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You're listening to business that Asri, 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.

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So for this episode, we're going to talk a little bit about our plans for the podcast moving forward. And also about, I guess what else we're thinking about doing together, probably later this year, we did have a chat in Mexico in Amy's amazing room on her amazing balcony about plans, I guess, for us moving forward as a duo. because aside from the retreat, which really, I mean, we barely made any money off, it was more just a test for us to see whether it was an offer that felt good for us and the people who attended. And also, like I mentioned, you know, a chance for us to hang out in person again. So it's been about three years since we last did that. But, you know, we are, I think having the experience of working together so well there. And I think for both of us potentially having a bit more space in our lives as well moving forward and thinking about how we could maybe filled up with some really good things between us. We spoke a bit about that, and also a bit about how to get far more strategic with this podcast, which is something that we've both been saying, We've been meaning to do, I think since we started it. So you know, what are we 100 And something episodes in, it's probably time to actually take ourselves off on that, on that note. And I think, correct me if I'm wrong, Amy and and like I, like we mentioned the Saudis episode, we're actually just going to bat around ideas for the podcast, here. And now because I think we only got as far as saying, Maybe we should look at doing, like, seasons. So you know, 12 Episode seasons, three times a year, for example, rather than it just been every single week, because I think we realized that the unannounced hiatus we took just before we went to Mexico, that was the third time, I think, where we've done that where we've missed at least a couple of weeks, just because we've run out of recordings, you know, in the tank, and we haven't been able to find a time to record before the next episode should ideally drop. So I think we spoke a bit about that. We spoke a little bit about continuing to have a monthly guest. And I'm trying to think Do we have any other ideas or any any other ideas you'd like to float? Now? Peter?

02:33

I don't think so. I mean, I think one of the things that we haven't done, I mean, we haven't deliberately built the audience for the pod. And we also haven't really promoted anything. I mean, we both, you know, run things, sell things run programs. And I guess we have I mean, a little bit we've sort of, you know, promoted, but I think we could we could possibly be doing that, that more. And I don't mean that in a promoted way, like, Oh, this is a channel we can exploit. But you know, we have things that we're doing that I don't know that we share everywhere, because we both tend to I was gonna say we both tend to not be be super promoted. But that's not true. I don't think I think we're good at it. But we're, we haven't done it in our academy. There's something about it, this being our own channel that we haven't. Mm hmm. I don't, I don't know that we've quite fleshed out like, how do we use that as our voice? Does that make sense?

03:29

Yeah, definitely. Yes. Because I think we have like, in the past, both of us have done, like little promo snippets that got the beginning of an episode promoting like, you know, a webinar that either of us is doing or a new author that we're launching. But I think you're right, I think we haven't ever really fully realized this as a vehicle we have for growing and reaching a new or different audience or even the existing audience in a more targeted sort of way. Is that what you're saying? Or am I got off on a different?

03:59

No, no, that is what I'm saying. And it's something that I'm thinking about a whole lot more, because I'm actually, you know, that's what I'm doing in my, in my own solo business is building audience and building new audience. And so that's, that's just really, on my mind, I guess. You know, there's the idea of us being together. And up until now, there wasn't anything that we had to talk about, that we were doing together. No, no, that's something that seems like it feels to me like, it changes the game, because one of the things the other things that we talked about Mexico was do we want to do something together? Again, and I think that we do so this seems like a natural vehicle for that. I mean, for the audience, because one of the things this has been well, this is true when we did a program together before as we kind of brought together our individual audiences, which and we don't have a joint audience except that we do here on the pod because it's right there. No, it's really good. I think and this is reminding me and we've talked about this on here before as well, then that was one of the things when we started this as we want it to be easy wanted it to be easy. And we did not want to maintain another list. And I don't think I we still don't. I'm guessing. So yeah.

