

109 - Podcasting Strategy in the Age of AI with Joe Fier

Joe Fier 0:00

With podcasting the, the reason I like it is that you can do video and audio captured all at once. But that can turn into uhm, I mean, I don't know a million might be too much, but a lot of different things out, you know, you can hit all those different platforms and channels if you have a plan and strategy to actually execute. That's where I think like the AI tools are so helpful.

SEO Leverage Podcast Intro Music 0:26

Welcome to the SEO Leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:37

We're going back to SeoLeverage.com. My name is Gert Mellak and today, I am very, very happy to welcome Joe Fier to the show. Hey, Joe.

Joe Fier 0:45

Hey, Gert, thanks for having me here.

Gert Mellak 0:46

Thank you so much for for taking some time. We got introduced a while ago with my mentor, James Schramko. I have had the pleasure to be on your podcast Hustle and Flowchart a few times back with Matt Wolfe and then now solo. And this time, it's a real honor for me to welcome you to my show. So I really appreciate it.

Joe Fier 1:08

This is cool. Yeah. And we've been going back and forth doing a lot of, we're doing a podcast series on my show Hustle and Flowchart, like I said, and it's all about SEO, of course, and the changes, you know, all the way from fundamentals to the tools and strategies we all got to use to stay ahead digitally. So

Gert Mellak 1:25

Yah that's amazing. But today, we need to switch roles a little bit, we definitely want to squeeze you out a little bit and see how much experience we can get out of you. Hustle and Flowchart has been becoming over the years, one of the most important podcasts, I would say in the marketing and affiliate space. A lot of people I talk to when I bring up your name, or the podcast, they have heard about you, they have heard certain guests, they have some sort of connotation. I remember when I first was on the show, I got so much feedback from all kinds of people. I think even one sign up for our services back then, because they were all on the way.

And it just, it really, it's really interesting. I'm on quite a few podcasts, but not a lot of podcasts have zero impact. But there are some podcasts and you kind of feel when the audience trusts the person, trust the host. And so it's okay they probably, if they invite this guy, he probably knows a thing or two. So let's definitely have a conversation. You can tell and doesn't relate to the number of downloads, it doesn't relate to the size in my experience. It really relates on what they relate, people what kind of relation people have with the host. So it was really interesting to see the impact from your show.

Joe Fier 2:34

That's awesome. And thanks for sharing that. That's because I don't always get that feedback. It's, podcasting can be interesting, where it's this medium where you talk into the microphone, and we have a great conversation. But sometimes you don't get that feedback. But at the same time, doesn't mean things aren't happening or things, you know, people aren't maybe going to the guest, and we're going to deal out with you. And that's the power. It's this really cool, interesting networking machine that happens with podcasting. And obviously can do a lot of other things, which we'll talk about today, too.

Gert Mellak 3:05

Absolutely. Absolutely. You're definitely going to focus more on strategy, more on technical things. But I have one question that comes up when I have conversations with clients who are considering should they do a podcast, should not do a podcast? Does it? Does it still make sense to start a podcast today?

Joe Fier 3:23

This is a question that I've heard often. And I thought about deeply because especially with AI now becoming so prevalent where, you know, we can auto generate our own voice or anyone's voice at that matter, and you know, kind of more or less automate a podcast and then that possibly can devalue a podcast. But I would refute that and go no, it's actually more important than ever. Because when it comes to AI and technology, there's always the human side that we want to remind ourselves about. And obviously, we're all human. I hope we stay that way for a while. But there's this interesting bond that happens with podcasting. It always has. And I've seen it in my numbers with our show and where the engagement rate just is so much greater than most other medium. Most channels out there like videos and you know different things on social media where you're scrolling through. This one, it's a one to one conversation with the most engaged people that you possibly can have. Either, either if it's on your own show, or if you're guesting on other podcasts, like you listening right now, whoever you are, hey! You're, I'm talking directly to you, it's not like there's, you know, 1000s of people in there are at once, but it's a one to one conversation, right now. And it's powerful because you can take people on a journey. And with AI, it's supplementing our content efforts so we can do our best work at presenting our topics and leverage AI because I do it all the time. And I'm a big proponent of really preparing better, delivering more value. And then also the post production after you create this content, this core piece of content. You can have that thing spread all over the web and obviously, SEO is a big part of that as well. And really get in front of a lot of people like you couldn't have before.

