

## S2: E122: Replace Social Media with a Podcast

Hey there, I'm Tiffany and you are listening to the Your Legacy Brand Podcast. If you're a high achieving, mission driven entrepreneur who wants to elevate your income, impact and influence, you're in the right place. I left my corporate career as a creative director for Fortune 500 Brands to create a legacy with my life's work and to support entrepreneurs like you to do the same. You pour your time, energy and passion into your business.

So let's make sure your efforts will create a ripple effect that reaches far into the future. I'm here to provide you tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York time bestselling book author, stepping onto the TEDx stage or simply having a sustainable business and income doing the work you love, my goal is to take you to being seen as the go-to expert in your space. So sit back, relax, and let's jump into today's episode. Welcome back everyone. I am so thrilled to introduce to you our incredible guest today, Adam Schaeuble. Adam is an online business coach for podcasters. He helps online business owners learn how to leverage their podcasts to get more clients.

He's been podcasting since 2015. He's the host of a top 100 ranked entrepreneurship podcast, Podcasting Business School. He has recorded over a thousand episodes with over 1 million total downloads in his podcasting career. So I can easily say that Adam is an expert and an OG in the podcasting space. So thank you for being here, Adam. Yeah, FNA, thank you for inviting your podcast OG grandpa onto the show.

I mean, you me feel old like, oh man, I'm only 44 around here, OG status. But no, I'm excited to collaborate with you on this episode. I appreciate the invite. Absolutely. Hey, I'll join you in the OG. I'm 43. So that makes us OG status for sure. In sense. I'm an OG in the branding space. All right. So before we dive in with all the podcast questions, which I'm super excited, obviously it's meta. We're on a podcast talking about podcasting. But my audience really, loves the idea of not having to live their entire life on social media. So we're going to talk about that today. But before, and all of the podcasting details, but before we dive in there, I'd love to just hear a quick part of your story of how you got into podcasting in the first place. Cause I, I've heard the story. We met in a mastermind and then I saw you speak recently at one of my favorite events, Podfest. And I was like, I have to have Adam on the podcast. So I'd love to hear a little bit more.

Yeah. So back in 2015, I, that was when like all the podcast microphones are made out of wood and stuff like that. Like there's like wagon wheel status. Uh, back in 2015, I decided to launch my first show in the health space. Uh, I was a fitness facility owner and I had a lot of momentum getting great results. Um, some of my clients were like, should franchise. was like, ah, that didn't really sound like my jam. I don't like being in charge of lots and lots of people, but I do like impacting lots of people and I was a podcast listener. So was like, let's try this podcasting thing. So I created a weight loss based podcast and it was crickets for like three years. didn't, I like most podcasters, I had no idea what I was doing. I couldn't figure out how to get it like on Apple.

I recorded a bunch of episodes. I figured that part out. I'm on like garage band on my Mac recording. I'm like, all right, this sounds great.

And then I had heard that there was a guy in my hometown in Indiana that had a podcast. He was like an insurance agent. So I go busting in. I think I set up an appointment with him. He thinks he's going to sell me insurance. I'm like, no, no, no, I need to know how to get my audio on Apple podcasts. He's like, what do you mean? Uh, so he did show me and I did hire him for insurance. Funny, funny enough. Uh, so when, when my, you know, my show is, is out there and going, but yeah, the first three years were really rough. Uh, but then I made a few changes that allowed me to, I mean, the main perspective shift was I quit trying to get sponsors and I started trying to get clients. And 2018, 2019, I did a lot of the getting clients thing from my show. And by then 2019, I was full time. I had replaced my income as a gym owner, sold the gym and I was a full time podcaster. In the middle of that getting clients thing, I would appear on a lot of health podcasts and kind of talk about what I was doing, like memberships and getting coaching clients and stuff like that. And they're like, after the show like, hey bro, that's how fitness people talk. Hey bro, hey bro, hey bro-teen, can I help them create a membership? Can I help them get coaching clients? So that's what gave me the idea of creating Podcasting Business School. It was kind like my secondary show and all of sudden that brand really took off to the point where I sold my entire online health brand in 2021. All I've been doing is Podcasting Business School since 2021 primarily.