05:18

Which I mean, is, is interesting, because it's true, I think we do have an audience here on the pod that is a business badassery audience. And I think the majority of that is people from either or both of our individual audiences. But I think there are some others sort of thrown in the mix there. But it's funny, because of course, you know, if we were at either of our clients, we'd be saying, we need a way to

capture these people. So you can speak with them directly, not just by the podcast. So you would want to be building a list. But it's interesting for us, too, because I think neither of us wants the energy expenditure of managing a third list.

05:57

Yeah, no, I don't I don't think we do. And I don't even know, strategically if it makes sense. Because, I mean, people can, can hear from either one of us, or both of us, because we both send out very different things about very different topics. Seems like people could be on either of our lists, or both of our lists and still hear about what we're, what we're doing together. And I don't know, just knowing the both of us it's something that I mean, it would be it's Saturday sounds onerous, just talking about it's making me tired. So I don't think, doesn't it? I'm like, Oh, God. Like, we're not going to do it. So like, why, you know, let's move on from that conversation.

06:37

But it's interesting, too, because I think the retreat for me, was also the first experience. Well, definitely the first in person experience of me hearing that people actually, like, listen to this podcast and remember things that we've said, like I had a few people come up and comment on like, various episodes, and like how useful that was, or whatever. And even someone told me that they heard me laughing one day, and it just sort of reverberated around the villa. And they were like, ah, that's Kirsty because they've heard me laugh so often on this podcast. So that was kind of a weird experience. Maybe it's what it feels like to be famous in a very small, very niche way. But I think also planting the seed of like, oh, cool, like, we've got something here, like, you know, this is actually a great way to build connection with people. So yeah, thinking through how to how to best leverage that. And I think the other thing for me to thinking about, and I guess one of the key reasons for suggesting to you, Amy, that maybe we move from a weekly release model of this podcast to distinct seasons, is that if we are going to build another offer out together, we need to find time to do that. And I know that neither of us are in the space where we can create more time. So I think one of the benefits about doing distinct seasons is that rather than us meeting every three weeks, every three to four weeks, throughout the whole year, is it say if you record a whole season, you know, within three recording sessions, and then you take a break for two months, for example, then you have you know, 390 minute sessions, where you would still be meeting so it's not creating new time, but you can then fill that time with other ideas and other pursuits and other ventures. So I think strategically, that appeals to me, considering the bigger picture of what we're talking about doing here. But how do you how do you feel about that?

08:32

I love that. I mean, I think that's exactly right. And I hadn't really thought about it, but it's you're right, there's a really there's no place to steal time from. So that would work really well. I also I love, love, love the feeling when we have stuff in the can, it just feels so good to know that it's like it's done. And it's and the other thing that was making me think as you were just speaking is doing it in seasons might allow us to I mean, I don't I we still want to do our question and answer format. So I don't know how topical we would get or how useful that would be. But it might be you know, I mean, it could even be questions on a specific kind of, you know, kind of a topic. I don't know, it's just it's got me thinking

that what else could we do that or what else wouldn't people like to hear what would serve people in terms of if the advice is useful? Like, should we be casual cataloging it or categorizing it somehow? It's like,

09:23

no, yeah, no wonder if we should categorize it. I mean, I suspect it will be hard to theme a season just because as you say, We genuinely do just answer the questions come our way. But I also think that we've got so much under utilized content in the bank, like the, you know, previous 100 Whatever episodes I think I've actively promoted, maybe like, five of them. So, you know, we've got a huge backlog that we can still leverage. And, you know, I think having a distinct season might even encourage us to get more strategic about promoting it when that season There's live and like, we went on maybe podcast. Yeah, I know, God, oh, man has just built such a beautiful strategic creation with that. And like, I think the experience to have been a guest on there, like, you know, you're part of a well oiled machine. And I think of the guests that we've had on here, all of all of whom are people that either of us has a really good relationship with. So I think, you know, they're not put off by a lack of systems and professionalism at the back end. But it's such a different experience, like, you know, when we got like, all the promo material for that episode, you know, and you no indication of when it was going live and all the like, precession forms and everything, like I feel like that felt so well oiled. And also, she does such a good job of being strategic with her guests and who she has, and then really promoting them, like so, so, so so well, as they drop every week. So I feel like that's like the gold standard.