Gert Mellak 5:20

And it's, it's really amazing. I mean, we definitely can, can testify to this one-on-one connection. You're automatically making a date before the is your leverage podcast that had two podcasts over the years in Spanish. And there were people even, once you are 30, 40 episodes in, you kind of get some sort of feedback, right? It might not be somebody ringing your doorbell every single day, but you get this you talk to people and say, 'Oh, and by the way, I've been listening to all your episodes, right? And I know you think this way and that way about those things. And I'm like, Hey, this is a stranger, right? This is very, it was a little bit creepy as I say okay, where exactly did we meet. But it's really this feeling right? You talk to, you listen to this person for ultimately four hours, right? And you get a feeling for how they, how they would answer probably, how they would think. And it's really this connection is amazing. And they definitely want to also talk about AI a little bit more. But first, what a little bit about strategy. How do, how would you if you think about all the things we should be doing in marketing, right? And it's it's kind of overwhelming. I have my moments where as I should be recording videos, I should be an Instagram, I should be publishing case studies on LinkedIn, I should be doing this. I should be doing that short videos are really good, right? Maybe podcasts? Yeah, absolutely. Where does a podcast fit in, in an overall digital marketing strategy?

Joe Fier 5:21

That's a great question. Because I get overwhelmed as well, even with a system in marketing. Like there's a lot of predictable things that myself and my team do. And yeah, we always get the shiny object. We're like, oh, threads now, Instagram thread, that's a new hot thing. Let's go jump there and put my whole attention there. But I, so for me, like, the marketing strategy that's blown me away over the years is podcasting and it started for me 13 years ago. I just finally looked back at the first time I created a podcast, it wasn't this specific show or Hustle and Flowchart, that one is seven years old. So it's the most consistent marketing strategy I've used for now, almost 13 years ago, there was a little gap and a few different shows. But it was, that's where it opened my eyes were oh my gosh, I can create a not only a solo episode where it's talking about maybe a topical thing or doing a series of episodes, which is very powerful. But when you get a guest into a show, now we have the opportunity to cherry pick exactly the type of person we want to have a chat with and know that, that person and this can go for guesting or on your own show that you now are self selecting, literally the audience in the person you want to get in front of and know the type of people that they have that are paying attention to them. And they probably will share it around or at least do some kind of effort to spread the word about you and also what you're trying to put out into the world. And that's in your, literally talking to their most engaged audience. And then where I like to take it a step further is, let's have a great conversation, but also get to know each other and help each other after the show. Let's refer each other services let's, let's refer to another show that that person or guests should be on. So we're all kind of compounding our efforts together. And with podcasting, the reason I like it is that you could do video and audio captured all at once. But that can turn into a, I mean, I don't know a million might be too much, but a lot of different things out, you know, you can hit all those different platforms and channels, if you have a plan and strategy to actually execute. That's where I think like the AI tools are so helpful.

Gert Mellak 9:00

I think a lot of people are not strategic enough and probably massive either on how you reach out to who you reach out at which moment in time, or which moment in your, in your growth journey. Just considering that you probably get in front of their audience because they're flattered that they were interviewed, just thinking about this for a while and say, 'Okay, who would actually be beneficial for your brand, if their crowd would actually, actually know a little bit more about you'. I think a lot of people are not as strategic, a lot of people are on platforms to get like just fill that guest list and make sure they record something every week to get those episodes out. And it's very similar to when I check out blog from an SEO perspective here at SEO leverage, where we get a lot of those blogs have been published just to publish something and a lot of interviews and answers to have an interview. So there's no gravity there is no bonding. There is no relationship. It's just another interview. I've been, I've been invited to interviews, I did a few of them and then it just stopped because there's no connection whatsoever. It just I just happen to pop up in their feed in whatever tool and they just say, Gert Mellak, SEO, yeah, let's, let's, let's see what he has to say. Definitely, there's no impact at all. It's just a waste of time for everybody involved. So I'd rather have people probably publish fewer podcasts and, and but really make this a little bit more strategic. What do you say?