So that's kind of the condensed version of my podcasting journey. Amazing. Thank you for sharing. Yeah. I just think the context is cool just to see your experience obviously as a business owner before that, and then how, you you built the business that you have now based on the success that you have, because I think a lot of times, you know, it's hard to know when people are truly experts at their crafts or not in the online space, because if somebody can be good at marketing, they might not actually because of what they're doing. So I really tend to sniff out the true experts. Yeah. I always tell people, like, I really suck at marketing and sales. So if you decide to hire me, it's because you really want to work with me because I can't convince anyone. So advantage them. Exactly. And that's, and that's the thing we can talk about today too, because like I said earlier, you and I both have kind of the same about social media. Like I talk about being social media. I'm not on Facebook. I'm not really on Instagram. I'll do a story here and there just for the fun of it. I do like LinkedIn. I guess that's a professor in me, the boring professor. like that's my jam for now, but we'll see where we go. relying on social media, there's just so many downfalls to that. You know, the age old, you don't own it. It can break down, you know, it get taken away, all of those things. So

One of the things obviously that I've grown my business through is podcasting and just relationships, partnerships, things like that. Which is why I wanted to have you come on today because I know there's a lot of my clients and people who listen to the podcast that also don't love social media. And they're like, how do I get the message out there? They want to speak on stages, which I help them with. But a huge way to do that without traveling and speaking on stages all the time is obviously podcasting. And it doesn't necessarily mean you have to have a podcast can but also guest experts, all of those good things. Although I'm sure you would

recommend having a podcast is the way to go. So I would just love to kind of ask questions based on your experience. The first being, okay, if you're not using social media, how do you get your podcast out there? And you talk specifically about organic discoverability, which I think is awesome, because I also don't invest in ads I never have, never planned to.

So let's talk about that first. Okay, so I consider myself to be what I call a podcast first marketer. So even like before, if you give me the option of Adam, I'm a new person that I could potentially consider consuming your content and maybe hiring you. Where do you want me to go first? I don't want you to go to my website. I don't want you to go to my social media. I want you to binge listen to my podcast. Here are five episodes that I want you to listen to right now. I want that to happen first.

And here's why, because I create expert positioning within my show. And I do things a little bit different than a lot of people. more than two thirds of my content are solo episodes or coaching episodes where I'm showing off my expertise. One third or less are interviews, strategic interviews, like what we're doing here today. And so the next question is, well, how in the heck do get people to listen to your podcast first? Right? Like how do we step that backwards? And you mentioned My Secret Weapon organic discoverability. That's the term that I use in place of SEO for podcasting. And it's the same thing, but I see a lot of confusion and people mix like website or blog SEO tactics or Google SEO tactics and try to make it work for podcasting, but it needs to be applied differently because when it comes to organic discoverability or podcast SEO, really the only thing that I'm concerned with is what happens in that Apple podcast and Spotify search bar.

So when you go to Spotify and hit the search bar, you type in podcasting tips, my show will pop up. If you're on Apple, you search podcasting tips or podcasts about podcasting, my show pops up. It's important to leverage that because that is how we organically get new listeners while we sleep. Like I could have just got a new listener right now. I don't know. And it's not from somebody listening to show. just, somebody just searched something, boom, it just happened. I love that.

Because when it comes to growing a podcast or three buckets, there's the effort-based marketing, that's all the social media, guessing at other people's shows, all that stuff. There's the paid marketing, and there's organic discoverability. And I feel like that organic discoverability bucket, if we learn how to leverage that, it can be more powerful than the other two combined. if you want, yeah, exactly, exactly. And if you want, you want to dive into the podcast naming protocol and all that stuff to how to really leverage the organic discoverability, would that be of interest, Tiffany? Sure, I'm sure the audience would love to hear that. I it's definitely, every time I heard you say it, I was like, that makes so much sense. And especially as a brand strategist, I help people name their business and their offers. So obviously podcasts fits into that too. It's very important. Yeah. Okay. So here's an interesting question for you, because I know how good you are at what you do with the branding and brand strategy and all that. One of the big roadblocks I see with podcasters and people that are launching shows is that they have a course, they have a book and they're like, ooh, that's the name of my show. But that could be

the worst decision they ever make from an organic discoverability standpoint. Because again, what works for a book, what works for an IG handle, people are like, oh, it's an IG handle. I want that to be the name of my podcast. I'm like, oh, this is terrible.

