input or the phone output plugged in to an adapter which is plugged into an iPod.

Tim

Do you want to get any geekier?

Cooper

This is the thing right. And then we use an app called Switcher studio and that is then broadcast through to Facebook. So we have a Roosters radio Facebook page. So we're getting the audio quality from the mixer coming straight in by the adapter into the iPod which is then streaming live.

Tim

Geez that's complicated.

Cooper

It's actually not.

Tim

I guess once you've done it once you've seen it. I guess people listening including me. Were a little cross-eyed. Slightly cross-eyed as you talk and I guess one of the things for me in podcasting and representing small business owners I'm so keen. I mean nothing brings me more joy than a listener saying I've just started my podcast Timbo. I'm loving it and it's working for my business. The problem is some of this stuff that we talk about does feel a little bit complicated so the more we can do to kind of simplify that the better.

Cooper

But where do you sit with the video aspect of your podcast?

Tim

I don't do a lot of it. I did do one last week. I was down in Byron Bay talking to a fellow Cedar.

Cooper

The surfer?

Tim

No. He came up to me and I went down to Byron Bay interviewed a fellow Cedar Anderson who created a product called Flow Hive. He disrupted the whole beekeeping industry. We didn't video us. We were in a wardrobe. His beekeeping suit wardrobe. That's where we are recording because it gave the best acoustic but he was very keen to do a Facebook Live afterwards and I mean again it was me saying hey I've just down here in Byron Bay Cedar Anderson let's have a look at his invention and have a bit of a chat and that's certainly that

got views in the hundreds. And I would have thought more. But I can understand why I didn't now because it was actually a video about beekeeping and not about podcasting. But I know from my learning and I think you're going to talk about this is that audiences really want to engage with the host. So anything you can do either one on one or a Facebook Live one too many to kind of put yourself out there as a host is probably a good thing.

Cooper

What about we do one a little bit later I can set up the stream.

Tim

Righto

Cooper

So I can share.

Tim

Yeah that'll be fun. We can do that. And the other thing with video for me as a podcast is I like audio and it's like I've just made a hard decision. I've done a whole lot of video over the 10 years that my show's been around. I know when I do it it's well accepted but I'm just like no I like audio. And I'm going to stick to that. I can imagine doing next year I have plans to do a little bit more behind the scenes and to take people and show people stuff that I just kind of take for granted or think is boring but actual people are interested in seeing

Cooper

That's a great point. We'll touch on. Just on Joe Rogan. Just quickly. So he's the number one podcast in the world.

Tim

Was he at podcast movement?

Cooper

No he wasn't. But the fact that he's doing video maybe that explains something.

Tim

Maybe it does. I mean he got a pretty serious set up.

Cooper

It's actually not. It's pretty much three cameras. One's a wide shot. One's on him one's on his guest.

Tim

To me, that's a serious setup. Someone's got to edit someone's got to take that raw footage and create something from it. So if not for the faint hearted I think it looks good. I mean why he has got to set up it's kind of a balance between a high production and just kind of grungy let's just get this out production which is a good thing. But let's get back into pre

production Coops. And by the way I'm talking with Cooper Silk. Cooper is a fellow podcaster in Australia he's got an awesome business called Radiohub in Sydney. It's a proper studio. I love walking in here because it is a building setup for podcasting. There is a big studio that we're in. You got a little studio caravan you've got the caravan out the front where people can go and actually podcast on site. I love what you guys are doing. Preproduction wise. What else did you learn?

Cooper

Probably my biggest aha moment was sitting in a keynote and there's a gentleman name Jordan Harbinger he is well-known in the States. He's been podcasting for a long long time and he just went through his process for preparing for an interview and I was sitting there next to my business partner I just kind of look at him said mate we're kidding ourselves. Honest to God.

Tim

Amateurs?

Cooper

Well just complacent. If I'm being really honest I think we've just got comfortable and we've got complacent and we're just used to doing the same thing week in week out. Well that reflects on our customers too.

Tim

What's Jordan Harbinger process for preparing an episode?

Cooper

Well he's big on really prepping his topic and this is his quote but it's not good enough to just walk in and start talking. It leads to long rambles hand up here I'm guilty of that. So his process is when he's searching for a guest he'll go into video you'll go into LinkedIn find out something unique about that person and it really shows that you've done your work. He also talked about scripting I know some people aren't fans of writing a script. I know you do I know I do. But just having.

Tim

Script for the voice overs?

Cooper

Scripting questions as well. Just saying I want to talk about this and even to the point where he'll send that to the guest prior to the recording. Not for everyone but that's what he does. And another big takeaway. If we just go back to remote recording he actually sends a set of USB headset to the guest saying this is what I want you to use plug this in your computer. I'm going to test it a day or two out from the interview to make sure we've got the right quality audio which I think sends a message to the guest. Hey listen we're fair dinkum here and bring your A game because that's what we're about.