Joe Fier 10:21

100%, I agree completely and with the strategy, and I'll definitely share a strategy I have that allows me to plan ahead. And this is something I've been using for years. But yeah, going back to your point, it's, well, most people don't even fill their episodes actually in consistently publish. So if you're at that point, even if you're just trying to fill episodes, you're doing more than most people would. But yeah, you're right, where strategy is where it's all about. And just for the reasons like we talked about, because when you're publishing your content, any content, you know, blog content as well, you always get you want to know the audience you're chatting to or you're trying to attract and the problems they might be facing, and you know, really dive into how you can give the best value. And yeah, if you're just scattered, chatting the shows that you want to guest on, or even the guests that you're bringing on your show, then you're doing everybody a disservice. And it's very easy to change that, circumvent that and like, plan ahead. And the way like one of my strategies is using this Dream 100 Concept. And it was Chet Holmes, I believe, originally that dubbed the term Dream 100, definitely not taking credit for that. But the idea is to think in advance and think about the type of guests if you have a podcast, who do you want on? And maybe why, maybe put a at least for yourself, like why are these people the ones and little hint, reach for the moon, like go to the top, try to get the biggest guest because it's really not that much more difficult than anyone else on the planet? It's yeah, and because there's a second side of the strategy, if you feel like yeah, he's just because he's been in the game for a while doing it like no, hold on. So on the guesting side, think about the podcasts that you want to go on, the different shows because the way I like to see it is that's a stage, it's a virtual stage that you get to cherry pick, and stick in. You literally get one-on-ones 30 to 45, an hour long, of just you in the guest talking with the audience, one to one type of style. It's better than in person for a lot, I mean, because then you know, you're talking to a mass and you're kind of not really connecting one to one, we can do that here. So the Dream 100 is like, let's list

100 names, or it can be less or more of each of those columns. So you have, you're prepared and you kind of know where you're going with your plan. There's a second step, but I'm curious if you have any thoughts on that.

Gert Mellak 12:52

Now this is the Dream 100 that comes up so often. I have seen, I've heard it in so many different ways. It's funny, you bring it up for podcasting, as well. I've heard it, obviously like for for Dream clients that you put up like the dream clients, you really want to connect, work with, people you want to connect with, the partners you want to reach out to, I've heard it in different contexts in whoever I've heard working, it actively, was really happy with this concept I'm working on, on the list myself here for, for our own purposes. And it's really, pretty much and it's dahlias, that just start following those people, you get some comments back, you can just establish a little bit of a relationship, you kind of make them know your name somehow. Probably insist sometimes a little bit. I don't know how you go about it. But what I what I really like about it is, it's the intention, right? It's a clear intentionality, I want to be in front of this, I want to connect with this person, first of all, and I want to have a chance and potentially establish a relationship, establish, get in front of their audience, maybe do something together, a lot of things can happen down the road. I just got off to consult with a client from 10 years ago. After the last project, they reach out and say, Hey, we don't want to hire more SEO people. Can you do the consulting for us? And of course, I'm happy to do this. We get a couple of projects, but you never know where those things go, riight? And as long as you have this long term focus and Dream 100 is not something you're going to probably tick off in a year. It's just a like a long, long term game, whatever supports this long term focus, I think is absolutely a great strategy. But I'm curious about the step two now.

Joe Fier 14:26

Yeah, step two. Well, definitely your approach of being active, you know, follow these people. Definitely I think that's a, that's a great step. You know, follow them on social media, start commenting, liking their posts and showing up in their world. But even you don't even necessarily need to do that. That would definitely help. But what I would I like to do and help automate this process is to put these names and a Google sheet. So it's specifically a Google Sheet works for the strategy here so you know the two tabs on the bottom one for the shows or the guests and then one for the shows you want to get so on. And then what I would do is link that you can put a description and I'll give you a little PDF at the end of this podcast where you can see, you can see an example. Or maybe I'll just shout it out really quick so if people wanted to grab it, hustleandflowchart.com/seoleverage, the name of the show. That'll, that'll take you right there, totally free. And there's an example of my dream 100 list in that, that PDF, so you can model that, please don't copy it, model. And I've seen a couple of people copy, I'm like, 'Come on, I'm sure you want to chat with other people'. So but the point there is use a sheet and, and then what I like to do when I've completed enough, at least put in your email signature, and a lot of people not everyone and you might not as well or be doing this. But if you have a Google email service, Gmail, or workspaces, I think is what they're calling it now, the G Suite. That now is going to pre populate when you send to other people who are also using a Google email. It's going to do this little like preview below the email that looks like an attachment. So

that just entices people to want to click that thing, or at least be a little curious about what is this thing that that Joe or Gert, just attach to my email? And this could be literally, I'm just talking about, like any email you send to anyone. It could be your CPA, it could be your accountant, you know, anyone, an old client. And the point here is that you're automating the fact that you're putting that in front of more people and you never know who's connected to the people you want to get connected with or to. And the other the thing is there, they might not know the person, but they might kind of help you get a little closer. Or they might just refer you someone that's similar that you didn't have on the list, which is a win as well, because they're helping you kind of target, narrow the audience that you're looking for.