So like, what are your thoughts on that? Like when I tell people like, you should, you should probably name it strategically for the platform that you're on, as opposed to having it the same, that brand congruence as the book. Cause I feel like we have similar words. What are your, what are your thoughts on that? When that conversation comes up? It's into the brand ecosystem. So I look at like the way I do branding is a brand operating system, which is like a term I coined. So you have this brand ecosystem operating system that everything fits under and I made, so I'll be the first to say I did this, Adam. And then I don't, I think it was actually, I think it was before I met you. But then when you said this, I was like, oh, that's why I did it. So my podcast was originally called the Legacy Lounge. What does that mean? Yes, it ties in with my brand, but I didn't know organic. And then like about a year in, I think I was just intuitively, I was like, Yeah, but people don't know what that is. And it had a good tagline and everything. I did that my own self, which is kind of embarrassing to admit, but I think it's so common that people, like I was just helping a woman brand her speaking like course today and she was like, amplify, you know, impact. And I'm like, yeah, those are cool names, but you should at least use the word speaking in it so people understand what it is. And I think we want to get so creative when really we need to be more straightforward. And you can get creative in your marketing and other things, but when naming conventions happen, like I'm good at it and I had it all across the board when it came to my podcast, like I failed myself.

And so now it's your legacy brand. has the word brand in it. It does have the word legacy, cause that's what I'm all about. But anyway, so. Yeah along the lines of what you're saying. Yeah. Yeah. And I love like the brand operating system that I love the word ecosystem to just make it, make it all related. But people are like, it must be the same. I'm like this. mean, I feel like the name of your show is usually the number one reason why people don't find your show podcast wise. And that's a problem. So you've got a cool book that sells a bunch. I really don't care. Like I will take the keywords and make a podcast title that fits the podcasting platform. So the perfect podcast naming formula, let's, let's hook up your audience. All right. Normal people got to pay me for this type of information is about Tiffany. You know, she slipped me, she just slipped me a hundred dollar bill. She sent me a little Bitcoin. We're good. We're good. You guys are covered now. So the perfect podcast name formula, there was really three rules. And if you follow these three rules, you will launch an effective show or you could rebrand and update your podcast name and it'll help. People follow these three rules, they double their downloads within a month usually. So the first rule, when I read the name of your show, I need to know exactly what it's about. So I read the words, I know what it's about. You're not there to explain it on app on Spotify. There's not a pop-up video of Tiffany going, by the way, this is an inside joke of a title here and let me explain. That doesn't happen. Definitely not.

Got to know what it's about. Second rule, I need to know who it's for. I need an identifying term of the person that you want to be listening to your show. If you use a word or a term that is also a keyword, hopefully, that they use to describe themselves, win. So that type of verbiage really

works. The third rule is I would like definitely one keyword, preferably two keywords that your ideal listeners are searching. So with my show, we've got podcasting and business. Those are both really strong search terms that works very well. I've got a show called Podcast Launch Tips for Service Providers. I know exactly what it's about. I know who it's for. And I got multiple keywords in there. So my formula, when you put it all together visually, it would be like a big keyword. Let's start the name with a big keyword, not with the word the even. I could call my show The Podcasting Business School, but the first word in your podcast name has the most.

SEO power, the most organic discoverability power. So make that first word, a keyword that's really helpful. So I could verbally call it the podcasting business school, but as it's listed, we want, we don't want the in there. We don't want a number in there. Like two ladies chatting about business. Like we don't want that in there. big keyword. And then we usually have tips, strategies, conversations for, or about an identifying term plus another keyword. So it could be, um, weight loss, conversations for female entrepreneurs. could be online marketing strategies for personal trainers. Big keyword, tips, strategies, conversations for identifying term plus keyword. This is a simple formula. Your name is probably gonna be three to five words long. That's perfect. And this will literally save your show.