Tim

The headset got a mike in it?

Cooper

Yeah but it's a thirty five dollars on Amazon. It's a Sennheiser product a Sennheiser headset and he sends it to every guest that he interviews remotely just so that the audio quality is up to speed.

Tim

And a little gift.

Cooper

Yeah of course.

Tim

So okay let's just talk about that process of pre production which is more planned and I agree. I think there's too many and I think it's a reason why we see a lot of podcasters drop off at episode six seven eight because they're not getting traction. Well Mate you're not getting traction because you haven't put the plan and you think this is easy to wake up I'm going to do interviews. There are so many people say I'm going to start a podcast and whilst that sounds relatively easy the more planning you can put into it and you and I both guilty we probably could put more planning into it although I do. There's an element of me that likes the spontaneity of it and I am a curious person by nature so planning for me is asking myself why am I interviewing this person. What am I really curious about what's the big question that I want answered having as a result of interviewing this person. Personally I will watch videos I'll try and find videos of the person so I can see what they look like. I listen to an audio I'll look at their social media I'll look at the About Us page on their website they've written that so that's not that helpful. I'll do a wiki search I will do a pre interview I will always speak to.

Cooper

That's best practice what you've just said there. That really is. Read books if they've written them that kind of stuff.

Tim

Yeah I can't do that

Cooper

Read five chapters.

Tim

There's no way you do.

Cooper

I skim. That's what I give myself a kick out the butt when I was sitting there.

Tim

Don't point your finger at me go read the books

Cooper

Get someone to read it for you.

Tim

The pre interview I find of all those things. You've got to know enough about these people of all those things the pre interview is the awesome one. You hear their voice. Maybe they'll have an accent. Some people are verbose and answer way too long. Others just go Yeah. No. And then you go well. Got to work hard here. You have the opportunity to talk to them about how they present themselves on mic or if they done an interview before. I ask them you know I do ask the question maybe you've done a lot of interviews. What haven't you been asked. And sometimes I asked I get to their assistant some of my guests have assistants and I say hey listen I did this yesterday. I digress. But identifying a bloke next week who has bought the rights to the Hollywood sign he is from Adelaide now anyone who use Hollywood sign has to licence that of him. He's been hard to get to but his EA has been great. And so I said to her hey what Shane like is he gruff. Does he just non-stop talk and get a sense from someone who knows the person. That's the kind of work I do pre interview and then I feel more comfortable going into it.

Cooper

Well you just heard it from one of the best in the country. That's best practice right there. I'll give you a quick example so yesterday I had the former chief executive of Nike Australia. He'd worked all through Europe and the Americas and as we were talking, it just came to me to find out who the most interesting sports person he'd worked with. And it wasn't my show. I'm just a man on the panel. And I just said at the end of the record I said can I just ask one question. Who's the most interesting sports stare and obviously the host went put it in. Let's put it in. He worked Jordan he hadq Cathy Freeman but he had a great story to tell about Michael Schumacher. That's just lends itself again doing a bit of research around who you're talking to.

Tim

All you did then was express your curiosity. Right. So if you are interviewing you have to be curious. And in the back of my mind the other thing I do is ask myself what would my listeners want to hear. Because generally I think what I ask is what my listeners want to hear.

Cooper

And that's perfect.

Tim

Yeah okay so good prep. Any other sort of pre production? Loved the idea of sending out a headset. Because it is hard to control with guests who often I'm interviewing people who

haven't been interviewed a lot. And I do send them a link I have a little link on my website that sort of says to ensure best audio quality please wear headphones don't use hands free speakers because that will feed back in and I'll hear myself.

Cooper

And it's not up to them.

Tim

No it's not.

Cooper

It is really up to you to make sure the audio coming from their end is up to scratch. How many times has that happened where they've got no headset they're talking in their computer you can hear the fan of the computer in the background and it's just not nice to listen to. That's not good for the listener either.

Tim

Any other pre production tips?

Cooper

Not really for me it was all about going that extra mile when it comes to prepping your guests and even it could be stuff like my technique just going through stuff that we probably take for granted being in it day in day out but just coaching your guest I suppose. Talk three fingers away from the mic or explain how the mic works depends on if it you know let's not get too technical if it's dynamic or whatever it may be. But yeah just little things like that.

Tim

Was any discussion around format of shows because we talked a lot about interviews here but there's one on one it's just a co-hosts having a bit of banter there is a listener question format there's what I call the soapbox format where you just get up and express opinions there's a lot of different formats was there anything around that or not really?