Gert Mellak 17:01

So it's so important, really, to have a little bit of fun, of help to get close to people, right? I mean, you get approached, even as a small podcast, like ours, for example, we get approached every single day, every single, right? I hate it.

Joe Fier 17:14

I know.

Gert Mellak 17:15

I would really love to, like choose my guests or have my own list and you get it, but as an SEO agency, you get approached by league sellers, you get another 10,20, 30 emails every day that just from, from this kind of nature, but when you really get these referrals, and hey, maybe you should talk to Joe, because he really knows all about AI and podcasting and could probably help you. It's a completely different game, right? And very often I get asked by, by podcast, who else could we have on the show? Who else could you connect us with, etc? Because ultimately I just want to have control of upfront, I guess a guarantee that we can have a good conversation, probably this person if they refer somebody to me, this might already be a little bit pre qualified and, and to have an idea what the, who the audience is. So I really liked this. I really liked this approach of the Dream 100. This is amazing. This is amazing. So you have your your strategy, you have podcasting as an, as an essential element of podcasting. A person is obviously like, like an investment more than more than a marketing expense. I mean, just short videos are great, but ultimately, short video has a very short time to be active, right? You can obviously better republish it, etc. But what I'm seeing with my podcast is even the first episodes and they were really, really bad. I don't recommend them to everybody to listen to those. But they still grow in downloads, right? They still growing downloads, there are some people who who can, can live with my accent, and they can live with a boring SEO show, and they still listen to this. And by the way, I appreciate everybody really bearing up. Absolutely. Yeah. You never know who you resonate with, right? I'm absolutely sure that with 100 people it might only resonate with a few, but they are definitely the ones that listen to episode one and they do appreciate it. So you put out the show but it's it's something that sticks for a while, right? Are you getting, still getting getting on hustle and flowchart as a big podcast, are you still getting downloads for those first shows?

Joe Fier 19:11

I am. It's wild and you never know which one is going to take off and, and get that, that organic and sometimes it's tough to know how or why it's happening. But yeah, to your point, I want to, I want to go back to the numbers thing because you can have a tiny show or you can be guesting on a show. I mean it's, it's tough to know numbers of a guesting opportunity because they're not public, download numbers. But you can kind of get an idea from some of these websites online. But the point is, yeah, you could have 100 people listening, but then maybe one is the dream client that you've been looking for and they just connected with something you said. And in that maybe that person becomes a client for life or whatever it might be. Maybe they become a referral partner for you or sets up a new JV deal that you didn't see coming. All these things have happened for me. And like when our show is tiny at first, I started it with my old business partner Matt Wolfe. Like that was, that literally it was why we kept it going. Because for one, we had a really bad, the first podcast we started, we had no systems. We didn't like time block our recording, we didn't have this follow up system that worked and really focused on the networking aspect of podcasting. And because there's so many things that are like not the obvious benefits of just publishing an episode. I think that's the obvious thing and trying to get people to share and all this, but it's like, well, if we just focus really intently on this specific opportunity, and then not only create great content, but like, let's extend that and make a connection with that person and try to connect with their audience deeper, connect with them deeper, you could have 100 people listening, 50 people listening, and it could be like the best opportunity for you, even better than one that has, you know, 1000s of listeners per episode.

Gert Mellak 21:04

It's, it's fascinating what I what I really remember from the first podcast we did together, was this is fed like a professional studio. Two professionals say, obviously, you had your backdrop, I think you just, you just started using it. And, and you and Matt, were obviously very synchronized already. I don't know if you have some signs below the table or something like this, when somebody speaks and when the other one has to listen. You guys are just really connected, I think is when you have those, those commentators on the football games, and they just know when everybody else needs to say something. So this felt really, really professional. But what I also liked was how you and your team really approached this entire production, and post production. I will say how you how you leverage every single bit out of every show, with all the links to all the resources, to obviously affiliate links when you have an affiliate agreement, to how to really monetize this. And I think you had like some content also behind like a login or something like this, if I remember this correctly. So you kind of really spent a lot of effort and definitely back then at least, time in the in the post production process. And this has, I guess, with AI changed a little bit. But what are those main changes now that we have like even ten new AI tools every single day? What what does a modern post production looks like?