If you follow this formula, people will be able to find your show. They'll be searching and yeah, it'll, it'll, we could keep more podcasters podcasting if people listen to their show. So this is a big deal. Yeah, absolutely. Thank you for sharing. Um, because I know there's a lot of people out here listening that are like, Ooh, I better rename it. And, or people who are thinking about starting one and which is good to know in advance. So, so good. Um, so next up you mentioned, expert positioning, which obviously I 100 % agree with. That's like the whole point of my branding process is to position people as an expert. I call it a category of one personally, like not just even an expert, but like the expert to go for. So how do you look at that as far as the podcast goes? Okay. You are hitting my, my favorites, uh, topics to talk about Tiffany. So I really appreciate this question because this is the next layer. Like we get,

the show named right, your ideal listeners are finding you, but uh-oh, the second biggest mistake I see a lot of podcasters making is they only do interview episodes. And the issue that pops up there is that if you only do interview episodes, and it's no fault to the podcaster, we just hear other podcasters doing this, we hear, but usually those are comedians, those are actors, those are famous people that have brands and they can sell sponsorships. So if our goal is to get clients, we have to approach it differently.

And if you're what I call a triple zero podcast, or you started with zero subscribers, zero email list, zero social media followers like I did back in 2015, we got to approach this a little bit differently. So you need to be the expert on your own show. If you only do interviews, you are interviewing experts. You are not the expert. You're not viewed as the expert by your audience. So that's where my two thirds content rule comes in. Where I go, hey, I want to position myself as the expert on my own show with at least two thirds of the episodes. So for me,

Those are short solo episodes, know, 10 minutes, 15 minutes, 20 minutes maybe. I invite listeners onto the show or clients onto the show and I coach them. And I put that out as episodes. call them podcast audits or hot seat sessions, depending on what we're talking about. And then I'll do strategic interviews for one third or less of the episodes where I invite somebody on and that's somebody, you know, what I don't do is when somebody just cold emails me and pitches me and like, I would be the best.

guest for you or even worse a PR agency. get a lot of those. can only imagine you get a thousand. Yes, it is terrible. And a lot of times they're just so bad. I, when I do post on Instagram, some of my best Instagram reels are my daughter who at the time when we filmed them, she was I think six or seven. I had her pretending to be a bad podcast marketing firm and she's so cute. She's got her little glasses on. She's like, I've got the best podcast guest for you.

It's Will Ferrell's dog walker. And it's, hilarious. And it's like, that's, that's who we get pitched. So like, oh, it's, you know, some Brad Pitt's hairdresser. Oh, well, that's great. That's I once saw a famous person. Yeah. Yeah. For the business. I had dentists that pitch me all the time. I'm like, I don't have a dentist podcast. Why you, why you dentists need to back down? Could pitch me dentists. Uh, so yeah, like be strategic with your interviews and go, you know,

Maybe there's somebody famous that you would never have gotten access to. And they're like your hero. Like I interviewed Gretchen Rubin and Michael Hyatt to my bike. They put out a book. I read the book every time I got to have them on the show. And that was super cool for me. That's what was in it for me. And we had a cool episode and my, my created cool content, but you know, maybe it's somebody you want to connect with as a collaboration partner. Maybe they have a show that you think you'd be a great guest on and you would invite them on your show first, add value, make friends and maybe you get the invite back or maybe they've got a giant email list or Instagram live and you'd like to collaborate into that a little bit. You're just making friends and creating content together. Like be really strategic with that one third. But, know, we mentioned earlier, a lot of podcasters quit, you know, like I think the last stat that I saw there been about 600,000 podcasts.

No, sorry, six million podcasts that have been launched and about 10 % have more than 10 episodes and have released anything the last 90 days. So we're still under a million of like active active podcasters, which is good for us. That's a lot of quitting also. Right. I think a lot of that is they're not getting listeners. They're not making money. They're not getting engagement because they're doing these long interviews. They're working at nine to five. They're not, you know, it's just, they have a creatively named show that's the same as their IG handle that doesn't pull any organic discoverability. So all these mistakes that we're kind of checking boxes on today, we can now exit those things and we're clearing the path for growth and monetization, but expert positioning is absolutely critical. Yeah. Yeah. I love that. And same thing. I see so many people and they're interviewing everybody else.

