

## Podcraft, Season 17, Episode 4

### Should I Start Another New Podcast?

**Colin:** Hey, folks, and welcome to another episode of Podcraft. This is the show all about podcasting, from launching a show to monetization and everything in between. I'm Colin Gray from the podcast host with Matthew, as always. How you get on, Matthew?

**Matthew:** Splendid. Yeah. Do you ever do that? Thank you. Like you said, start recording. We have co host and then you do the intro and I've got everything ready on the screen and the minute you start talking, I'm like, well, I need to I'll pull the camera over here and I'll get the notes here. You call these adjustments that I could have just made seconds before we started, but I think I like the pressure moving everything around. When I know that you're about to ask how I answer is always splendid.

**Colin:** Try to keep it silent. Yeah, exactly. Try to keep it silent. Not make any noises and stuff like that as well.

**Matthew:** I think I was clicking away on the mouse. So bad practices.

**Colin:** So this week around so is this officially a new season, then, Matthew? Is that the thought here?

**Matthew:** Yes, 17 the age. I think he could well, he could definitely start driving lessons. He could pass driving test here in Scotland. So, podcast, getting in the car, getting in the metaphorical car this week to talk about we've all been through this corner, we've been podcasting fairly well. What to for sure, we've launched it and stuff like that. It's not long before you get your head turned and you start to think, I could actually start a podcast on this other thing, too. Has that happened to you over the years, ever?

**Colin:** Oh, this podcast and caper is easy. You can get one out every week, no worries. So another one? Yeah, absolutely. No wallet. If we can make one a success or in the future, it might be a success because probably we're only three episodes end and we've got seven listeners so far. I can do another one as well. Make that a success too. Yeah, easy, isn't it?

**Matthew:** Especially when you see how quickly you get your shows on Spotify. Now you submit it and you look at your phone and it's just there. So you might as well just keep starting new podcasts. So, yeah, on this episode, we just wanted to talk about that. This is a thing that every podcaster will go through. It's not a bad thing, but it's.

**Colin:** Just like before, I was being a bit sarcastic, but yeah, I mean, it's fine to run two shows, it's just worth thinking through. Sorry to jump in there.

**Matthew:** No, that's fine. We just want to kind of talk about some of the things that you might want to consider before diving into creating a completely new show. There are some alternatives to doing it where you could still scratch that and we'll get into that as well. So I am looking forward to this. When was the last time, Colin, that you just went off on a whim and started a new podcast about something.

**Colin:** Oh, good question. Two days ago.

**Matthew:** What was the show?

**Colin:** Genuinely? We can talk about that later. Let's get to that. We'll do some examples and stuff, won't we? But yeah, I'm happy to talk about that example, but that was one that was a few months back. Another one? Yeah, I've got a few that we can go through before we jump into Matthew, can I talk about a wee challenge that we're running just coming up very soon?

**Matthew:** Absolutely not.

**Colin:** Oh, okay. Tough luck. The challenge is so I'm lucky enough that we know some great people in the podcast industry. And recently I started chatting to Stewart Townsend over at Podcast Hawk, which is a podcast interview company. Like, they help you get more podcast interviews. And Matt over at SPI as well. Smart, passive income partner with Pat, obviously. Pat, Flynn and Fusebox as well. They run too, which is Podcast player. What we decided to do was put together a challenge together where we all put in our own skills to help people to improve their shows. Now, the particular challenge is going to be the Triple Ten challenge. So the Ten 1010 challenge, where in ten days so two weeks, two working weeks, Monday to Friday, two weeks in a row, we want to help people get their editing down to ten minutes only per episode and to get them promotion benefits as well through getting ten podcast interviews. So we're just trying to think about the kind of particular skills we can chuck into a challenge. So Stuart's going to do all around how to get those ten interviews to get yourself out there, get more listeners. I'm going to do a lot around editing, get your editing down to ten minutes, a bunch of that around mindset, around tools, around editing tricks, around all the prep there. And then Matt and Pat from SPI, from Smart Passive Income are going to go all in on the kind of support and community side because we're going to run it in the Smart Passive Income community,