Joe Fier 22:26

Yeah, that's a great question in that back before a lot of these automated tools, and let's be honest, it's like machine learning, you know. AI is, but yeah, it's, if we can automate a lot of this post production, it should be predictable, because that's how it's going to bring you predictable results, then, or at least start to compound your efforts. And keeping in mind that it's not just

going to help you show, it's going to help your, your brand in general to show up in more places. And, and really, the goal is to attract the highest quality leads, the people that want to follow you a little deeper. Yeah. And I think of it always as a journey that I want to take people on is like, this could be the very first time someone's listening to both of us, someone might have just discovered the show for the first time, probably hearing me for the first time. So I'm always thinking, what's the next best step that I can take them on. And, you know, I'm thinking that as a guest, I'm sure you're thinking of that as a host as well. And that's where post production can really help. Let's, let's call it a show host, but also, as a guest keep this keep this in mind, you can do this same kind of thing is, the post production, you know, the basics are things like you know, create a show notes page or a blog post around your appearance and your episode. There's YouTube, there's all these other platforms that you can extend that and, yeah, it used to be a lot of, a lot of manual labor, and a lot of working with people. And there's still 'people work'. But now, with tools, like one of my favorite tools is Cast Magic that I've been using. And it's kind of like Chat GPT prompts all packaged together for podcasters. And you can also use it if you're a YouTuber, or coach and finding or even just on calls, it's going to help you in at least take the next best steps as a producer or as a content creator, and then share that with the world even further. So the big thing here is, is create a system, I think you got to have a workflow with all of this, if you don't have a workflow, like a very basic level. It's tough to be consistent with even producing a podcast and that was the thing. It's called pod feed when you know podcast starts, maybe gets five episodes in and then just drops off. So you don't, you don't want that, because the whole point is to stay in the game longer because you'll get those compounded results and more opportunities that way.

Gert Mellak 24:49

Absolutely. And I know a lot of guests actually check how many episodes you have, how much how long you have been doing this. They might check some SEO statistics even to see if you're actually, actually doing something or getting some traction here. How many people search for your podcast, just to really decide who you go with, where you think you're having an impact to somebody. The other day somebody reached out, first of all they weren't relevant, I wouldn't have gone on the podcast anyway. But they were 15 episodes in. I was like, I really don't know if they're going to be 17, right, I'm number 16. I'm not sure if there's going to be a number 17. And then they probably just take it down at some point. So you, obviously the consistency pays off. It just means that the more podcasts they create afterwards, the more downloads, you're going to get down the road, right? And much less. Someone listening to this six months from now, or 12 months from now and then say, hey, this actually resonates with what I'm doing right now. We had this the other day, we had somebody listening to a show where he talked about branded searches and I said yeah, I immediately went to Google and typed in my brand name, and there is this competitor showing up, we need to do something about it. And they reached out and said, Hey, this was like the right timing. Let's, let's have a conversation, right and you really never know when those things happen and this is really true? It's really great. So how many, how many people do you think somebody would need to have in order to account for this post production? So something a VA can do now with with the new tools?

Joe Fier 26:13

Yeah, so I'll describe mine. And I feel like I, yeah, because now I think I'm up to almost 530 episodes, which is blowing my mind, yeah, it's like, I gotta update the number on the front of my website. It's more. I gotta get like an active ticker or something.

Gert Mellak 26:29

Is it still saying 25?

Joe Fier 26:31

I think it says like, 501 or something. But still, yeah, had updated that to 525. But yeah, the. So I have let's see, I have a, an ops manager slash project manager type out, but she helps me with all sorts of stuff. You don't need that, you could really just use a VA, someone that helps you work this system. I mean, I guess before working the system, you want to create the system. So the system I use is Asana, and yeah, it's a Kanban style. So kind of like a Trello board where everything is in buckets and phases of the content production. But it also has all the post production elements, as well. So the people I have working with me are a VA, ops manager and an editor. I think you can kind of probably, you can probably do it all with a really good editor. If they're organized and can follow that system. You might need a graphics person. But at the end of the day, if you create some templates in Canva, that's what we do, you can probably have a VA even edit those. And because it's so simple now with a tutorial video, with Loom, describe how to do it yourself, or maybe hire someone to create templates for you. You don't need to have like a full time, yeah, video editor or graphics editor, unless you want to go really high quality. So really having an editor, someone because I wouldn't rely on AI and these tools to do all the editing for you. It could shortcut a lot of it. A really good tool is cleanvoice.ai is what we use, that will kind of like clean it up to 80%, let's say. But then an editor will, will still need to chop up the bits that like, if you have to have a restart in a, in a podcast or cut out a section then that's what they primarily focus on.

