

Behind the Scenes

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You're listening to Business Badassery, the audio advice column for your online business. I'm Kirsty Denton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach. After recording some episodes recently, Kirsty and I were talking about the future of the business badassery podcast and it occurred to us, maybe we should turn on record and share some of our behind the scenes thoughts with you, our listeners. So that's what we've got queued up for you today. If that's not of interest, hang tight. Next week, we'll get back to your questions. So a little bit different this week, we're getting to talk to you a little bit about what we're pondering with business mastery Kirsty, what are we pondering? Oh, well, many

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things. But we would just specifically having a conversation about the fact that this podcast is a very good marketing tool for both of us in the context of if people find us, and they listen to the podcast, it seems to really accelerate the relationship they feel with both of us. And we have proof that you know, because of who is joining our paid offerings in our paid programs, that it really helps people make the decision about whether or not that we individually are someone who they would like to invest some money in, invest some time in and to learn and grow from. So that is excellent. But as we were discussing just off air before, the thing that we have not yet mastered with this podcast is reach. And I think where we got to in our discussion is the fact that we don't have guests on the podcast means that we're not bringing in a fresh audience every episode, because obviously, you know, when, you know, if you're listening, you would know that if you've guessed it on a podcast, you of course, promote that podcast to your audience. And that means that even a small portion of your audience is probably tuning into that podcast, if they like what they hear, perhaps they become a new subscriber. So we don't have that fresh audience coming in to the show very often. So the you know, the trajectory of growth in terms of downloads, etc, is pretty low and slow. Have I missed anything? Amy?

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No. I mean, I think that kind of the interesting point, or it's interesting to us anyway, about that is, you know, we started this without any real plans of monetization, or exactly what we were going to do with it. We knew it was something fun that we both wanted to do. And we thought maybe, you know, it would deliver some value and other people would be interested in it could be a fun thing to do. And we're, we're pretty far into it. How many episodes are we at now?

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I think this is 94. This one? So I mean, that's pretty impressive. We've like we we've done a good, good thing here. I mean, we've had a good evening so far.

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Yeah. And we've been I mean, we and we've been fairly consistent. And it's been it's been a fairly light lift, I think for both of us. I mean, except for times when you didn't have any sleep. But you know, that's

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yes. Well, I'm right back at you, though, as we spoke about your insomnia and my Ollie in

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no time interesting, because we're discussing now. So like, what, because there are things that and we ran a program together? Three years ago now I think. And then we talked about doing some you know, doing something together. And that come out of this. And you know, it hasn't quite yet but it feels like it's, I don't know, kinda like ready to ready to morph into something else in the not too distant future, perhaps not into something else. But to have, you know, have a bigger presence perhaps?

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Yes, absolutely. Yes. And to provide support, and I think possibly some some different ways than just turning into a podcast every week or every other week, however you'd like to however you like to engage with us here. I feel like we are on the precipice of doing something new because I feel like an AMI, you know, these are my thoughts, and I think you share them too. But obviously, tell me if I'm off base. I think we both really enjoy making this podcast because it is so easy. And we have both absolutely seen the value of it. But we want to try and scale the reach and impact of it. Now, is that right?

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Yeah, I think that's absolutely right. And also, we would like to do a couple of things together and sort of share this. Well. That's what you're just saying. So well. That's what we do. Right? We're copywriters. So you say it and I'll say different. And then we can argue about who's better. We can split test. Audience, what did you say?

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Let's but should we share a couple of ideas of our ideas? Maybe Amy? Because I guess this is probably as good of forum as we have to get some feedback on some of the things we're thinking of doing. Yeah, I

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was just thinking the exact same thing. Go for it.

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So I mean, maybe I'll start with the podcast itself. So one idea We were just throwing around is the possibility of having one guest every month, so that guests would still be answering a question on the podcast with us. But maybe it would be cool for you guys to have sort of a third voice and a fresh take a different perspective. And, of course, you know, for us, that may also help with getting this podcast into the ears of a few more people. And, you know, hopefully through that process, you know, anyone we resonate with, you know, that's awesome, we can, we can hopefully, you know, start being in their lives, you know, more frequently or regularly through this podcast.