which Pat founded a long time ago. So that was really exciting to do in there. So just to say out there, this challenge is going to kick off on the 20 March. So as of recording what we had just now, Matthew, we're on the 7th just now, weren't we? So another week and a bet to register. We're going to have a kick off party on the 17th where we're all going to be in there. So you can come in and have a chat with us all, get any questions out of the way before we start the challenge. And in the first day of the actual challenge will be March 20. So if anyone fancy that, if you fancy trying to improve your podcast workflow, make your editing easier, but also get a better promo in there as well, learn from Stewart around how to get more podcast interviews and obviously any questions you have around all of this stuff from either myself, from Stuart, or from Pat Flynn himself. And Matt over there SPI as well. You can join in this challenge and if you want to do that, just go over to we've got a short link. Go over to the podcast host.com. Forward slash ten. That's? T-E-N ten. For the Ten 1010 challenge the podcast host forward slash ten. Hope to see some people in that challenge we could chat away in the community. How does that sound, Matthew? Fancy some ten minute editing?

**Matthew:** I like the thought of the party. What's going down to the party? Is there beer?

**Colin:** There can perfectly well be beer if you want there to be. You can come along and do a zero alcohol beer, a proper beer. You can bring on your coke, your Kombucha, whatever mood you're in, whatever sense.

**Matthew:** Remote beers were never great. That's a pandemic thing that we never want to revisit.

**Colin:** Is it awful?

**Matthew:** That was never good.

**Colin:** Cool. Right, let's talk about podcasts then. More podcasts, extra podcasts. What are we going to start with?

**Matthew:** Yeah, more podcasts. I think just to go back to this topic in hand, you already run a podcast and you're thinking, you know, setting podcast, maybe maybe it's your third or your fourth podcast. But the point is that you come up with an idea and you're at you can't dive in. So here are some handy things that you could come back to and run through just to see if you do want to go ahead with it or if there are indeed some other options as well. And I think the first one, Colin, is like, why this topic now? We've all been there, we've maybe got into somewhere, we've been thinking about some a lot and you want to dive in and get started with your new podcast, but I think one of the big things to think of out the gate is, is this a brand new interest of mine? And therefore could it just be like a whim? Could it be quite temporary? Or is this something I've been in it for a long, long time, so I know that a year from now I'm still going to be very interested in this. What could be an example of that? Colin? Can you think anything yourself that you just got on a whim and you're not really in it anymore or vice versa? Something that you've been in it for many years?

**Colin:** No, like a zillion things. Yeah, I think some of the interesting ones are in this are topics, aren't they? Like news topics almost. You get the well, how many podcasts were made around COVID, for example? Yeah, and obviously the hope was that that would disappear in a few months. Initially people were still creating podcasts around it and obviously it hung around. But I mean, does anyone listen to a COVID podcast. Now, does anyone make a covert podcast?

**Matthew:** We should start one.

**Colin:** Yeah, and that was even a relatively long one in the end. You could cover that for a couple of years, probably. But there's other ones that might just be a few months worth. And I suppose the other one is like, hobbies, isn't it?

**Matthew:** Yet?

**Colin:** That's what come on. One of the other ones you're alluding to just getting into. I'm a totally fatty personality, I have to say. I get into stuff and get out of it again within weeks sometimes. Are you like that, Matthew, or are you more steadfast?

**Matthew:** No, I have been known to get, like, right into something. Do you still do the CrossFit? Because I know you got, like, really into that, but because you moved around and like, I don't think you were going to the same place, obviously. Well, there's a good because you were in a different hemisphere.

**Colin:** There's a really good example, actually, because that is something I got right into. And there is a podcast out there called, funny enough, Woodcraft. You might notice a theme there wood being W-O-D workout of the dayCAST. It's a big term and CrossFit. So I started a podcast called WOODCAST. Maybe a remnant podcast. Podcast. No woodcraft. Sorry. And did three episodes. I was well excited about that. I had a plan for 20 episodes. We'll go through some of the ideas here. I had a real kind of unique thought around what I would do on it, how people might be interested, how I could grow it, all, that kind of stuff. The weird thing with that one was I didn't get out of CrossFit. I still do it. I'm not so into it now as I was like, I'll do a lot of workouts at home, or I'll do different types. It doesn't have to be like fanatically the CrossFit approach. But I'm not sure why it just lost steam. Partly because I didn't

have time and partly because I think that initial complete surge of enthusiasm died off a bit. So, yeah, I think it totally falls into this category you're talking about right here.