Cooper

Not that I sat in on

Tim

I don't want people going straight to interviews. Interviews is just the sort of default. I am going to do a podcast and it's going to be interview based. We both do that but doesn't mean it's the right thing to do. There are other ways of doing.

Cooper

I said it on the ESPN panel where they talk so if you're a sports fan you would have heard of the 30 for 30 series. And the producer was talking about that. So that's an audio story and it was talking about the former owner of the L.A. Clippers. But it actually took three years to

create and it was really interesting to kind of just sit in and hear the story of how long and the journey and the trust that they had to build. So that's a different style of podcast altogether that's audio story style

Tim

In fact I had a guest a few months ago Katherine Maslen who's a naturopath. She's put together an audio series on gut health and they are stories. Anyone I speak to who puts together audio stories or these audio documentaries 30 minute episode has generally got hours and hours.

Cooper

Sound design.

Tim

Okay Coops let's move into production. What do we learn any aha moments around the actual production of an episode?

Cooper

Other than what I touched on earlier with squadcast. That was the biggest aha moment for me. The fact that it's built specifically for podcasters and this is once again about audio quality. We should be focussing on that because there's so many people podcasting. If the audio quality is poor, I switch off. I think have a look at it.

Tim

There is no excuse because I think again we listen to podcasts when we're driving in a train walking the dog at the gym in a cafe and we are competing with ambient noise. So our audio production has to be spot on. And as you say there are so many podcasts coming online these days that one point of difference is the quality and I don't just mean the audio quality but even the sound design the use of music beds the way the beat of a podcast. I'm doing the show for American Express at the moment called Idea Exchange and one of the things that I've made a point of with my editor James is to punctuate certain points with maybe silence or a little music bed that kind of fades up that's a little gear change where we know okay that's the end of a particular. A reset. We're moving into a new discussion and things like that take us into a more professional which is good. Given all these commercial big networks are getting on board podcasting.

Cooper

Another small point that I kind of picked up on is giving your audience. Three takeaways from each episode which can be difficult.

Tim

Should it be difficult?

Cooper

Well it depends on the subject matter I think. But in your mind when you're prepping for your show. If you can think of that's something I'd like to know I wonder if my audience would feel the same. And that was another one of the kinds of tips that we got from the keynote I forgot who mentioned that but I'd never thought about it like that because you generally just go in I wanna get the interview done. I've got my questions outline but I'd never think and you do this well Tim you've got your takeaways.

Tim

Top three attention grabbers.

Cooper

Well how do you do that. Is that something you think about before you do your interview?

Tim

No. I know that I've got to get top three right and as my guest is talking and they say something I actually write I have a little section of my notepad in front of me where I do write that grab my attention I'll write it down. So when it's time to write the show notes and time to do the wrap up I just go straight to them.

Cooper

I'll share a story. I remember listening to your Rand Fishkin podcast where I literally stopped the car pulled over turned the podcast off go into the notes because it's about SEO so I'm sure plenty of people who listened to your podcast had that pull over for a minute and take a note so that's that takeaway that you focus on one two. But the idea was three but I think two would be good enough.

Tim

Just the learnings and okay so production wise will come to show notes because it's really post-production. Anything else? I guess production is the Achilles heel of many podcasters I mean again we're lucky to be in the studio here at Radiohub. My favourite form of interview is face to face I mean squadcast might be awesome it might have video might have good quality audio but nothing beats face to face interview. Hard to do. Can be expensive and not everyone can afford to travel face to face and see their guests but it's a better dynamic for sure.

Cooper

Well you're going overseas soon. You've just bought some gear. It's not a big investment was it?

Tim

No. I've risked it. I haven't tried it out. So I won't say what it is until I actually test it out because it's road gear so it's gonna be good it actually works with my iPhone so I'm not having to carry additional hardware and the rest will be kind of yeah I'm a little bit nervous but we'll be right.

Cooper

I did learn one thing from one of your interviews from technical aspect. When it comes to the live mic depending on what the person's wearing a bit of tape or blue tack underneath the mic to stop or and actually tape the cord it just rustles so tape the cord to your clothing and put a little just roll a bit of tape so it sticks to your collar and then you can put your microphone on that.

Tim

These are all little one percenters that lead to an infinitely better outcome and that old saying that one plus one equals eleven This is where it's coming into play because again and I'm thinking about the small business owner listening to this who's thinking of going off and doing a podcast or a YouTube channel. So what we're talking about here applies just as equally to video it's getting these are 1 percenters right and I can tell you and I don't come from a media background.

Cooper

We're a long way off.