Gert Mellak 28:20

This is amazing. This is amazing. I mean, it's it's really, it makes things easier, right? When I did my first podcast, we, we spent a lot of time, a lot of time. I think we even started transcribing manually back then, which was a little bit crazy. I figured out too late that there were already some automated tools that did at least a decent job. So my poor team had to transcribe some of those stuff manually. But these days, it seems doable, right? It's not such a big burden anymore. To actually get started, obviously you need to put into consistency, then. What are some what are some ways that you mentioned you have the system down yet you have created your podcast, you have this system? You have the guests? How can you actually really leverage your podcast to your biggest advantage? I know you I know you have a lot of info on your PDF and we're going to link to it over at SEO leverage.com forward slash podcast. This is episode 109. But I would love if you could share a couple of things to our, for our listeners right now and how they can actually make the best use of of the podcasts they're having.

Joe Fier 29:25

Yeah, I'd say the biggest, for thinking 80,20 to make the most out of your effort's content. And this is if you have your own show or if you are guesting on others. I always want to preface that because it's not just speaking to podcasters because just a guesting strategy with no podcast is honestly great. It's an awesome strategy. I would always go in there with a couple of things in mind. Obviously study the podcast and the topic and make sure you're doing that ahead of time before you, you guest or have a guest on and have an intention with the theme and in really, you know, focus on the listener, the one on one listener and, and remember, that's why I keep referring to, hey, if your podcast or not and a podcaster, I want to, I want to make sure people are feeling heard and connected to the message. So I have that throughout and figure out the value points and things. But also have a call to action, like have something prepared, as I do here and have done. You can have something that that allows people to take that next step with you, no matter what appearance you're, you're doing on a show or on your own. Have some kind of Call to Action that is their best next step, you know, that solves their next problem or issue or whatever it might be, curiosity, after listening to the episode. And so the way I like to do that is, you have a landing page, it could just be a standard one that you use for all of your shows. And, you know, use Pretty Links or something like that to customize the URL, kind of like what I've done here. That's like hustleandflowchart.com/seoleverage. Shameless plug. But that's, that's the idea. Yeah. And I would just keep it that basic. So you have that, and then now you can track. But really, that's not the point, you know, you can track your effectiveness, but really, it's just giving an easy next step for people. Most people don't have a Call to Action, they don't have something to capture the people that are most interested. And if you don't want to do a lead magnet thing, well, you can give out your email address, if you're, if you're that extreme. But no, I think that's a great way to connect. Some people have given up phone numbers even or you can say something like the first five people that reach out can have a strategy session with me, you know, 20 minute strategy session, or we can talk this through, which I'll offer to your folks as well, because I like to chat with people. So reach out. Yeah!

Gert Mellak 31:49

This is amazing. This is amazing. There's definitely, definitely appreciate this, and I'm sure somebody is going to take you up on this. It's, it's funny how this this theme will be with more talk to people and I talked to you on the show and we just had Stephen Spencer mentioning something very, very similar here, this intentionality, right? And I asked him because he was like, doing all kinds of things in his in his life, obviously, and many big achievements. And he's, it comes down to intentionality, right? So whatever, whatever you're ultimately focusing on, what you want to achieve, do it like with a really right intention. And I keep thinking about this a lot. I keep thinking about this a lot like private in business, in conversations with my kids, if it's really tried to do this with a purpose in mind. A lot of, a lot of good things seem to happen, right?

Joe Fier 32:35

Yeah. And I feel like that, for one, I feel like it's easier because it calms down, at least my monkey mind, the one that likes to try new things and experiment and meet new people and, but it's very quick. It's easy to stop doing the boring work or the boring things. And that's where I feel

like intentionality, especially like for podcasting or business or SEO, you're intentional because you have a goal, you have like a North Star, you should have kind of an idea of where you want to head with your, your time, you know, or your kids for that matter. Because I, same thing here like I'm, there's a reason why you want to put focus in so what's that reason. And then like, if you focus there with intention, you compound your efforts. And I feel like that ball, that snowball just gets a little bigger, it gets easier to roll. And it's should be going in the right direction, if you're intentional in checking in with yourself, too.

Gert Mellak 33:30

How easy is it to change your intentionality over the course of a podcast? So you might start might start with one intention in mind, right? And then your business might shift, you might shift to different products. How, how easy is it really to make this shift? And can you actually bring your audience across?