**Matthew:** Yeah, I've had a few over the years. Again, you kind of sometimes revisit like a childhood interest. A couple of years ago, I was pouring over a lot of stuff about the Commodore 64, which I was really keen to just start a podcast and start going through some of these old games, maybe interview some of the people behind them if I could track them down, some of the folks behind the magazines. But I kind of talked myself out because I was thinking of it like, this will take work to do. I have to dedicate some time to it. And in the end, I still think it would be a great idea, but you wait up sometimes as we'll get in there. And I decided that this one I would say on the side for now, but I mean that comes back to the topic itself. Is this a new thing for you? And if it is, maybe the answer is just to wait like a month for that and if you're still totally in it, that's maybe a sign that you could go ahead with it. But yeah, I have looked back on certain ideas before where I wanted to dive into starting a podcast and it's like two months later and I'm like, I'm glad I didn't do that because I definitely wouldn't be doing it anymore. So it depends if you're a whimmy.

**Colin:** Person, that's it a whimmy person. I'm definitely a whimmy person. It's funny that the balance. The work involved you're talking about with the Woodcraft one, for example, that was oh, when was that? That was four or five years ago. So that was like I'm just thinking of ones that have worked better than the others. That one did fall apart a bit because of the work, because I did end up just not really being so into it that I wanted to add more podcasts and work to my life. But a more recent one, like there was one I did called the Podcast Tools Show, which I really enjoyed and I did a whole season of that, I think I did about twelve episodes. And the idea behind that was just to do something that was a fair bit less work, easy to record, involves something around our work anyway. So it was like I wanted to just talk about tools involved in podcasting and I talked about all sorts and the idea was to make it really simple. So I used Ala Two for that actually. Like I just recorded straight into the app, just had a USB mic, just like I was recording a call, the cleanup and all that was all done. Obviously I did very little editing, that was the point. Like I wanted to only do a top and tail. It's like I've talked about in the past with the minimum effective editing type approach, just the top and tail and if there was any mistakes inside I would kind of just correct them as I was going and say, sorry, I didn't mean to say that. Maybe if it was a massive mistake, I could do about a click editing and take it out that way and then just publish it with maybe some automatic music. Like we've got an alti, obviously adds it in. So that was my whole principle with a new show, like if I can do it in a really simple way, using something like Ality or any of the alternative tools that kind of help you speed up podcast production, then I can. But otherwise it's just so hard to sustain, isn't it? I don't know. Can you bear to do the minimum effective editing type approach, Matthew, or are you still to with your audio drama backgrounds? You have to do a proper job of it every single time.

**Matthew:** Yeah, I do prefer to run through it. I wouldn't say meticulously but have a good go at it but I've been editing audio for 1213 years so I am quite fast at it now. That comes with years of frustration I suppose you just work at ways to cut corners but still be quite good at it.

**Colin:** I think even if you can find the ways to do you do a lot of manual, noise reduction leveling, all that kind of stuff these days or do you just automate that?

**Matthew:** It's manual but it's done in a way that is almost automated like I'm using templates, I'm using track effects and everything again, I know addition really well these days so I've got wee ways to kind of shortcut it all, hack it all suppose the trendy term cool.

**Colin:** Yeah, that makes sense. It's like kind of what I'm getting at, I suppose is one of the reasons you might be able to start a new podcast is if you manage to keep the work really low as well. That's the only way I would do it these days and yeah, not to plug it again but that's kind of what Aloty was built for to cut down the noise reduction, editing, publishing, all of that process, adding music, all that kind of stuff anyway, I think that's good advice. Give it a month, give it to see if you're still really into that topic and only then maybe jump into it if you're still just as enthusiastic as it was at the start.