That's why I only have one interview a month and then even in between that, if I'm launching, like I have a launch coming up, I just won't interview anybody. And that's fine, you know? then- So smart. fall into that pattern of like, let's get out the highlight marker and highlight what you just said. people in podcast, know, podcasters fall into that pattern of, well, I have to do one interview every month and that's the pattern. And if I don't stick to the pattern, I lose all my subscribers. like, where's my interview? They're going be out there with pitchforks, you know, give me my interview, Tiffany. No, like that's not, we don't have to do that. They will not care. you're, if you're launching, talk about extra positioning, that'd be the worst move ever. Let's maybe, let me feature someone else while I'm trying to sell you something terrible idea. So don't, you don't have to stick to your normal pattern.

This is your show, make it fit you and what you're trying to accomplish and make it serve you like your show should serve you from a business perspective. So I love that you just mentioned that. think that's really, really important to feel free to pivot a little bit, break the pattern and we can always come back to it. Yeah. Well, and I love that too. mean, I didn't even realize that was a point, but it is a point. And to that point, I'll say too, like breaking the rules is such a huge thing. Like, would you agree with that just in general of, you know, making your podcast and doing things different? Cause I think people think there's a certain formula that we have to follow. No, I think if you're in your first 50 to 100 episodes of your podcast, you got to freaking figure out how to be a podcaster and you got to experiment. You're going to have to pivot and do micro rebrands and fix this and test that. Like you are in full on experiment mode because you know, for most people, not very many people are listening in their first 50 episodes. So I got 12 subscribers or, know, if you follow my rules, you get more, but still it's probably a hundred, definitely less than 500 usually. You know, if you, here's a stat that I like to put out there for perspective. If your podcast gets about 125 downloads per episode on average, 30 days after the episodes go live. if Tiffany and I released this 30 days later, we measure it and there's over 125 episodes and that's happening consistently. She's got a top 50 % podcast. She's doing better than 50 % of the active podcasts that are out there. All right.

That number is 1000 downloads, top 20%. So they're in giant numbers, but those are numbers I like to put out there. But yeah, like it's something like with the growth aspect of things, a lot of podcasters quit because they hear podcasters talking giant numbers. And I'm a part of the problem now, but I'm really proud that I've crossed a million downloads. It took me freaking nine years to cross a million downloads.

You know, that's part of my journey. I like to shout that out. Yeah. I was celebrating when I got my first hundred, my first thousand, my first 10,000, my first episode that did a thousand. Like, I want to see more podcasters doing that as opposed to I'm not at 500K yet, like, or whatever. it needs to be celebrated more effectively out there, I guess I should say.

Yeah, no, I love those stats because it makes it realistic for people. Yeah, it's like, okay, I'm not going to get a million downloads. What's wrong with me after three months? You know, it's, just not how it works. And ultimately, I think for people like us who, you know, serve entrepreneurs, that's most of the people listening to this podcast. That's most people that listening to yours.

It's not about like, that's all vanity metrics. The same thing on Instagram. Like I have a nine grid up. could care less how many followers I have. Like it doesn't matter for me. I'm literally trying to help people and make some money, you know, for my family. And I love what I do. So it's, I, it's like a, it's a fun thing. I'm like, I get to pay for what I love. So that kind of leads to the next thing is how to use your podcasts to get clients. Obviously it's a service. Um, I have a lot of like really heart centered entrepreneurs that I work with. And a lot of the things they say is like, well, I want it to be accessible for everybody. So I can't charge a lot for my services. And I'm like, no, if you're a true expert, you charge what your services are worth. But a podcast, not only can you get clients from it, but it can also be a tool where you're giving free content and that's of service itself. Anyways, that was a tangent, but how to get your, use your podcast to get clients. Well, I think I've got a little framework that I call the client conversion pathway that fits this question perfectly. So I look at it like, you know, a little customer journey pathway and that first stepping stone is what I call free passive. So that's your podcast listener and you are delivering free, awesome value every single week. I don't hold anything back. Like you saw me speak at podfest, you know, we're speaking here.

I don't ever hold back something. When somebody asks me a question, I'm like, I'm going to hang out at this really high level and not actually give them the thing they want to know because that's what they pay me for. I lay it all out there. And then when people, you know, we talk about hiring me, then I actually help them implement faster. I take all the different moving pieces and go, this is the correct place to start and this is the correct order. And here's how we get there faster and better. So that's what people pay me for. So we don't have to hold back that free passive zone.

