

## Podcraft

### Podcasting in 2014 Vs 2024

**Colin:** Hey, folks, and welcome to another episode of Podcraft. This is the show all about podcasting, from launching your show to monetization and everything in between. I'm Colin Gray from thepodcasthost.com, always joined by Matthew. How you getting on, Matthew? You've got a plan for today, don't you?

**Matthew:** Because I have no, absolutely not. No plan, but two people who are more than competent enough to carry us.

**Colin:** Through to make episode.

**Mike:** Yeah.

**Matthew:** Who we got on the episode, Colin.

**Colin:** We've got the most excellent Mike and Isabella Russell from music radio creative. How are you two doing?

**Isabella:** Great.

**Colin:** Good.

**Matthew:** We want to talk here about how seamless this has all been. We got together. We were just saying between us, we've got 40 plus years experience in pod casting. So when you get folks of this magnitude together, everything's just really seamless. The setup works straight away, and we're just right in there, aren't we? No hatches at all.

**Isabella:** This is so smooth.

**Mike:** No distortion, nothing mixed, minuses, perfection.

**Colin:** Okay.

**Isabella:** The real pros. And that experience of 40 plus years means that we can just make it kind of wash off us as if nothing happened and continue with a straight face, right?

**Colin:** I would like to say that, but my heart rate is quite high right now, I have to admit. So just to open up behind the curtain to the listener, I just tried a new setup this morning. I've plugged into a rocaster duo, came onto the call, and obviously it was echoing because I hadn't put the mix minus settings on. Couldn't get that working right, though. So then proceeded to go through my entire studio worth of microphones. How many do you think it was?

**Isabella:** I think five or 16.

**Colin:** And something had happened during that whereby my pc had set its volume settings to five out of 100. And I didn't know that at all. So every one of those microphones did not work, and it's now 35 minutes past when we're due to record. So, yeah.

**Isabella:** Clearly the lesson of this whole thing is that if things go wrong, don't worry, they go wrong for the pros as well. So it's like, just don't stress.

**Mike:** I think that's important. It's part of the journey as well, that no matter how much experience, no matter how long you've been doing anything for, you can still make a mistake or you can encounter something that's unexpected. Like you say, your pc magically seemed to decide that it wanted to change its audio settings. I watched a YouTube video, it was a plumber installing a toilet, and he said, I'm just going to drill. And he had years and years of experience and then he drilled right through the main water pipe and it burst up. But I think it's about the journey. He made it to the end and he said, look, and now it's fixed and it's better than ever before. And the brand new toilet is installed. So I think these challenges, they give us something to content, if anything else.

**Colin:** Yeah, well, at least I've not flooded the office. That's good.

**Matthew:** Yeah. I had an angle going into this when I invited Mike and Isabelle on, for various reasons, that we'll get in there like ten years since UK pod and just talking about the evolution of podcasts and since then. And one of my things was I want to really dig into how easy it is with all the tools and equipment at our disposal now compared to ten years ago. But maybe that's not always the case, is it?

**Colin:** Yeah, well, I think it's the thing I bang on about most in podcasting is keeping things simple. So I've utterly blown that advice right now by making my setup more complex. And that's why something went wrong. So, yeah, keep it simple. Usb mic, that's all you need.

**Mike:** That's the thing. Knowledge can be a dangerous thing, because the more knowledge you have, the more you want to try, the more you want to complicate your setup. And I know all of us here on this podcast today, we are used to trying out lots of different equipment, but I constantly suffer from having too much equipment. And actually Isabella is brilliant because she'll say to me, right, you need to go through, you need to have a studio refresh. I want you to pull everything apart. And I hate it

because I'm like, that means a day of pulling my studio apart rather than doing other things. So I'm like, go. Going under the desk, pulling out wires. But actually at the end of the journey, I'm grateful for it because I've cleared out a load of stuff and it just feels great. So I think simplicity is it. And sometimes when you have too much education in an area, you can suffer from overload, can't you? Whereas someone coming in fresh, starting with just the USB mic they need, can actually make something great quickly.

**Izabela:** I think it's important to go back and revisit what you have, because over the years you can add and add and add and actually not going back and thinking, do I need all of this? Can be so dangerous. Yes, I definitely love a good sprinkling. I absolutely enforce that on Mike, like, at least once a year, I'm just like, that's it. You've got to have a quick look through all the wires because it's driving me mental. But it's actually a very healthy and helpful thing to do because just things change. Like, a studio is not as static as I think people would like to think it would be.

**Colin:** Right? Yeah, I love that philosophy. What is it around when you're trying to clear something out or when you're trying reviewing your projects even, or your gear, whatever it is, you look at everything and say, if I was starting again now, would I buy this thing? Like, would I spend the money on this thing? Or would I choose to have this here right now? Rather than, I'll just keep it just in case it's like, more. Would you invest in it right now if it was with today's context? Yeah, I like that philosophy.