**Matthew:** Yeah, when you do get to that stage as well what I would say is record a couple of episodes even if you don't have a name for the show, you've not got like a website, you've not signed up to hosting that. I've done this in the past, creating podcast. I started my tabletop gaming podcast a couple of years ago. I recorded, just recorded a couple interviews, I hadn't got a name for the show, I didn't have a website, didn't have hosting. I did a couple interviews just thinking if these are good I could talk and tell them where intros and publish them and I did enjoy it so I proceeded with it so actually doing it first and finding out that it seems to have legs I think that's a good idea as well. Rather than I've got the website now, I've perfected that like you've done this, you've done that, you've paid for artwork, now let's have record and you find out. That's the worst time to find out that you're not actually going to stick to it.

**Colin:** Yeah, totally. Yeah, I think that's really good advice and I think we've talked a few times in the past around the idea of at least committing to a season of it is sometimes a nice way to go about it. So that if you plan for the kind of worst case if I do lose interest in this in a couple of months, how do I make it still worthwhile if I give up in two months? Is it still worthwhile having done this and taking that podcasting tool show as an example, I didn't do more than one season because I did kind of get a little bit jaded on just talking about tools every single episode. Maybe found it a bit functional rather than kind of really interesting. But I think it was of real use to our audience, to people in podcasting, to have a season's worth like twelve episodes covering the kind of top tools in our area that people can go and listen to and we guide to and get some advice on that kind of stuff. So I don't consider that a waste and it still stands as a useful chunk of content because I planned it as a season that could be self contained, that wouldn't kind of break if I stopped doing it. Whereas the CrossFit one wordcraft, I stopped that. Partly I stopped it too early, but partly I didn't plan it as a season. So if I had stopped that after ten episodes, the whole principle was that I was going to cover my journey from a total noob to at least being semicompetent. So that's kind of not much use if you only listen to a couple of months worth. Does that make sense? It's kind of making something that is self contained.

**Matthew:** Yeah, that's it. We've talked about this a lot in the past that the perception of a podcast is it's just a thing that comes out every week forever and that's often not the case. You could finish a podcast, you could finish a TV show, it doesn't just need to go off and at the horizon forever. The next point I was going to bring up then was do you actually need a new podcast? So there are a couple of angles here. Firstly, like we've talked to in the past about the pivot of your show, you're doing this one thing but you're going to turn it slightly and do this other thing as well or go off in a completely new direction. But there might be scope for this new topic to kind of marry up with the existing topic that you're podcasting about. Obviously there are tons of examples where this would be ridiculous and it's obviously not an option, but there are some angles aren't we have put down here. Like I've got my net and show, I'm going to introduce craft beard and obviously that's going to put loads of listeners off. But again, that's not always a bad thing. Like if you do keep a coral listeners who it just so happens or really into both of those things, that could end up working really well for you. Maybe a smaller number of downloads, but a much more engaged audience. So there could be scope to add in this new topic to your existing one. And again, there are obviously loads of examples where it would just be absurd.

**Colin:** Yeah, for sure. But there's loads of examples in the past of shows that have branched out. This is one that can be really powered by listeners, isn't it? Like, if you start to hear that your listeners are really into this other thing and there's this core of listeners that like both, then maybe that's what to think about, but there's somewhat more obvious ones. Like you're talking about craft beer. Everyone that's in the craft beer tends to be a bit hipster, but just about anything else artisanal as well, aren't they? You introduced to craft beer like coffee, artisan coffee, and you've almost certainly got a really good crossover or like sourdough bread or stuff like that. Exactly. Beard care. Beard care indeed. But, yeah, the thing with this is you will be niching down, potentially, but if you do, then you might cut your audience by a third, but actually the two thirds that are left will be super engaged because they'll really enjoy both sides and the crossover will be even better for them. But I think done right in some ways you can attract more because if you actually introduce coffee to your craft beer podcast, then you start attracting coffee fans who are looking for a pop coffee podcast. But because they're really into artisanal coffee or really nice coffee, there's a good chance they'll be in the craft beer as well and therefore they'll like that topic too. So in some ways it can really widen your audience too, I think. Have you seen any examples of that out there in the world, Matthew?