Tim

You've got a great head for podcasting. But the reality is you do need to start study. A lot of what the media does. If you are going to podcasts and I still. I have certain interviewers that I just love to watch I go back on YouTube and watch them listen to them and just look at how they go about it and they may be both TV and radio interviewers. We can learn a lot from from doing things like that.

Cooper

And you learn by making mistakes.

Tim

Correct. So we are talking with Cooper Silk from radiohub.com.au beautiful set up here. Where are we. Alexandria. Sounds posh it's not but it's a gentrified at some part. Tell you why if you wanted to record a podcast of any particular sort and you're in the Sydney area this is a place to go. I'd even fly here Coops. I have way down from Noosa. So let's talk post-production so we've now produced an episode and it's time to get it out there. Aha moments from podcast movement?

Cooper

They started talking about a platform called the script. Descript.com haven't used it yet once again. I've sent an email to the CEO because I am going to use these software platforms its just I want to be taught the right way.

Tim

Whats it do?

Cooper

So many of us are familiar with you get your MP3 file format whatever it may be we upload it to a service to transcribe. That service is one of those. But what it also does is it includes a way fall at the bottom so as it's transcribing if there's a segment of the interview where you're reading it and you don't want to use it you just highlight it. Press delete and it removes it from the audio.

Tim

From the document and from the audio track?

Cooper

Correct.

Tim

Jeez that's clever.

Cooper

Yeah I thought so.

Tim

It's a robot transcription service?

Cooper

It's AI.

Tim

I'm using one too I use Trint and it's probably 85 percent.

Cooper

So they said it's 95 I would probably say 85. Once you get that sorted but I think I hit it with my eyes. So when you do edit depending on what you use you can. You can actually tell when there's an arm or someone steadying. So you can highlight that this way you're actually doing two jobs at once so you're actually transcribing. Now there's going to be words that aren't right and whatnot but if there's something that you don't want to use in particularly when you're working for a client and they want to move questions around and that's the other beauty of it you can highlight a whole passage. Put that somewhere else and it moves the audio as well. So this discussion were having now put all the back to the front, whatever it may be. So I thought that was a bit of a game changer. Still want to challenge it on how it actually makes the cut. Because you know we've got noise floor what the ambient noise when we're not talking. How that looks from a you know from listeners perspective.

Tim

There wouldn't be too many episodes you do when it's like. Quiet.

Cooper

That's right.

Tim

You're pretty good at filling the gaps. You and I both are. I don't mind a bit of silence though. It can be very well used to punctuate a point and before one moves on.

Cooper

I used to have it written on the board. It was a quote by Richie banner engage the brain before opening one's mouth. So we know you get excited during interview and you get what else happened. Tell me more. They don't finish what they were saying, so I think that's a huge tip for anyone starting ou. Listen listen listen more.

Tim

Well you know full disclosure here I did an interview about a year ago or a year and a half ago with Richard Stubbs the well-known Australian comedian and radio host in fact in my eyes one of the better interviewers in Australia and I got Stubbs in I saw him at a comedy night one night I went up to him told him what I did and whether he'd come in and I said the areas I want you to come in is I think you're a great interviewer and I'd like you to come in and I'd like to interview you but I want you to treat it as a bit of a class. I'm looking for constructive criticism is basically what I said. And so as I'm interviewing him I gave him permission to pull me up on things and his best advice to me was you need to listen more and I think I've taken that on and just pausing before speaking and thinking about what the next question really is and his other great bit of advice was lead with your best stuff don't keep their powder dry. That's a really good interview I enjoyed that one. Okay so now one of the things you are very good at Coops in terms of post-production is social media. I reckon you have nailed it for roosters radio and for the other clients I guess you're applying those learnings to businesses whose podcasts you are producing maybe take us through a typical social media campaign for one episode. How do you push it out?

Cooper

So we try to have a rule of thumb that there's probably 10 individual bits of content that you can repurpose per episode so you got your audiograms. Now there's a couple of different companies that do audiograms is basically a clip of the interview can be a minute long 30 seconds long. You put some artwork behind it and it becomes an mp4 for an actual effect so it helps with the algorithms in Facebook and Twitter also.

Tim

I've seen your audiogram.

Cooper

Put video behind it. And I'm not going to give away the secret herbs and spices because that's what keeps us at the top but it layers so you can layer the content so you can put your artwork. You can put your branding. We always put the badges to where you can listen so as always Apple Google Spotify and then you got the clip you can caption it.

Tim

Insta or facie as well?

Cooper

So I give that back to the client for them to do with it what they choose.

Tim

Now the upside of these audiograms two things they look pretty specky. They look really nice but it also allows the person to listen to the show within their social media platform which is useful for them. And that's got to be the most important thing. But also insta and facie love that because you're not suggesting hey time to leave Instagram or Facebook and head off to my Website.