That's the first part of that conversion pathway. Then we want to move them to free active. This is a mistake that a lot of podcasters make, especially early on. I call it premature monetization. Happens to the best of us, Tiffany. I love little plays on words. I'm struggling. feel like I want to, if I ever create an Instagram reel again, I want to create a commercial for premature podcasters suffering from premature monetization. I wanted to hold back the offer, but then 15 seconds later it just came out. I couldn't help it. I pitched, I pitched an offer. So the, you know, a lot of podcasters try to sell from their show and that call to action. And then it's just this jumbled mess in the intro. It's like, Hey, welcome to the show. Make sure you download my 12 things in the show notes. Also follow me on Instagram and my space and blah, blah, blah. Yeah. And then also I would love for you to buy five things from me. Here's a list. Ding, ding, ding. It's too much. So when we move them from free passive to free active, I like to do a single call to action on the show and go, Hey, I'm hosting a free workshop at the end of the month or Hey, are you on my newsletter? It's the best newsletter in the podcasting industry. need to get some free passage or free active. Now they're on my email list. Now we can communicate a little bit differently or they're in a workshop or they come on the show for a podcast audit or they come to my pod pal zoom party. And now it's we're, we're engaged, we're activated. Then I like to move them to discovery call and do a simple CTA to discovery call. And that's what we talk about doing business together.

Now, my cheat code hack is if I'm not talking on an episode about moving them into a free active activity, I don't have a workshop coming up or something like that. I don't have a lead magnet that I want to promote. I just talk about my discovery call. I hardly ever talk about offers. I hardly ever, ever pitch unless I'm introducing something totally new. I'll do little episode about it that's it. But with single call to action, I'm like, hey, if you're struggling with getting clients from your podcast and you want a little bit of help and you're thinking,

I might need to hire this crazy man Adam, then hop on my podcast, Profitential Discovery Call calendar. And that's the only CTA in the intro and the outro. I don't distract them with anything else. And that's kind of like 80 % of my episodes is that discovery call, call to action. So that way for the heart centered entrepreneur that worries about like the pricing and stuff like that, they're getting tons of value, you know, with the show, with my newsletter, I hang out on threads a little bit, post on threads a few times a day. That's my jam. Then I'm not like pitching a \$5,000 thing off my show either. I'm going, come on and let's talk about working together. Fill out my discovery call information. I'm gonna ask you all your pain points and I'm gonna say, hey, what's your budget that we're working with here? And that way when we're talking about working together, I know the pain points. I know the price point for solving the pain points. I'll put one or two offers in front of them that fit both those criteria. And I'm not selling anything. It's just like, hey, this makes the most sense.

Let's get to work. When do you want to start? And that way it's, they're choosing their own adventure instead of you trying to sell a \$5,000 thing to a bunch of people that their budgets, \$200 or something like that. Like that way it kind of sorts itself out. That's, so that's that, that client conversion pathway that I like to use. And it's simple. And if all else fails, use a discovery call, call to action on your show. Good things will happen. Yeah. I love that. I think it simplifies it. And then like the reframe too, I always like to say is like,

I'm never trying to sell anybody, because I don't want to work with people that aren't actively ready to do it. Everybody's had those purchases and they're like, regret it later. I'm like, no, I want to work with people who are ready and excited to do the work. And so I really like to think about it as an invitation. So I love that. The CTA, you're just like, hey, I'm inviting you into this. Does that feel good? If it's going to help you, OK, here we go. So good.

All right, so as we start to wrap up here, we kind of went over some podcasting mistakes, know, some podcasting growth tools. What would be like anything else come to mind of like a major tip that either newbies or maybe even people who have been doing it for a while and they just haven't had the trajectory other than the naming thing, of course, that you would share to the listeners? that are like, okay, this podcasting thing, I love it, but it's not really having a huge ROI. What would you look at? I think let's go super simple and people are probably gonna be upset because like, know this, but maybe they're not doing it. Weekly content. I'm huge on weekly content. I'm not a big fan of seasons. I feel like seasons provide a built-in excuse for people to take a break from podcasting where they're like, it's the end of season.