**Matthew:** The old niche down. I've come across people before who have maybe almost accidentally, like they've got a show on a thing, but they're always talking about this other thing and some of the feedback they'll get is this person is always talking about that and it's irrelevant. But then they'll get other feedback from people saying, I really like when you talk about this other topic, so that's maybe more of an accidental thing, but it's a hint that you do either need to just own that or create the second podcast. And often cases, if you've got that quote of people who want to hear about both things, I would just, like, I say, own it and go down that route and say that that's what the show is about. Again, another option here as well. You don't necessarily need to launch a completely new show to take part in that topic, do you? Because there are lots of existing shows out there and some of them won't necessarily be begged or established. Colin, you might have your CrossFit show, as you've said there, and maybe I could get in touch with you and just say, like, I'm starting CrossFit now, I've got some voice feedback for you. I could go down that route just if you've got the voice feedback set up on your website. I could be sending you stuff that you'd likely play or I could just get in touch and say, would you mind if I sent you some audio? I'm going to start CrossFit and I'm just wanting to kind of document it. So that would mean that I could podcast on that topic but I'm just getting involved in an existing show instead of having to create a completely new one.

**Colin:** Yeah, it's a really nice idea, isn't it? There's so many podcasts out there that well this is exactly what we're talking about. Isn't that a podcast that kind of ebb and flow? You might start a new one but lose a little bit of interest or enthusiasm over time so you get in touch with somebody who they might be just in that kind of that downturn and really appreciate somebody else who's really into it, coming along and giving them some motivation and bringing some new life to the show. So yeah, I love that idea. That's really good. Whether it's being a regular cohost or whether it's as you suggested, they're just contributing like a we feature every few weeks or taking over an episode or doing some interviews and contributing that to the show as well. That's really good.

**Matthew:** Another question asking. This is obviously a question you would ask recording if you were launched any show, whether it's your first or your 10th or whatever, but it's just ask yourself like what, what am I, what am I wanting to do with this? What does success look like for this podcast? So I'm happy just dipping my toe and seeing what happens or am I really serious about this topic and genuinely believe their scope to sort of grow a business around it. So I think that's quite an important thing to ask as well Colin, isn't it?

**Colin:** And again, there's the whole kind of what does it look like? How will I make this a success even if I am still doing this in a year's time? And maybe that is planning out that one season that is a great standalone chunk of content that they'll be there forever. Or maybe you get some other benefit out of it. Like for example, go back to the CrossFit when I was talking about one of the plans there was to actually just talk to coaches and get some advice around my progression through it and what I can learn and the skills and all that kind of stuff. So even if that hadn't ever got one listener, which I didn't, but would I be able to make it so that I get some benefit out of it nonetheless? So get that coaching, get to talk to people in the industry, get to learn more about it, get to increase those skills, be more healthy and fit and all that kind of stuff. Is there a way for you to create that kind of secondary goal? And a classic. One of them is actually just get to talk to ten people in your industry about whatever it is that you do. Networking, build that network, or it's ten episodes that you record that make you better at presenting or producing a certain type of show. Whether it's you want to do an audio drama and see what it's like to produce that or a documentary or something, you can create these other goals that go alongside the listenership, the audience growth, so that even if those goals, the listenership, the audience growth, don't transpire, you still get something out of creating this show, even if it doesn't continue forever.

**Matthew:** What about thinking about if we're going to do things differently with our workflow than we've done before, or if we're going to try a completely new format or set up or whatever. So maybe with your existing podcast you feel that you've got the perfect workflow now, you've mastered that, you know how to put these things together really sustainably, you know, your gear, and you're just going to replicate that one new topic. Or maybe you feel like this has all just been a bit shambolic, but I think this other way is going to work really well, so you could totally switch around and try something new. Colin, do you follow the same formats and workflows and stuff with the new podcast that you create?