Cooper

So as long as the podcast has its own Instagram page and you got the link in the bio I always use something along the lines of new episode here and obviously it's a clip with a quote to listen to full episode click link in bio and that'll take you straight to that episode.

Tim

How long is a clip?

Cooper

The most I'll do as a minute so they say they the experts say a minute 30 is about as much time as people can engage in a video. So I kind of go a little bit below that but I don't know if 30 seconds is quite enough so I try to find something that is quite poignant I suppose and some guy oh that's interesting I'll listen to the rest of it.

Tim

Big word poignant. Okay audiogram what else do you do with an after you put it out?

Cooper

I always write a post so we get the transcription and then we'll write a content piece on it and which will then steer the audience back to the podcast.

Tim

Where you put that?

Cooper

Obviously we put some on our web page.

Tim

Like a blog post?

Cooper

Yeah. So each client's different but if it was a radio show for example. If it was our show we would do an audiogram would probably do a little bit of video. That's probably one of the

things we learnt from the States. We'll write a small article. The next part of that I suppose is trying to get your fans involved in it too so getting them to share it

Tim

So what's the trick to that? I don't have a huge amount of success with that. I always get a little shiver up my spine when I see that someone's shared an episode.

Cooper

Right. So if I go back to one of my big three aha moments there was a there's a discussion on leverage your audience to grow your show. And this is something I've not done. And what they talked about is engaging with your fans so you know how many true fans you have. And I actually threw a case study on this last week where once again where we used the video I came back so full of ideas I mean let's just test it all. So we got the camera and we did the stream but I went through the Facebook page and said if you've got a question a player's name was Luke if you got a question. I'm sorry it was Angus Grimes. I said if you've got a question for Angus let us know in the best questions we'll put on this week's show. And one of the questions that came back was asking him about his charity. Now I had no idea that he'd run this charity for Indigenous kids up in Arnhem Land. And once we had that question well then the whole interview changed.

Tim

You wouldn't have got that if you hadn't reached out to your fans.

Cooper

So then we all say I got a great question from Ben Collison. He wants to know a little bit more about your charity First People's Project and we talked about that for about five to 10 minutes and it just changed the whole direction of the discussion wasn't about footy anymore was about the great work he's doing in trying to inspire young Indigenous kids in Arnhem Land and the story behind that was interesting as well so that was a really good way of kind of testing that model.

Tim

To understand that. The video that you did with the player was prior to the interview?

Cooper

So we put out on Facebook we said on this week's show we're talking to player X. So you go on your social page you say this week I'm talking to Cooper Silk from radiohub about all things podcast movement if there's something you want to know about that event. Put a question in our comments below.

Tim

Got it. And that's days out.

Cooper

Yeah. That was good also you'd have experience and this is having one to one interactions with your fans and getting feedback. So if someone says Tim I'll listen to that Cooper he's an imbecile. Tell me more about this.

Tim

Don't predict the future.

Cooper

That's right. I've going up early here. But getting feedback and finding out what they liked about the show what they didn't and you can structure your show around that. So I'm guilty of never really giving much love back to the fans. We get the same numbers we've been doing that podcast for six years but we never kind of give them back. You said something really interesting about that behind the scenes. So there's a bit of that as well. There's heaps of things you can try. They're not going to work. But at least give it a crack.

Tim

Was there any discussion at podcast movement around doing live episodes?

Cooper

Once again did that last week too?

Tim

Did you? Where?

Cooper

At East Leagues Club so I just made the Roosters the focal point there and just said because it's our show we can do pretty much what we want within reason and the stories we got were amazing. The feedback is positive and if they make it to the grand final I'm speaking to the head of the East group yesterday. We'll be back there grand final. To do a lot another live show.

Tim

What did that look like? You rolled up to a game?

Cooper

So the kick-off was at 7:50. We started our show at 6:50 so an hour before the kick-off and I got four former players which we just rang and said look we're gonna do this show. Give a couple of beers to loosen them up and then the great stories from the 80s.

Tim

So you didn't just set up in a lounge? You had a bit of equipment?

Cooper

So we set up at the club. So obviously rugby league we have leagues because where the poker machines all but they also have a big screen TV and rooms where people go to watch

the footy. So we set up four chairs or five chairs. I bought the mixer took some speakers set it up and then we streamed it and then we recorded as well so we've got bonus content. So it's not the stuff that you put out as part of your weekly release but you go hey guys by the way here's some bonus content where we talked about all the good stories from the 70s and 80s.

Tim

So you did a livestream. On Facebook Live. You recorded that. That's an episode that's going to come out or is already out?