14 and at the beginning of my podcast journey. So I could see, yes. So it makes sense. I, I encourage everyone to put out one episode a week. I lead by example. I've put out one episode a week every week since 2015. I've never missed. And even on a screen around and I didn't know what I was doing. I still did it. And this provides us the ability to insert our content into the life routine of our ideal listeners. This is a superpower of podcasting because they can consume our content while they do other things efficiently. And it's hard. People don't read emails like that while they're, you know, driving their kid to school. They're not watching YouTube videos while they're driving their kid to school. Hopefully they're not, you know, checking Facebook or my space when they're, you know, I always like to say my space. It's funny. It's funny to everybody. Uh, so like none of that can be done efficiently other than podcasting. I can be in the earbuds. I can be at one and a half speed. I sound, I listen to everybody on one and a half. I sound like I'm on drugs at one and a half speed. Like if you want to know what somebody that's, know, on some serious stuff, listen to my show at one and a half speed. And then here's a really funny thing. And I encourage everyone to do this right now. In fact, listen, switch it to half speed right now. And me and Tiffany will sound wasted. Like it's like, it's the funniest thing ever. actually never done that I'm going to have listen to your favorite podcast or half speed. It's the funniest thing ever. It is so good. You'll just sit and die laughing for five minutes. Uh, like listen to Amy Porterfield, online marketing made easy on half speed. Great. It's the best. So anyway, um, weekly content back to the important things weekly, weekly content. Now I produce an episode every single week, but I do not record episodes every single week. Cause that's the big thing. Burnout, man. I post this on social media, like on threads. like, Hey, Give me an episode every single week. That's a recipe for burnout. You are terrible. This is terrible advice. I'm like, I didn't say I record episodes every single week. I said, just put out episodes every week. And this is why I do solo episodes. So I can record four solo episodes at the same time. It takes most people to do one interview. And now I've got content for a month and I don't have to record for the next three weeks. So no burnout, but weekly content. If you break that cycle, what happens? We give up our superpower. That person that mows their yard every Thursday night and they listen to your show, well, they're going to listen to something now because that habit has been created. If you dip out for three weeks, they're going to put someone else in their earbuds and you may not get that real estate back. That's why I love, I love the weekly content. So if you're not growing, ask yourself, you know, are you showing up for your audience every single week? And if you are, they'll show up for you and they will build and build and build. that's becoming a part of their life routine is a big freaking deal as a marketer.

You know, because every episode of podcasting business school, they're not just hearing the episode. start every episode with the testimonial from my clients. They hear someone else talking about working with me, bragging to hear my one call to action. They hear that episode, you know, the expert positioning, all of that starts to work together week after week after week. You know, you're a great marketer. You understand how this works. That repetition is very powerful. And now that's how it leads to the business on the other side. So I think that's a, um, he slept upon podcasting skillset of weekly content. I'm so glad you brought that up. And also the batching piece, cause you're right. Like when I first started thinking about it, I was like, Oh, that just feels so much. And then I was like, Oh yeah, batching is a thing. And it's my favorite thing. And everybody's like, well, you know, you're a breathing person and you should have a

YouTube channel and have your videos. And I have thought about maybe doing video with my guests at some point.

But I was like, who wants to just watch me talking to the camera? I mean, maybe they do, but I don't think so. And I love it because I literally like put my daughter to bed at 8 p.m. and I'll come up and record a few shows and I'm not, and nobody has to see me. Nobody has to worry about it. I can have like, you know, hat here or whatever and it doesn't matter. And there's just something special about that. And it's more, I don't know, I think it's more intimate too because somebody's literally, like you said, putting you in their ears. In their body. In their ear, but like we're in their ear holes, you know, whatever that's called inside the inner ear. Yes. There's just something really magical about that. And anyways, I could do it for hours. Here, let me, let me just say one thing about video content and just in general, I get beat up all the time by my friends, they're like, you are missing out because you're not on TikTok. You're missing out because you're not on LinkedIn. You're missing out because you're not on YouTube. And I'm like, this isn't a good or bad idea decision. This is it. Is it the right idea decision? So yeah, being on TikTok, great idea. I mean, there's potential there, but is the right decision for me right now? No, because I love, I love spending an annoying amount of time with my children. You know, like that's their words, not mine, but you know, I want that.