**Colin:** No, I think that's part of the reason I've tried new ones in the past actually, is to try different things. Like the one from a few days ago, for example, was I really wanted to try local recording with more than two people and see how that worked because I've never actually done that on a regular basis. Like get three, four people together and do a topic, almost a roundtable type thing, but more co host it and see what that was like. And then other ones like the the podcast till show again, that was just meant to be a solo show, five to ten minutes max, short, cover, something really short and snappy and see if that could get out really easily and simply every single week. And it transpired. That was true. How much easier it is doing that than a co hosted or an interview show, that type of stuff. So, yeah, I think that's a really good point. It's a great way to test a different format and even that might come into your main show. Like you might discover, oh, this new show has taught me that I prefer doing short and sharp and solo, or longer interviews, or going from a three hour interview show to a ten minute solo show. It might show you that you like that better. What are your other kind of formats that you've tried?

**Matthew:** Matthew so the solo stuff was reasonably new to me because I only started doing it last year. I've never really done any solo podcasting before, but I tried a. Few solo episodes for my gaming show and I found it had multiple benefits. I could just do it when I want, I could even stop for a bit and start again later on and stuff like that. So I was able to test out that format. To be honest, I've done most formats now over the years, apart from probably round table. I have been involved in them once or twice, but I've never ran a Round Table show. And as for gear, I'll just use what I have, what I've always got. I've not got a fancy set up at all. Focus. Right, scarlet, two I, two SM 58 and a Zoom recorder for doing anything sort of outside of the studio. Everyone says studio is just house, isn't it? And edit and wise, I'm always auditioned just because I know it's so well. If I was starting out today, I

wouldn't go anywhere. I need it, obviously. And I guess our website, like I said, going back to the start, I would wait a week while before doing that. I would probably dive in a Pod page to start with. We will get in our hypothetical podcast shortly and talk through what we'd maybe do there.

**Colin:** I think that's a good point though, around the tools and services and stuff. I think that'd be one of the important things in a new podcast, is maybe a great time to try a different format, a different approach, a different idea around the type of podcast you want to create. But I don't think it's the time to try new tools and services and all that kind of stuff. I think if you want to make a second podcast work to be sustainable, to fit into your life so that you can concentrate on the content and the promotion and stuff, rather than the delivery, the gear and the services needs to be invisible behind the scenes, doesn't it? So that means just using the same stuff, the same equipment, microphone, mixer, all that kind of stuff, the same editing tool, whether that's something like audition, like you're talking about Matthew or like, I know I've said it before, but Ality, like design just for the editing, does all the cleanup for you, adds your music. If you can find a tool like that, I know there's alternatives. If you want to check out Ality, by all means go over@ality.com Alitu.com, but there's alternatives. Whatever you can find that makes it easy for you to make your show is really important. And the same with hosting as well. Like, a lot of hosting platforms out there allow you to make more than one show on the same hosting account as well. So if you can do that, even better. And yeah, website like the homepage for it, like Pod page, great. You can get in built hosting websites on, like Alatu, on Captivate, on Buzzsprout, whoever it is as well. So, yeah, I think same tools, same services for all your shows will make life so much easier. Is that your thought, Matthew?

**Matthew:** Yeah. We are probably anomalies when it comes to because this is our industry, we work in it, we talk about it.

**Colin:** We try too many things, we try.

**Matthew:** Stuff with other tools. But for most people they won't care as long as this thing works. And either sounds okay or runs okay. That's all you want. You don't even want to be thinking about it after that, do you? Just want to be putting your content out.

**Colin:** It should be invisible. You concentrate. Your time is spent on thinking up great content, speaking to your listeners and promoting that show. It's not about the hosting, the gear, the editing, all that stuff. Minimum time on that possible.

**Matthew:** That's the key word calling time. Because that's the biggest issue. Probably the biggest issue here is time, isn't it? If you're going to start a new podcast, that time has to come from somewhere. So very few people are like, you know what, I've got this 6 hours a week where I just have nothing to do, so I'm looking to fill it with something. Very few people are in that position. Most people consider themselves pretty busy either with work or family or both. So if you're going to get into doing a new podcast, you can make it really sustainable, you can make it really short and sharp, but the time still exists, it still has to come from somewhere. So that's a big thing to consider straight out of the gatecon, isn't it?