11:00

And I just want to make sure people know what we're talking about. We're talking about Iman is smells, not mistakes that made me podcast, and Garcia and I recorded an episode together that dropped this week, which is like third week of February ish. And yes, and it's like, it's no surprise because a man does everything like so. So professionally and so well. And I've never met anyone who's like so good at it, and so casual about it. It's like, Oh, I'm gonna do this thing, you know, or I've been thinking about this thing. And then it comes out. I'm like, Oh, my God. This is like the best, like best produced podcast. I think I've ever listened to and I, you know, I listen to some podcasts produced by big media organizations are not as good as that.

11:41

Yes. I know. I think the same. Everything's just so beautifully put together and like her little intros and outros just like, oh, man, teach us your ways. But yes, so I feel like that's, that was a good experience for both of us to be like, Okay, this is like, where things could get to in terms of like strategy and like planning and attention to detail. And then we're at the other end, just basically, having a good old yarn every third week while we answer your questions, which is really fun for us. But I think, I guess what I'm trying to say there is that there's definitely room for us to do so much more with the raw material that we have.

12:17

Yeah I think I think there is. And I think they're also because we're leaning toward doing something

Yeah, I think I think there is. And I think they're also because we're learning toward doing something together again, and because of this podcast that we just referenced, which was you know, it's about mistakes that made us and we talked about our very embarrassing first launch. I almost think now that we've said that in public, we need to be very strategic. We'll lose our entire listenership.

12:46

What in case we do something silly again. Is that what you mean?

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No. I mean, it's like, well, I mean, this is a conversation we just had, it's like, okay, so this happened. What did you learn from the lesson? What are you doing differently?

12:56

Gotcha. Yeah, yeah. Well, I think to you, like you said, Amy, I think we maybe we hadn't hit record yet. But you mentioned that like, okay, that's like, that mistakes that made me podcast episode is the first public forum that isn't our own, where we have appeared as like, a duo. So I feel like, I feel like there's a few things recently that have, for me, at least added to that sense of like, legitimacy around us as a business or business partners, rather than us doing a fun side project, if that makes sense. So, I don't know, it feels like all signs are pointing to us. You know, it's time it's time me and Kirsty to like, get more strategic with this thing that you're creating that, you know, is really resonating with some people, and yet still has so much untapped potential? I think that's where my head is that in a nutshell, does that. Where's your head at? Can you not show you a head for me?

13:51

Yeah, well, you know, what's funny is when I was listening back to the to the pod, and I'm thinking like, oh, oh, there's something I can hear us talking about it. And I like, like, I got it. Because isn't that weird, but I did. The image that came to me is what really turned the key. And I guess that's, that's kind of what it is. It was also that we got feedback. I mean, I guess we did years and years ago, but I'm, you know, for this iteration of who we are, and what we both do now. And the feedback that we got in Mexico from the benefit of us together for lack of a better word, or what we have, and that there was something really valuable for people in that and that we enjoyed it so much. And you know, one of the interesting things that we discovered too, was, you know, some of the reasons that the first thing that we did, we didn't repeat, and it didn't work for us and like what would we have to do in order for this to be you know, to sort of meet both of our needs and I don't know it just it felt it felt very funny to me to hear on the pod to like, oh, well and your business partnership, and I'm like, wait, what? Why? Let

15:02

me pay doc.

15:05

You know, and as we said there, because we're both, you know, we both are such independent buggers.

15:11

I know, it's funny. Well, I also think just to sort of expand on what you said there, I suspect, like you said, we did get some feedback on the value of us together, when we ran that first online program, but I think because for us, for other reasons, the program wasn't successful. And it felt like a heavy lift for the financial return, I think, is the crux of it. And if you want to hear more about that, listen to that mistakes that made me episode where we dive into that in more detail. But I feel like, because the retreat for both of us, just felt so easy, and like such cup filling kind of work. I feel like that is also part of what spring this on at the moment is more strategic. Okay, so let's make something bigger out of this. And let's, therefore, then leverage the podcast to support whatever that next iteration of this partnership is.