Cooper

It'll come out this week. We've been building up into the finals.

Tim

You have an audience?

Cooper

We had about 60 to 100 people sitting there. And by the time the footy started the place was full.

Tim

What did that do for you as the host? Did it give you a more positive energy or did it scare the pants off you?

Cooper

Yeah it made me want to do more of them. So you could do this with with whatever you do be the Amex stuff. It's just an open forum. But the other thing we got fan to get involved as well so if you got a question for player X come up here and we've got some great questions. So it goes back to giving the fans a bit of ownership .

Tim

Okay so let's get back into post production You said there were 10 pieces of content you put out for every episode you've talked about audiograms you've talked about Facebook lives what else are you doing?

Cooper

Well there's the article theres quote.

Tim

Social media posts

Cooper

You've got your video you got your audiograms you've got an image with a quote that you've been doing that for years so you'd get two of them out a week there's your ten pieces.

Tim

Do you have an email list?

Cooper

No.

Tim

You don't?

Cooper

Well we do for the Roosters but remember we're a production facility so we don't own their audience

Tim

Have they got an email list?

Cooper

Some do some don't.

Tim

Do the Roosters email episodes out?

Cooper

On their website it goes via newsletter. So the other thing as well as is the edm. Depending on what host you use if you end in depending on who you use to send out your emails if it's MailChimp or whoever it may be. You can embed your media player in your EDM and then your audience can listen that way. For people who don't know what a podcast is of which there's still plenty of them.

Tim

There is. I think if you walk out on the street these days and ask 100 people have you heard of a podcast I'm going to say probably 90 out of 100 are going to say yes.

Cooper

I've got the statistic numbers 83 percent.

Tim

But that's not a very useful question. It's a vast improvement on two years ago where I reckon that number would have been closer to 50 but that's great. Eighty 83 per cent of people know what a podcast is. Have you listened to a podcast?

Cooper

30 per cent.

Tim

That's a big drop then the next question, how often do you listen to a podcast. Do you listen to a podcast once a week. Now we're down to bloody 10 per cent so I get a little bit disheartened by these Coops but I also see it as just a massive upside the bar is so low. And again speaking on behalf of small business owners who are thinking ah the ship's already left the shores too late to podcast mate. I've been doing it for 10 years you've been doing it for years. We just happen to be very early and we're operating in prehistoric times when it's like no one was listening and we were just doing it because we loved it. Now we know that people are listening, they're a little bit easier to get hold of but the potential audience mate it's huge.

Cooper

One quick hack for that and yesterday so the client came in with his guest. Guest never listen to a podcast. It's this simple. Give us a look at your phone. Take their phone. Put their code in. Now whatever if it's an ios you go to the Apple podcasts. Click the button. Whatever the podcast is type it in hit subscribe and then you got a new listener so simple.

Tim

I say that at the end of every one of these shows where I just go you really have to walk up and down the street grab people's phones and actually subscribe on their behalf or hop in their car and do the same because it's an unfortunate aspect of this medium that we are a part of but that will slowly change. Just by the way was there a discussion. We talk a lot about iTunes and the whole apple space where to find a podcast. I use Pocketcast actually as my app of choice which is both Android and iOS. Was there discussion around Android phone users as to what app they're using? Are they using stitcher?

Cooper

I think you'll find in the next 18 months to two years Google will put a lot more energy and emphasis on the podcast platform. As I said I wasn't available for their keynote. There was a lot of talk about Google at the event just the fact that their presence. There's a lot of talk just the fact that they were there was their first time.

Tim

Assuming Apple was there?

Cooper

I can't think of seeing them with a stand.

Tim

I get frustrated by apple.

Cooper

The thing was like obviously Google and Spotify spent a lot of money on their setup like it was where you walk in the door

Tim

Out of interests who is the bigger?

Cooper

Spotify. Spotify was like a cabana you could've been on the beach had palm trees making coffee

Tim

Thanks for that. Interesting because I have an interview I'm seeing himself in trouble. But apple aren't listening anyway. I'm very grateful to Apple for what they've done to podcasting to date. They've got us to where we are. We look at the ladder there to see who's ranking how and where and they are have been the big podcast daddy of them all. I don't reckon they've given the medium a lot of love over the years. However from what I understand it's a bit of a two edged sword because if they do give it a lot of love it may become a bit of a Facebook thing where they're going to ask us to boost our episodes you know pay to play almost. And right now I don't really want to do that. I'm not seeing a little love coming from Apple. My other personal frustration with Apple is very ego driven but you know how they have the banners going off the top of iTunes promoting podcasts. I've never had one. 10 years I have never had one.

Cooper

I can help you there.