**Colin:** I think that goes back to your question earlier. I know about how enthusiastic you are about it and how long that's likely to sustain. Because if you're recording this thing in the evenings, it's a hobby. It's fun to initially, even if you want to make it a business long term, whatever it is, it needs to be something that you're excited and interesting enough about that it's as good as or better than switching on the TV and watching the next episode of Ted Lasso or whatever it is you're watching just now. It needs to be that enthusiastic in your life. Or the alternative is if it is something that's part of your business, like if you are promoting something, then you build in the time you say, right, Tuesday mornings are now for this show. Yeah. Things don't just happen, they need to be scheduled. We talk about this about Matthew, don't we? You can't just expect it to happen. You need to schedule it in. So it needs to be either like Tuesday night 07:00 every single week or if it's part of your work, maybe it's like Wednesday morning every single week. This is what happens. And there's no negotiating because as soon as you don't prioritize it, as soon as you negotiate on that, that's when it dies.

**Matthew:** Yeah, it's like be aware of running on motivation alone because if you compare it to exercise, which you'd know a lot about. Colin built like Arnold death. After all that cross fit.

**Colin:** Still skinny.

**Matthew:** Is a you think about like in January most people are really motivated to get their health and fitness and stuff like that. So they'll run around that for the first few weeks it's just like, I'm going to get up an hour earlier, I'll do this 45 minutes workout and stuff like that. Your motivation will take you so far there, but eventually people tend to just tail off and go back to their normal habits. And it's kind of the same thing with this new podcast idea. You might be really charged up about it for the first few weeks and again, you're making these unsustainable commitments of, I'm going to get up an hour early and work on the show and stuff like that. And your motivation gradually wanes. And if it's just not a strong enough why for you, the whole show, it's just going to pod fade, isn't it?

**Colin:** Yeah, for sure. That's exactly it. You need to have a good why, something that really drives you just to do it every single week. Talking about, should we jump into the example? Do you want to go through something like as if you were going to start a new show tomorrow, Matthew? What it would be?

**Matthew:** Yeah, exactly. So I was having to rethink about this last night, like if I was just going to start a new podcast and it had to be something I was interested in, but it's something I'd never podcasted about before. I was thinking, what we're getting into the spring here, time of recording. The days are getting longer and I'm starting to look outside in the garden and think about all the work that's going to need done. So I thought we could maybe run a nice show on garden in Scotland. Would you listen to that goal?

**Colin:** No, but my wife would. Yeah, she's well into a garden and she plans out her vegetable patches and all about kind of sustainable living and all that kind of stuff, that we try to make a lot of our own stuff. So, yeah, definitely. I help her out. I'm just not that interested. I just let her direct me call.

**Matthew:** And go and weed that bet and then just exactly get out my board. Yeah, totally.

**Colin:** So what format you're thinking for this, then?

**Matthew:** So what I had in mind again, I wanted to try something that I've not really done before, so I'm thinking co hosted but three hosts and what I wanted to do was have like, someday local. So I would find someone in the local area who's just got a really good garden. The stereotype would be the old retired guy who's just out there every day and has a really nice garden. So I'll find somebody local and I'll also try and find a sort of established expert somewhere else in Scotland. But we'll get them on remotely and the three of us could chat and we're all at various levels. I'm the hopeless guy. We've got the competent local and then we've got the expert somewhere else. So I think that would probably give us a nice dynamic and just be something new for me as well. And I would opt for a seasonal approach because I think that's really apt for gardening, isn't it?

**Colin:** Nice. That does make a lot of sense, actually, because people are not really into gardening over the winter, even though there's like prep stuff you can do for it and everything, isn't there? Yeah, like a spring season, summer season and autumn and then take the winter off or something like that. That sounds good.

**Matthew:** And I think the USPS are show like this, like Scotland's climate. There's all the unique challenges and stuff, mainly end season and it's dark a lot of the year and also from home perspective, going down the route of minimal space. I've not got a very big garden, not got much equipment at all, and I don't really have a lot of time to dedicate to gardening, but I still like to do it. So you're bringing in these other elements. If you look at, like, back in the 90s, my gran and granddad, I used to have, like, gardening shows on and big Touchmark, I think it was, he's showing you what to do. But it's like this massive garden. He's got, like, every tool going and he's got all this stuff and obviously a huge budget and stuff like that, and just thinking, like, you can't replicate that and your own reposted stamp outside, can you?