So I say no to YouTube. I don't do any video content and I still do really, really well. I promise everybody listening in, it can be done. A podcast that is launched and out there is better than the podcast that's gonna sit in your head as an idea for another year. So make it as simple as possible. Simplify before you multiply, get it out. And if it's audio only, that's great. It works for Tiffany, it works for me.

Amazing. So I have to ask you one last question that I ask everybody on the show. And I did not prep you on this. this everybody, just so you know, some, I forgot, I forgot to tell Adam with the question ahead of time. usually let people know that's probably a podcasting mistake, but here we go. I had, I know you'll have a good answer. Oh, great. Just because, you know, I, my brand is your legacy brand and it's not about statues in our, you know, adam statue or our names upon buildings. It's really about the legacy that we're leaving behind. So I'm asking you, what does legacy mean to you and why is it important? Oh, this is cool because I, you know, I've got early retirement goals. You know, I'm, creeping up on that, that 45. I'd always kind of thought like 45 and 50, I'm going to kind of hang it up. like I'm getting into that zone. So with podcasting, First off, one of the cool like legacy building things about podcasting is that people can learn from you as long as Apple podcast and Spotify exists. That's freaking cool. I was thinking about like, I've got a thousand episodes total of my podcasting career. I've got like 555 just podcasting business school. And I was like, you know, both my parents are still living, but they're getting older. Like what if they had all these conversations recorded that I could just go back and listen to anytime? Like how cool eventually might that be for my kids to go like.

I get to hear my dad talking and teaching people stuff and having conversations. Like that's really neat. So that's one legacy aspect. Another legacy aspect is I'm in the mode of teaching other podcast coaches what I do. I created my own certification this year and I'm training other,

I'm trying to like level up the podcast coaching space because I mean, there are some podcast coaches out there that don't even have a podcast themselves. I'm like, this is a problem. Like this is a problem.

This is a couple of them. So I'm trying to level up that. I'm teaching them and I'm kind of mentoring them. And it's just been so cool that now I've got, you hear it in sports all the time, like having like a coaching tree, like, oh, so-and-so learned under this other coach. And now they're bringing aspects of that to their team. And I'm seeing that with the people that I'm mentoring. So I think legacy right now is definitely top of mind. I'm glad you brought that up. And I'm in a really cool spot with that from multiple levels right now.

Thanks for sharing. All right, so we kind of already heard where we can find you, obviously, Podcasting Business School, podcast would be the number one place to go. You hang out on threads you mentioned is kind of like a fun thing for you. And then the website is [podcastingbusiness.school](http://podcastingbusiness.school). So we'll have all of that in the show notes. So definitely everybody go check out his podcast.

Do it now, listen to it on 0.5 speed, laugh at Adam. And then make sure that you take action. If you want to start a podcast, if you have a podcast and you need input, book a call with Adam. I'm sure he'd love to have that discovery call with you. And we'll see you next time on the Legacy, I almost said Legacy Lounge, because that was the old name. Oh my gosh.

The Legacy Lounge. hilarious, because I hadn't thought about that for so long. On the Your Legacy Brand podcast, and Adam, thank you again so much for being here. I know that the audience got so much value today. Thanks, Tiffany. Thanks, everybody. Thank you so much for joining me on today's episode of the Your Legacy Brand podcast. I'm so grateful that you took the time to hit play and listen to the show. If you loved this episode, please provide a rating or review, and I will be forever grateful.

My favorite place to hang out these days is LinkedIn, so hop on over and let's connect. Or if you prefer Instagram, follow me at [tvineynewmancreative](https://www.instagram.com/tvineynewmancreative). I'd love to get to know you and hear your feedback on what topics really resonate and what you'd like to hear more of in the future. You can always find links and resources shared on this show and more about how to create your legacy brand by going to [yourlegacybrand.com](http://yourlegacybrand.com).

Remember that what you leave behind is not what's engraved into stone monuments, but what is woven into the lives and hearts of others. What are you doing today to pour into others and to leave your legacy?