Joe Fier 33:51

So this is close to my heart because Hustle and Flow Chart has changed seven or eight times? Probably once a year, at least. And, and I'm in a new iteration of it now. So this, so obviously I had a podcast host or co host, Matt Wolfe before for the first like five and a half years or whatever, six. And now it's my show. It's a different dynamic, but I've also made it, it's a similar purpose, but there's like a deeper, it's, it's changed slightly. And, and it's more for you know where I want to see things going in the trends. So it's possible, yes. So I've carried people over into a whole variety of places. I would say the most dramatic one we did last year was going into blockchain web three and NFT's.

Gert Mellak 34:38

There's a lot of questions that you don't even know about. When, how, why are they doing this? How do they do it? Why did they start a separate podcast and continue the good thing they had going. I have heard from a lot of people all kinds of things.

Joe Fier 34:52

I know. Oh man, it's, honestly, it hurts me a little bit, but that's a separate, so that's learned from my, I wouldn't call it a mistake, because I learned a lot. But yeah,

Gert Mellak 35:04

I think it wasn't for me it was a testament to how how close you and Matt were to the cutting edge of everything. And kind of whenever there is a new thing up there, you definitely went all in. Yeah, and this is what, whatever new thing came up whether it's affiliate marketing back then, or NFTS or whatever it was crypto, you were definitely there. You definitely had an idea how what was going on, you probably had the most important influences or, or influential people on your podcast, when it came to that topic. So I think in hindsight, it wasn't a big shock, honestly, last year, but in hindsight, it's just continuing this trends, okay. If there's something big, everybody needs to know about it. And we're the ones that are going to, now you are the one that's going to inform everybody about it. So it's like a little bit of a news and new show kind of,

kind of thing, I guess, which has now been filters going to be your platform, where you are going to know everything that's going on right now.

Joe Fier 36:03

Yeah, it felt like that. And still, yes, it's very topical timely stuff, but at the same time, yeah, the new angle is let's also bring it down a notch and slow down and really get intentional back to what we just talked about. And that's where it, it was intentional with some of these changes. But some of them like the one last year that we made, or I guess, year and a half or so into web three, that was very much a, really change everything and not really give much of a warning knot. And we thought about all this, we actually had a separate podcast that we were going to start but really let's just take our audience and be the bridge to, which all of it and I love your perspective. And you're not the only one that has said yeah. And it was James Schramko, our mutual mentor and coach. He told me straight up, he was like, you left the castle with the gold bars in it over here on your podcast. And you went to go play off in the woods and try something new. And he's absolutely correct. Not saying that the woods thing wasn't, wasn't a bad thing, because I feel like that helped Matt and I see clearly about what we wanted to do and our, our intentions. You know, now Matt's gone into the AI world, and his has been crushing it on YouTube. And that's what he's been wanting to do. And he's, he's great. So if there's anyone you want to follow around AI, go check out Matt Wolfe on YouTube, you can't miss him.

Gert Mellak 37:34

Definitely right, these days he is taking off.

Joe Fier 37:39

Yeah. And I got to prop him up. He's my brother from another mother and like, I've known the guy for like 20 years. So yeah, and we still to this day are friends and but yeah, back to the show and changing things. What I would suggest is definitely make it make a true line somehow, you know, something that connects because you don't want to ignore the audience. I think that's the big thing. And that's where I feel like we, we did a little bit is we ignored that and we didn't listen enough to what people wanted out of a show in a consistent and I'm talking our email list as well, our business model, our podcast. It's like, I think of all that is kind of this cohesive network. And that's how you should, that's, that's why, how podcast becomes powerful as you start to think of the connections and your efforts and and literally in the middle for me the hub is the podcast and always has been. That's when James I gotta give him credit everywhere and publicly and I've given it to him privately, as well. It's like, thank you for bringing me back to to the podcast because it's yeah, so many benefits.

Gert Mellak 38:50

It's got a it's got a good way to be grounded and stay grounded and see everything in the long term. It has been pretty hurting quite a few times. It hurts, it hurts but once you come down you know it's probably right. I really thought this was great. I really appreciate it. We have, we have been through so much stuff so people can still start a podcast, they need to obviously be consistent they need to create the systems. They have this intention in mind. Guesting is a really good option. If you can't do your own show to still leverage this, leverage it for

relationships. Make sure you obviously then are prepared for whatever recording so people can take something away. We're going to link to your checklist here which is going through this is amazing material, I'm going to share with my team as well. Thank you so much. And then really make leverage also the the AI tools. It is possible to do is maybe, we are able to do right now to really get this up and running. I'll have something in the pipeline. And definitely yeah, probably loyal to your audience or your audience expectation over time or if you make a shift, be careful, bring them over slowly, explain what you're doing. Maybe take them by the hand. Talk to James Schramko.