**Colin:** I was just saying there's that whole kind of idea around Tetchmarter, whoever it is, as well. You've got a whole day in the garden or you've got a whole weekend to work in the garden. Like, here's the 27 things you do, but you're like, what? I've got 28 minutes once a week between dropping Brook off, whatever, and doing something else with someone else.

**Matthew:** And I've got this one rake and it's kind of the heads kind of coming off and the soil is actually just stones.

**Colin:** Exactly, yeah. So a big USP is around just being more identifiable, a normal everyday gardener that doesn't really know what they're doing and they're doing it with a small space, short on time and no idea.

**Matthew:** Look, I've got an hour on a Saturday morning, what can I do to get the most impact here and keep talking on with it?

**Colin:** Great. Yeah. So what about success, then? Do you have an idea of what's going to make this a success?

**Matthew:** So the fact that I do want to have a nice or productive garden, like I want to be grown up at Veg and stuff like that, so I've got a genuine curiosity to learn more about it, to get better at it. And also Marie girls getting older as well. And it won't be long before she's out there putting away with me. And I like the thought of getting her involved in growing plants, getting involved in growing vegetables and stuff like that, because that ties in. You've grown vegetables outside, you bring them in, you cook them. And I think that's really good for kids to see that food can just be grown out in the garden. So that would be my motivation. It wouldn't be anything I'd want to monetize or build a business around. It would just be a personal rewarding thing for me. And I'm sure other listeners would enjoy that as well, because they'd probably have the same motivations.

**Colin:** Yeah, I love it. That's great. And that's a great you've got the motivation to make it, but equally, if you do finish it in 1012 weeks or something, you've still done that and kind of put that out there for her to see in the future or that activity you can do with her and you've learned through these experts as well. So I love that it's kind of a secondary success and she could be.

**Matthew:** Another co host as well.

**Colin:** Yeah, totally. Yeah. Perfect. All right. I like it. That's a good little example of a secondary show that you could start up. I presume you'd use the same kind of gear, editing, hosting, website, all that kind of stuff that you keep all simple.

**Matthew:** Matthew yeah, so I'd probably go with a Pod track P four, the Zoom recorder, because I could use the two local mics and I could connect to the third host remotely. Perfect edit. And like I said before, I just use Edition because I've always used it. But for the beginner, I wouldn't recommend it at all. And because I like to test out new things, I'd maybe opt for a different media host that I'd used before just to try them out, just to.

**Colin:** Give it a go.

**Matthew:** And then the website, I'd just bang up on Pod page, but I'd review that after six or nine months. I'd see what the downloads were like and stuff like that, what the traffic was like, and if it was doing well, I could maybe look at moving it on a self hosted site.

**Colin:** All right, perfect. Right, that sounds good. Matthew I think I've covered that quite well. I think we now know whether we should start a second show or not. We've even tested our concept for a new show. So hopefully you're out there listen and hope. I give you an idea of whether it might be an idea to start your second show or whether I think we've given some good reasons why you might want to consider just including it in your existing show if you can, or at least be wary about starting something brand new. Right. I'll mention just before we finish up the Ten 1010 Challenge, triple Ten Challenge, if you want to learn how to cut your editing time drastically down to even ten minutes in a day. Get ten extra interviews for your podcast or no, you're getting on interviews with ten other podcasts to get yourself out there more. And do all of that in just ten days. Go over to [thepodcastpost.com](http://thepodcastpost.com) ten, all spelled out ten. Otherwise, hopefully we'll see you there. All right. Thanks, Matthew. Could have a chat about gardening and other things.

**Matthew:** I'm off to start my show. We'll check in next week and find out how it's growing. See what I did there?

**Colin:** Oh, my goodness. All right, we'll leave that. We'll leave it at that. Hope out there. You now know whether you want to start a new show or not. We'll see a bunch of new podcasts spring up. Spring up. Mess good in the next few weeks. We'll talk to you then. Cheers.