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That's certainly one thing that we're that we're thinking of, and we know some some some fun and smart and interesting people that it would be cool for you to hear from and you know, get another, get another opinion another point of view. Another thing that we've both been wanting to do for a while, is to run some, I don't know if I call them quite impromptu, but to run some workshops that don't require a whole lot of planning and marketing, that can be a little bit more casual, not too expensive. And, you know, we can teach on something or work on something directly, you know, over over, I don't know, an hour or two hour chunk of time, and just really deliver a lot of value, not too much value, I know about over delivering, I used to think like, like downloading as much information as possible was delivering the most value, until I learned that like, downloading the thing, like actually learning how to do something completely, is much more valuable than knowing about a whole lot of things. Yes. So the idea would be like, you know, something like, like, a win, like a workshop that could give a win, like something that you could use right away to improve something that you're doing or, you know, some kind of take away like that, is that a fair way to put it? And is that how you see it, too?

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Yeah, absolutely. And I think we've also spoken about the fact that, you know, we would be beta testing this workshop idea, I think, but, you know, perhaps there would be an option where, you know, you pay slightly more and again, whether you hear it is a very affordable sort of offer, but you pay slightly more, if you want to show up live and then stay on afterwards, with us in the Zoom Room, you know, for maybe 30 or 60 minutes of support actually implementing what we've just stepped you through, you know, or, you know, if that doesn't appeal, then perhaps has the option to simply pay a smaller amount

to get the recording of the workshop itself, along with any, you know, relevant resources, etc. Is that right? Or have I just sort of pulled that out of my ass?

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I don't know. But either way, I'm like no, I think I think I think we did something like that before did we are we talked about and after we ran our program, I think we talked about like, different, different iterations of it, or making the information accessible and have some people, you know, just really liked to go off and do it by themselves. And some people really like to interact and, you know, try and try to offer something in a way that people can get the most out of it, whatever their predilection, and styles are is whatever. Yeah, and I'm

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thinking as we say this, this isn't the next thing I want to say. But I might be taking a little bit taking us a little bit off piste. So feel free to just tell me to can this thought for later. But isn't it interesting, because So speaking about this, I'm like, yeah, we've liked since we started the podcast, we have had plans to monetize it, but, you know, almost 100 episodes, and probably like 18 months, maybe even almost two years, and we still haven't got around to doing it. But I think that is a sign of two things. First of all, how much we both enjoy creating this podcast, you know, even though it doesn't, you know, generate its own specific income for us. And secondly, I think that we have both been very busy in our own businesses changing and shifting things, you know, to a model that better suits both of us respectively. And I guess, maybe it's lucky that we've both been in that same space at the same time, because we both have felt quite happy prioritizing our own stuff and keeping this this little chest not here for whenever we're ready, which feels like it's soon sooner rather than later. Does that? Does that feel like a good thing to talk about? Or are you like,

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no, no, I it's really, it's interesting. It's true, because I was thinking about that, because that's, as you were saying, and I was thinking, then that's very unusual for both of us, right? Because we're both pretty clear about, you know, what we're going to do and what we're not going to do and what we're going to cut out and what we're, you know, where we're going to spend our time relevant to our businesses where there's not direct money, right? I mean, we're both really mindful of that. And yet, it's not something that's been any point of friction between us. It's not something that we've talked about, and we both have just seemed really happy to show up and do this. And, you know, we don't interestingly, I mean, I guess because of the the context of the past year, we haven't had a lot of time to like chat or visit or catch up. So I feel like this is our Are are sort of our way of doing that. But somehow it's it's worked really well. And I think, you know, without maybe doing it deliberately, we've laid, we've laid some good groundwork for ourselves. I mean, we've been deliberate. You know what I mean?

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Yes, yes, yes. I've never told you this, Amy. But I'll say it to you. Now, I like I was so grateful to have the opportunity to keep recording this podcast with you, in the early days after having all late because I feel like my life was just at sea with this new screaming infant. And it felt so good to have like an hour and a half every month, to have some adult conversations and to connect with someone, even though as you say, we didn't really have time to sort of catch up and chat about our lives outside of anything. But even you know, recording this podcast during that time was really such a life raft for me. So thank you for being there facilitating that, that space for me, during the craziness, it is but