Tim

Stop it. Do not promise what you can't deliver. Now here's my gripe. It hurts my ego that I've done so many podcasts and still haven't cracked a big Ben on Apple's iTunes store. I would love to see that

Cooper

You have to fill a form

Tim

Okay. Well you can help with that. The ones that get it they're are all the big names and I get asked you know they've got to do that but jeez give this podcasting primarily is a bespoke independent medium has been we now being run over by the big guys and I get it and they've seen the value in it and there's a lot to be learnt and to be put on that but so okay Apple have been a little bit disappointing in my eyes. The other thing is that there is going to be a big brand come over the top. I feel like there's just this swells building right now and it's gonna be a Spotify or Google or maybe like in the car industry you know there's Fords the Holdens and Toyotas of the world but then all of a sudden this unknown brand Tesla comes in over the top and they are bespoke electric cars and I just feel like something like that's going to happen in the podcast industry where a brand dedicated to podcasts will appear and take over.

Cooper

The latest numbers for Spotify 6 percent and I think Apple was around 80 for consumption and I think Google was around 3. So there's a lot of room to move there. I think you see Spotify buying up more shows more content so I think there's gonna be a big play there. And look I've got no crystal ball but the other one too worth mentioning is maybe Facebook. On the floor where everyone's networking you know who's doing what.

Tim

I'd like to see Spotify win. Spotify are they still hand curating their content I know that when I got on Spotify about maybe 18 months ago 12 months ago and they were handpicking.

Cooper

Yeah I don't think so. And another one worth mentioning I think is iHeartRadio.

Tim

Oh yeah. I never quite understood iHeart radio.

Cooper

It's big in the state

Tim

Yeah okay. And then what about podcast networks I mean they're popping up everywhere

Cooper

Honestly we could do a whole show on podcast networks.

Tim

What's your top learning there? Create one?

Cooper

I'm a pick and stick kind of gu. We use omny only because we're Australian. I've got a great relationship with Sharon and the team.

Tim

But omny is not a network.

Cooper

Ah sorry. Networks.

Tim

You just you just had a moment then mate completely faded.

Cooper

I did.

Tim

Network so something like Mama Mia in Australia. There's podcast 1

Cooper

I don't listen to them.

Tim

I'm not loyal to a network but when I see that shows part of a network part of me thinks maybe it's better than a show that isn't but that's flawed thinking. So I know that those who own networks are making a bit of dough because from an advertiser.

Cooper

That's where the money is. They sell per download in whatever twenty five quid per thousand downloads so you know a huge podcast. Teacher's pet is getting a million.

Tim

I noticed one of the streams was monetization. Did you learn anything from that or did you choose not to go out as well?

Cooper

I went to one of the keynotes there and there's actually a fund so there's a venture capital model will actually invest in you. It's not here in Australia yet. It's simply called pod fund and they're bankrolling a couple of different independents in the States. Met the guy who's got the cash and just introduced myself said we're a long way away but wouldn't mind a bit of your hard earned. Kind of laugh to me and walked away. It was pretty cool and he just said look it's a growing market. What you need to realise it's a growing market. And I think as independents once again to be able to compete with these big budgets with lots of people involved you need a bit of help because I know from our experience where we're a team of there's myself with a studio manager and a couple of editors we get our digital so it's like eight people. If you're going into that audio story you need more producers you need sound design you know it takes time to create that sound. You can't do that. The lesson I dare say 25k or whatever so you need help. So yeah pod fund was the organisation had a bit of a chat about that. They also talked about planning and your process and budgeting

Tim

You've shared a lot of aha moments. There's been a lot of learnings. If I was to summarize I'd say that we Australian podcasters because we're so far away we need to pick up our game. Don't become complacent. It's very exciting because it's early days. The technology's improving. I don't know whether it's getting any easier. Things like squad cast. That's easy I've seen the interface and that's easy. I mean some of the technology are going to do live stuff that still seems hard. I'll tell you when I get back from London and see whether my little simple setup does work I'm excited to test it. But I think we are in exciting days. Was there any kind of little fun aside that happened at podcast movement?

Cooper

There was a drink every night I got drunk for four days.

Tim

Unlike you you'd been off the gas for a while, haven't you?

Cooper

Well yeah I am now but from a networking perspective it was really good. And you didn't have to be on the floor you could just be walking around the halls and meet people from all over the world from different levels from tech companies to just people just having a crack. I met a guy does a podcast about horses just different stuff and that's really interesting so it's definitely worth attending.

Tim

Gonna go next year?

Cooper

They're doing one in February and the big one is in Dallas.

Tim

What are they doing in February?

Cooper

It's kind of a smaller bespoke one in L.A. You going?