**Mike:** The only place I don't agree with that philosophy is cables, because you're always going to need that cable and you're going to rummage through, you're going to say, I don't need this anymore.

**Colin:** I'm getting rid of these cables, these.

**Mike:** HDMI cables, not needed. And then one day down the line, maybe a year later, you'll come to it. You're like, I really need an HDmi cable that's 2 meters long. I don't have it.

**Colin:** I have to go to Amazon and.

**Mike:** Spend ten pounds on an HDMI cable.

**Izabela:** Says the man who has an attic full of boxes full of cables.

**Mike:** Yes, because you always need a good cable. Yes. It's good to refresh your setup, get rid of the big stuff, but keep your cables.

**Colin:** Yeah, absolutely. And the reason that Matthew and I ended up in the office that we ended up in, what, eight years ago now, 2015, was because of cables. I was literally told by my wife, look, if you're going to keep going with this, you need to get these all out of the house. So I was like, right, I suppose I should go and rent an office. Then. It was literally just as a storage place for all the cables that were then lying around the house.

**Mike:** And then those argos, plastic boxes with lids come in really handy. So I've got an audio box, visual box, a power box, an ethernet and networking box. And like Isabella says, they're full to the brim with cables.

**Izabela:** Literally cable out. At least ten studios. Like, let's just say that way because what ends up happening is like, he has all the cables, but then he either can't be bothered to look for one or can't find it. So he buys another one. We keep on adding, it's bad, it's bad. Our cable holding in this house is bad.

**Colin:** I think anyone out there listening will identify with that. So that's all good.

**Matthew:** I do have one anecdote on this, not to divert us too much, but just on this sort of theme.

And I was speaking to Mike before we recorded saying that I was asking them if he tried the maono. I'm not being sponsored here, by the way. PS 22 audio interface, it's not the focus. Right, scarlet two. I two. But I've been reviewing that recently and when I plugged it all in for the first time, I couldn't get any audio. And I'm doing various things, installed a driver. I was getting to the stage where I was like, maybe a bit of ASIO for all here and stuff like that. And then I had another quick glance and I was like, oh, there's a power button on the back, maybe I'll switch that on. And I switched the power button on and it worked. So sometimes the simple solutions are there.

**Colin:** Well played, pro.

**Matthew:** That's why I get paid to write these reviews.

**Izabela:** There you go.

**Mike:** You shouldn't need power buttons anymore. It should just be usb in on it comes.

**Colin:** Yeah, actually, it slightly annoys me about this rodecaster duo that I have to press the button and then it takes 10 seconds to boot up. And yeah, if it just came on when I turned the plug on, it'd be much better.

**Izabela:** Yeah, it takes a while to boot off as well. But one thing about I would say is that I'm probably out of the four of us here, I'm a massive technophob. So it's like if something works, I will just keep it running. I don't want to change things because if I break it, I'm absolutely paranoid. So recently my computer completely broke down to the point where I had to actually just plug in. Completely new computer. But what I loved about the rodecaster is I could just plug it and everything worked

seamlessly. I didn't have to make any new settings. So for somebody like me, I was like one thing less to worry about to set up from the start. So that was great.

**Colin:** All right, Matthew, what was your actual plan for this? Because we can talk about ten years of podcasting.

**Matthew:** Yeah. Time of recording. So we're both into 2024, we're now into February as well. And we were chatting between us. Colin? February 2004 was when the term podcasting was first used by journalists writing in the Guardian, Ben Hammersley, I think so he wrote the word podcasting for the very first time, as far as anyone knows. And then if we fast forward ten years on from then, Colin, you and I met at making Isabella's UK pod event in Birmingham, 2014. So it just seems like things have fell into place quite nicely just to revisit the past ten years, I suppose, kicking things off by looking back at 2014, like, what was the thought process behind saying, let's do a podcast and event in the UK?

**Izabela:** Do you know, at that point, were completely hooked by the events in the US, and there was NMX in the US, which is like, place for bloggers, really. But podcasting started to kind of take off in there in some shape or form. And we went to an event in there and everybody was so enthusiastic and people were, you know, it's like, with know, I can finally become an authority and this and that and love this. And then we were like, wow, wouldn't it be great to bring this into the UK? And this is how the whole concept of UK podcasters was born. And actually, it was coincidentally at exactly the same time as the podcast movement was taking off in the US. And we just wanted to bring that bit of inspiration. But that part that was like, listen, podcasting has the power to influence. You can become influencer as the podcaster. And I still remember people were just blankly looking at me and saying, what you are, just like, what is podcasting? What are you on about? It's like complete bollocks on every aspect of it. And actually, I do like to look back at that and say, I told you it will work. I told you we will have influencers out of podcasting.