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yeah, I mean, I guess I sort of knew that, you know, I mean, with that, with that, you're saying it, because I felt like it was like, it was a chance, you got to like, even just like one teeny little bit of your toe back in your water. You know, it's like that little, that little moment of, you know, of you, or being able to do something is up to you. So I think that was, you know, that was really important. Yeah, and it's in, you know, coincidentally, like you said, I was busy with doing a lot of things and rearranging and didn't, it felt like it was it was always I didn't know. So it's always a pleasure. It's like one of the things on my calendar I look forward to it's like, Oh, great. I get to see you later in the week. And we get to do this. So I think it's just been, I don't know, it's, it's I'm not even sure. Like when exactly, we decided to do it or how but it's been, you know, it sounds like it's been a really bright light for both of us. So, yeah, I

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just said, That's so nice. I wonder how many people get to say that about their business ventures? I mean, you know, because it just does feel so light and easy. And like, it's, I think, for me, at least, it's such a good excuse to just chat business with you and to pick your brain on things sort of indirectly, through someone else's question. But, you know, it's, it's cool that I get to hang out with you in this way and talk about all these things. Yeah, and

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that's how I feel too. And we're, you know, we're, we turn out to be interestingly compatible in, you know, in how we think and how we see things and then, you know, we do them differently. So I think it's kind of a good, I don't know, it's like a good lens into into business, or what you can do or how open is or what you can do, like sort of, I don't know, like similar platforms, some similar values, different lives, different points in in, you know, in our life and our life experience. And yet, you know, we like we just have so much in common in the way we think and approach things kind of interesting. I find it interesting anyway, is

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No, me too. Well, I think people do as well. Otherwise, I guess they wouldn't, wouldn't keep listening to it. But you know, the one thing I regret about this podcast name, it's, I can't say I can't say bad Asri as an Ozzy, like, I would never say badass. It's like, we don't say ask, we say Ah, and it just doesn't have the same connotation. Badass, so whenever someone else at my podcast is called, I'm like, No, this is badass. I always say, but I have this really like, cool, amazing American woman who's the co host, you know, who we share the hosting with? And you know, she can really pull the name off. That's why we named it that. You need to listen to her say it.

13:27

Could we change the thing? Was it too late for that? Could it be like our

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I think it's too late.

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Yeah, someone told me someone who I really respect him, like, you know, like, I think, told me somehow they didn't know that it was already a name in use and told me like, you know, just like sort of shook their head like now that's not gonna fly. It's like, Oh, shit. Well, it's funny, you know, that's like when you know, you break up with someone. And then everyone tells you Oh, I hated them all along. It's like, she's,

14:02

I know. I wonder if the result of this episode we're recording now won't be like feedback on the idea of having like a monthly guest or doing workshops, but like, Yeah, you should change the name.

14:17

All names welcome. Hey, I just speaking of which, like, I bought this really interesting book called, don't call it that. It's about naming Oh, it was recommended to me by Augie Webb, who is, in my experience, just amazing at naming. But anyway, it's interesting, because I was asking him because I wanted to, I've got something I want to name. And I've just, I was like, in my mind, I'm not good at that. I thought, well, maybe I've just don't know how to do it. And there must be a resource. So I asked him for one and he recommended this and I went online to look and it was, I think, I don't know \$19 Or something on Kindle or you could buy the hard copy for I think it was \$289. Oh, I probably mess it up. And I'm like, Is this possible? Because this be right. Anyway, he found me the the workbook edition, which I think ended up costing about \$40, but seemed like a bargain at that point. But it's actually a very cool resource. Even

aesthetically, it's beautiful in the way they deliver it. And this poster they deliver with it. And anyway, I think it's time to wrap this up, because we're getting I'm getting off in the weeds anyway.

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I think so too. But this was what I had fun doing this, if you listening enjoyed just hearing us, you know, hearing what our conversations are, like, sort of, in between the episodes we record, let us know because we would be more than happy to include some more, you know, behind the scenes of shooting the breeze kind of kinds of episodes in future to if that is what you would like to hear more of. So lots of lots of things that we would love your feedback on from this, you know, these kinds of episodes, monthly guests, paid workshops, and maybe the name but I don't know maybe that's a can of worms that we we should leave closed. We'll leave that up to you.

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You could call it can of worms.

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It's true. What the cover what the cover art would be for that.

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Okay, it clearly is time to wrap this up. Thank you for listening. If you've actually made it through to the end of this, like you get you get extra points. We'll tell you what those are what you can redeem them for later.

16:19

Oh, talk to you next week.

16:20

Bye for now

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