Cooper

Not sure. I'll definitely go to Dallas. And I suppose the other thing too is it's not really a B2B so business podcasters like yourself it's hard to leverage off that I suppose finding guests to interview for me it was more about trying to learn what the experts in the states are doing. And you know not reinvent the wheel. I'm just kind of learn from them and try and like I said earlier particularly stuff like just interview process.

Tim

Were in the radio hub studios right now and you've spent a lot of dough and this is the best podcast set up. Outside of going to a radio station or you know these fancy big audio studios which are set up to do radio ads and voiceovers and all that you are here to help podcasters do you feel like you're heading in the right direction?

Cooper

Yeah I really do. You asked me a question before about that one key point I guess and I suppose from all my learnings the big one for me is when it comes to marketing a podcast there's no magic bullet. You just got to try. So if it means throwing a bit of money into a Facebook campaign give it a shot. Try video. Try a live. Try everything. Change your artwork colours. You know it can be anything. Just give it a shot. But start transcribing your

shows because of the Google impact in the SEO and the way they're going to index podcasts. Definitely make sure you transcribe and include detailed show notes.

Tim

What are you listening to at the moment?

Cooper

Right now on the way here I listened to.

Tim

The small business big marketing show?

Cooper

I do listen to your show. I'll give you my top three. Small Business Big marketing.

Tim

Episodes?

Cooper

Number one Rand Fishkin.

Tim

Awesome.

Cooper

Number two the ice cream bloke.

Tim

Scott Kilmartin.

Cooper

And number three Wally from the chicken shop.

Tim

He is larger than life. While you're looking cause Cooper right now is opening up his pocketcast to see what he's listening to. But those episodes what I can tell you about Rand Fishkin, one of the most popular episodes I've ever done. He has a massive following anyway so it was awesome when he could promote that episode. But what he went through was like the ultimate SEO tips. What do you show me there?

Cooper

There's you being on purposes is a masseur to the stars. So one of my favourites is called Art of Manliness. It's not what it actually sounds like. I've been listening to a short podcast called podcast accelerator with Marc Asquith. He's an English guy.

Tim

A podcast about podcasting?

Cooper

Yeah. And then also a big fan of roosters radio. Listen to that every week. No limitations.

Tim

That is with Marc Boris? No?

Cooper

No. It's done here by a guy called Greg Robinson he talks to CEOs.

Tim

Oh yes.

Cooper

And I've actually become a better business operator because of it because they actually talk about the mistakes that they've made awesome and when they're talking about multi-billion dollar companies here. And truth be known most of them started out from humble beginnings. So it's worth having a listen to.

Tim

I think you're gonna ask me when I listen to. Stop it.

Cooper

What are you listening to?

Tim

I am absolutely loving the Ron Burgundy podcast.

Cooper

I haven't heard.

Tim

My goodness I'm a massive fan of Anchorman and I love Will Ferrell and so Will has continued the Ron Burgundy character by giving him his own show and I just think it's some of the funniest audio out there at the moment. Do not listen to it in a plane because you'll be that who goes ha ha ha. I'm loving sizzle town. Tony Martin. I love comedy. The production values on that are completely off the charts. If you're going to listen to that podcast listen to it on a really nice set of noise cancelling headsets because I know the effort those guys put into it and I've really been enjoying a podcast that's no longer being produced it's called the Nick Broadhurst show. Nick he was one of the lead singers of sneaky sound system back in the day here in Sydney and he's now had a podcast he finished after about 100 episodes but basically talking about being a man and the various aspects of it. And it was a really beautiful podcast. You talk about everything from health

and wellbeing to diet to masculinity to sexual practices and everything and it was just a really lovely show.

Cooper

What about audiobooks? Because I've got into them recently too. Have you give the audio book test?

Tim

No mate stick to podcasts.

Cooper

I listen to podcast all day.

Tim

Well you can't read you have to listen to audiobooks. So look one of the awesome things about podcasting as we know is it's a topic for everyone and it's incredible and might continue to grow and I hope to be back here in five years time saying you know those lessons learned from podcasts movement have been applied and I can't believe I'm a bit embarrassed to say that I've never been to one but maybe I'll see you in. Where are we going? L.A.?

Cooper

I'll definitely go to Dallas

Tim

Coops thank you. Radiohub.com.au. Would be a great place to go. There's examples of your work. There's the shows that you produce but more importantly if you're a business owner that wants to get going on podcasting and want to spend a bit of dough in it which is probably a good idea. I don't like the idea of a business owner who wants to podcast try to do it all so cash flow allowing come and spend a bit of dough at Radiohub Coops will take you through it with his suite of editors and producers. Love your work buddy. Thanks for everything you've done so far.

Cooper

Thank you very much Tim.