15:59

Yeah, I think that's I think that's spot on. That makes perfect, it makes perfect sense. And, you know, it just goes back to the the beating in person thing. It's like, yeah, I feel like things. And I've always thought this, but I forgotten in recent years, because it's been very comfortable to not, but things accelerate more quickly. In person, right? I mean, you literally have more time. I mean, we, we have this, you know, we probably had in, you know, what, in five days, what we get over the course of 18 months or 12 months or something in communication. But there's something new, there's just something that really can accelerate things, I think that I found very exciting.

16:34

Yeah, me too. I think it's like the the depth of the experience is so much more than what you get through zoom. Yeah, even even in the best programs, even with the best people, I just think there's something that you really cannot replicate online, that can happen in person. So you get, you get to the crux of things so much quicker. And you get the roundness of the fullness of things that really lands in a way that I think, takes so So, so, so much longer online.

16:59

Yeah. And I think, yeah, it does. And I think also, the idea of it being a really small group, and be it being able to be to be focused the way that it was. And, and it's a really nice thing to think of that, doing that to support the online work, because it's still, I mean, you still leave that the live experience, and you can bring that online, because you still have that, I mean, with that group, right? Because you still have that, that shared experience. So, you know, and I mean, again, it's like, you know, I'm like, so just sitting here thinking, because, I mean, we, again, talking with mistakes that made me I mean, you know, one of the things I was saying is like we you know, you too, are like the most unlikely pair, you know, like, for us for so many reasons, and I'm thinking particularly

geographic, but like, you know, we just made it work. I don't know, it's just, it's just fascinating to me. And then and then we can go back and be this far away again, and still make it work. And I don't know, it's pretty, it's pretty, it's pretty great. It is, it's very special.

17:57

I'm so glad to have found you in the giant see the just the internet. Crazy, right? So crazy. Oh, anyway, this is how we feel this, if you're still listening. Hello, congratulations for making it this far. We tend to share ideas and thoughts and rebels. And then I'm gonna do what we always do, Amy, which is bring it back. And we're gonna make some decisions very quickly. I suspect we always do this. So thinking about the podcast? I do. I'm still feeling really cold to the idea of doing like a limited number of episodes per season. So should we try it? Should we do like, should this be the beginning of a 12 episode or a 10? episode season?

18:36

I think that's a great idea. And but inside of that, so for do still be doing questions three times and a guest. One time, does that mean we should do 12? Does it matter? Do we just have two guests and attend

18:52

can be telling me fun toll feels like a nicer number than 10? I think because of the guest episodes. Let's do 12 episodes. And let's do either two or three guests. In this season, we can either have them monthly or we can just have two guests.

19:05

Okay, yeah, I like that idea.

19:07

Well, that was easy. All right.

19:10

Maybe we should talk about like, what's the marketing plan inside of those, like, you know, is there something that we want to accomplish in terms of audience also in that in that time, because I think our inclination be to think it's like, what we're going to, you know, what we're going to deliver. So yes, I would remind us that that's not a bad thing to start thinking about, as long as we're starting to think about a different sort of construct.

19:22

19:32

Yeah. And I think you're right. I think what we need to do, though, is get very clear on what the offer is that we want the podcast to lead towards, because I also suspect that I mean, I think, you know, unless something terrible happens, we are going to offer more in person retreats, and I suspect that we already even if we decided tomorrow to book something in, I think we'd already have the audience for that, because I think that depth of connection with a relatively small number of people is there. So I don't think that's a problem. I think it's thinking more strategically about, well, if we created another offer that is potentially for more people, but requires a slightly smaller level of commitment, like how do we then leverage the podcast for that? So I always think the best way to do that is to start with the end in mind. So I think you and I have another session to do probably won't be recording that one, or like, nerding out what that offer, actually is. We have some ideas already. But like really pinning that down, I think, so that we can build out this as a lead generation tool for that.