**Mike:** Yeah, I think so much has changed as well since 2014. So we've seen this evolution. I think you put it very elegantly when you were saying 2004, when the term was coined. And then ten years later, we gather this group of just over 100 grassroots podcasters, like people literally grabbing a microphone and talking about something they're passionate about. That's always what Isabella and I were really interested in doing. And now, over that ten years, we've seen things like the podcast show in London sprout up, which have not only pulled in, they still pull in the grassroots podcasters, the podcast producers, but they've also got the big industry there, like the BBC and Spotify. And so to see it grow like that is absolutely incredible. And I think maybe in ten more years, it'll be the AI podcasting conference, and it'll only be attended by Elon Musk's Optimus Tesla robots. And they'll be like, yes, I have a cloned voice, and I podcast you. Nice to meet you. I don't know.

**Colin:** That'd be interesting. Be a good conference to go to.

**Izabela:** At least for the robots, not for humans.

**Matthew:** Clearly, Colin, from your point of view, obviously, it was harder to get speakers for podcasts and events back in those days, and you managed to land a wee spot on the stage. How was that for you in those days? We're all sound really old here, but was that, like, your first time speaking at a podcasting?

**Colin:** That was like. It was a really weird threshold for me. I think I've said this to you, Mike and Isabelle, over the years. Thanks again for that, because I was still working at the university at the time, and so that was kind of the first time I'd talked at a few university events, academic events, about very boring academic stuff. But that was the first time I'd done it on the thing that I was kind of more passionate about my hobby, basically, at the time, which was podcasting. And it was that really meeting all those people, meeting you, Matthew, at that event, that really pushed me over into turning it into business from there. Like, it was the year later that I went full time on it, and you and I started working together properly, Matthew. So, yeah, it was a real change in my life. A real threshold in my life, that very event. So, yeah, it's very cool.

**Izabela:** That's really cool.

**Mike:** It is really cool. And that's exactly what we wanted to do, was gather together the deep thinking minds in the podcasting area as a time capsule back then, ten years ago in 2014. And as Isabella mentioned, we went to the US. We were inspired. We wanted to bring some of that over. And I remember the keynote was Jason van Orden. And for me, that was very appropriate, because about three or four years beforehand, I was listening every week to his Internet business mastery. And I can absolutely say that that podcast changed the course of my life. I was working in radio. I was doing a regular job. And then I listened to Jason and Jeremy talking about how you can build your own business. And that inspired me, and therefore, Isabella, because I was constantly saying, we should do something like this. We should do something like this. And you were building our music radio creative business as well. So we took on that project. And then, yeah, it was a small amount of really

good quality people that we gathered at that conference to speak, and you were definitely one of them, Colin. In fact, I think you're the only one in the UK talking about podcasting. So it was really exciting. And still are, in my opinion, like an extreme authority in podcasting. Like the podcast host, it's like it comes up in every search I do.

**Colin:** So you're doing something right.

**Mike:** It's great to see that longevity.

**Matthew:** You know, it took them 35 minutes to get onto this recording, so let's not exactly.

**Colin:** No, that is absolutely the same experience, Mike. That was the show that changed my life as well, to be honest. That was the one that started the podcast host. Like, I started the podcast host website after listening to that show. I first got into it. I've told this story on many a show, but I taught people how to podcast as a technology for learning. That was like my kind of very starting point in podcasting. But the reason I started writing about it on a blog was listening to Internet business mastery and a couple of other shows. Paul Boag as well. Boag World, that was a web design one. So those two together sort of transitioned into starting the website, writing about, you know, learning that blogging could be an actual job, like about affiliate marketing. So, like, earning some money from the reviews we did and all that kind of stuff. Those things altogether were what turned into the business we run today. So it's really weird. These things that come was, I think I got a curry with Jason at that event with Richard Tubb as well, one of the first times I'd met him. And it was a really weird, surreal thing because it seemed so famous to me at the time. He seemed. Him and Jason. What was it? Jeremy and Jay. I can't even remember their. Yeah.

**Mike:** Jason Benard and Jeremy Fransden.

**Colin:** Yeah, yeah.

**Mike:** And you've coined it. You've absolutely coined it there. You use the word celebrity or famous. I think you use the word famous, and that's exactly what you've vocalized. Exactly what I was thinking about. Another name I'd throw into the mix is Pat Flynn. I was listening to him with his smart, passive income podcast alongside Internet business mastery, and I remember listening to these folks and never having met them and thinking, wow, what they're doing is incredible. One day, I would least like the opportunity to meet them. And from that came something amazing and a whole maybe change in direction of the way people approach podcasting in the UK, or at least a segment of people. Right.