Joe Fier 40:11

Yeah, consult with him.

Gert Mellak 40:15

This is all great. Is there? Is there anything you think current podcast or a future podcast should also take into account that we haven't talked about?

Joe Fier 40:23

You? You summed it up well, I would say I would remind people, yeah, have an intention and have a call to action. Definitely, you know, think like a direct response marketer and take them to the next step. SEO your stuff like crazy. I'll just say that right now. And I gotta give you actually, now that I'm on your stage talking with your folks, you helped me tremendously to transition, my website, used to be at Evergreenprofits.com. Now it's at Hustle and Flow chart.com to sync up with the brand. And that's something Matt and I wanted to do for like six years, five years, and we never pulled the plug. We never actually did it. And it was with the help of Greg, from Studio One Design, mutual buddy and I know he's been a guest. And also you and James, of course. I feel like you guys have been the trio, which is interesting, because James has connected all of us.

Gert Mellak 41:20

He's in the middle of this network. Yeah.

Joe Fier 41:22

He always is. Yeah. So you helped me with that migration. And SEO has always been the biggest driver of organic traffic for my podcast growth. So I get to give props to you for always giving me the the best practices of the time and I'm actively changing my show notes right now to reflect your model because you know, that way better than I do. I'm just gonna put it into a system.

Gert Mellak 41:48

All right, definitely. Definitely happy to have what I what I whenever I was, kind of have a little bit of a clash with podcasters is when I tell them look, your podcast is just an add on. For an SEO podcast, it's just an add on. There's no reason how why to cover the entire page with podcast icons and and players and I don't know what. But this is where we then have to balance out like the ego and podcaster feelings with, with SEO a little bit. But yeah, I think there's just there's just

no other way to or what is your experience, I have one more question before, before we wrap this up? What's your experience with ads to run to grow a podcast.

Joe Fier 42:26

So we've done a lot of it, I've not done them recently. But there's a lot of ways to run ads. So shoot, we've run them on Facebook, Google, retargeting. I guess there's different ways to look at it. So you can run ads directly to your show and you can actually pay for ad spots on like, even Spotify now, allows you to do that for audio. But there's even podcast players like overcast.fm is, is one where you can advertise directly on their podcast platform. And so that's a way to grow your show immediately or pretty immediately, and get fairly targeted. Usually it's by category. They're not usually as tricky as like Facebook ads, or Google, you know, it's a little bit more archaic, but kind of a good thing. So check those out. There's a lot of paid opportunities, but then thinking as now a direct response marketer, because at the end of the day, yeah, I'm a podcaster. But I'm a business owner. I'm a I'm thinking of it as a holistic thing. And I think that's what you should do as well. Podcast is just a medium, yes it's a marketing channel and so yeah, with retargeting done a ton of that, you know, especially with an offer, you know, you have someone taken to a landing page or an offer that they see. Follow up with them, you know, follow them up on Google, Facebook, wherever else, get them on an email list. You know, there's a lot of stuff like that. So that's yeah, paid ads, if they work, just experiment, because they're not all equal, especially when you're trying to grow a show through a platform that way.

Gert Mellak 44:01

That's amazing. I appreciate your your feedback here. We always try to start with intention is where somebody's actually searching for what we were just talking about. But obviously just getting visibility, say hey, there is another podcast about such and such. Maybe listening, check out the episodes, maybe there are a few episodes you're interested in. Seems like a really, really good entry point to get, especially a new podcast off the ground, right?

Joe Fier 44:24

Yeah. And think about the connection you're making. It's like they see the genuine you, they get your story. So it's, it's creating a bond that I haven't been able to experience out, other than meeting up with someone face to face, but why not do this virtually.

Gert Mellak 44:40

This is amazing. Thank you so much, Joe, this was so much value. I feel we could talk for another hour, but I'm going to save my questions for another episode about podcasting if you're up for it. Thank you so much, Joe Fier with hustleandflowchart.com. If you're interested in reading the show notes, getting the tool links and obviously the link to just great cheat sheet here on how to leverage your podcast and your guesting, head over to SEOLEverage.com/podcast, episode 109. My name is Gert Mellak. This was Joe Fier, thank you so much.