20:40

Yeah, that's that's exactly what I'm talking about. I think that's, that's, I mean, that would be very wise of us, like, in the footsteps of mistakes that made me let's look at this as if we were our own clients, like, what would we do? Even just to take that step back? Literally, I mean, it's funny, because, you know, we're just in a conversation and I'm like, pushing like, well, what's the point of that? How are you going to monetize that? Why are you doing that? Why aren't you doing that? You know, and like, here we are, it's like a month. Right? So I know

21:05

what and I think, too, there's like an element in here where it's like, we just have so much fun doing this. You know, the point at the moment to this up into now has always been that it's been really enjoyable for us. But I think now that we can say that there's more potential here. I think now there's that shift starting to happen. And I actually think one of the things I really want to keep reminding myself of, as we flesh out, whatever we're going to offer together, and however this will change is that I don't want to lose the joy in this process. I don't think we will. But you know, just in case.

21:37

No, no, I think you're right. And I think that's I mean, that's, that's, I think that's kind of true through everything that we do. I mean, that theme of it has to be light and has to be easy, because if it's not, it's like, well, like I can I can have difficult by you guys on?

21:57

Yep, spot on.

21:59

I think just like another thing that might be interesting for people listening to is to understand that one of the challenges in this is the monetization. And I think Kirsty, you mentioned earlier, that we, you know, that the retreat wasn't profitable for us. I mean, it was really about proof of concept. But

you know, that the retreat wasn't profitable for us. I mean, it was really about proof of concept. But, you know, on the one hand, we proved the concept, or the actual, maybe the content, you know, we didn't prove that we could sell it at a price that works for us. And so, and I think that's, that's one of the challenges that we have in a partnership, too, is how do we how do we make the numbers work. And so that's something that will be that we'll be talking about, and looking at, and something that we had, we had kind of had some, I don't know realizations about as we were together in person, because we're both solos who are used to working on our own. And we're used to giving 100%. And so together we give, like 220%, when really, we could each be giving about 50, maybe 55%, because we both like to overdeliver. But that's something we're talking about, because it's like it's the numbers have to work to because like as much as it's fun. We both you know, we there's lots of things we can do for fun. We just needs to be profitable, too.

23:13

Exactly. And I think that's a unique challenge for people like ourselves, who are already charging pretty premium rates for our individual work. Whereas I think if you are someone who is partnering with someone else to offer the premium products in your office suite, I think that's a bit different. But so yeah, just to sort of give maybe a bit more context around that idea, in case it's relevant for anyone listening. But yeah, you're right. That is probably one of our biggest challenges.

23:42

Yeah, and I think I think we know how, I mean, I think the levers that we can push and pull on are obvious. But what we have to look at is Can Can we do that and deliver the value that we want to deliver and create the experience we want to create at a point that's like affordable for the audience. And we don't know that yet. I suspect that we can. It's interesting, it's different. It's very different than than thinking of doing something on your own, which we both know how to figure out pretty well. Yep. So stay tuned.

24:15

I feel like we should wrap it up there. Because I think really, the big piece for us to now work on probably out of the broadcasting space is really pinning down this offer so that we can then work backwards to make sure that this here podcast is a strategically valuable piece of promoting that offer. But yeah, for now, I think as you can hear we've agreed this is going to be the first episode in a 12 episode season. So if anything here has sort of got your brain ticking or you've got some questions that have come up, please head over to businessbadass.co/podcast and shimmy that question or that thought our way because we would absolutely love to dive into that. Keeping in mind But of course we've got about space for eight or nine questions. So if you have one head on over there ASAP, and we would love to tackle it in a future episode.

25:09

Yes, we would and thank you for listening. We will catch you next time.