**Izabela:** You see, I've always believed that it's the human to human connection that really makes something special. And podcasting is so intimate, it's so individual in a sense that we all have journeys of being influenced by a podcaster in one way or another, because genuinely something magical happens. And I think that when you have people who are so incredibly passionate about what they do in whatever niche that is, right, we all have different interests. So we will look for podcasts on that specific niche process and we connect with those people and we learn from them and then we can feel inspired to take action to and do something. I don't think there is another medium like that out there, perhaps YouTube to a certain degree especially, a lot of podcasters are jumping onto YouTube. And I know, Mike, you will throw a lot of AI into the mix. I genuinely do not think AI will ever be able to replicate that because know when you cloned a voice, something magical happens. When you are recording the podcast, when you are having conversations, when you are genuinely sharing something that you are passionate about, I don't think AI will ever be able to step on that.

**Mike:** I agree with you, Isabella, and I think know I've used AI, as I'm sure a number of us have in this conversation and listening to this show as well, I've used it to summarize podcasts to say, give me the key takeaways. So I thought initially that would be a hack for me. I'm like, now I can consume 50 podcasts in a day because I could just read the headlines. But of course, as I'm sure we'll all agree, you don't get the nuance of the conversation, the human aspect. You get the. They talked about creating an event, they talked about traveling here. It's not the same as listening to the actual.

**Colin:** Agreed, agreed. Matthew, why were you there?

**Mike:** Remind me.

**Matthew:** So my pal Robert and I, we were making our audio dramas back then and we'd started our podcast about making dramas, very, very meta. So yeah, we'd encountered the event on the old social media back when I had social media accounts. Must have been Twitter or something like that. Twitter wasn't as obnoxious as it is now. So we just said, look, this thing's happening in Birmingham, let's go know very reasonable price. And it wasn't a big gamble for us to go, so it was accessible. And I was aware that these things happened in America, but it just wasn't viable. We were at college at the time, so we were able to go down to that and just thoroughly enjoyed it. Again, it wasn't that common to meet other people that listened to podcasts. It's certainly not that made podcasts. So to actually go and be amongst people, which was great. And I've been at lots of events since, and we've talked about the London event and stuff like that. It's brilliant in so many ways. But one thing that you guys nailed back then, and I don't know why this isn't more replicated now, is just like it was one single

session that everyone went to, and then we all went out for a coffee and we all chatted and we went back and we had one more thing that you all attended. And the last time I was in London last year and I left this on the feedback form for them is I just felt overwhelmed because I was looking and I'm like, quite fancy that, but this thing's on here and half the stuff, I wasn't even aware what was going on because there was just so much. And I think that becomes overwhelming and it loses its value after a wee while. So I just really enjoyed the way it was set up back then, and I kind of wish we would see more of that these days with events as well.

**Izabela:** Yeah, I agree. And for us, it was always about building a community. And I think that it was always community first and then everything else after that. And that was the key, because if you focus on people, genuinely enabling people to connect, then you want to give them as many opportunities to do that as possible without the overwhelm, just keeping the sessions focused and to the point and to really high quality, and then just encouraging people to actually mingle and to talk. And so many amazing things came out of that, like the two of you doing so many great things together. There were so many other success stories of people just collaborating on the back of that event, and that's exactly what we wanted. I don't think people do it enough now.

**Matthew:** Yeah, it's funny. Again, going back to the last couple of years, we're obviously lucky to have that event in London now, but you're still meeting folks like Kevin Field is a name that springs to know. I'll just meet Kevin every year now and it's like no time has passed at know. There's just folks that are so familiar to me from when we were doing the events back then as well. I'm curious as well if we go back to 2014, Mike and Isabella, as well as running this event. I just remember you guys, you seemed to launch a lot of podcasts in that period you were running. I think the main MRC one, which was really good. I used to listen to that at my work, but I remember you tried lots of different podcasts, didn't you? Was that just a wee? Let's see if some really has legs here. And what was the kind of process there.

**Mike:** Yeah, we did. We threw a lot out there. So obviously there was the main MRC for our audio business, but we also started up a UK podcasters show. Eventually that turned into new media Europe and we did something there. But also I went through a specific stage where I was testing, doing daily podcasts and that was out without any AI assistance as well. Literally trying to put content out there every day. And I think I went into five different niches trying to remember them all. Online marketing, the Isle of White, because we just like the Isle of White. There was another one about, gosh, I can't remember the other two, can't remember them. But the one that did the best, actually was the audio production podcast. And I just started a show and gave out some tips on there. I think it's probably still kicking around somewhere in the directories, and I believe that one blew up because I think Apple decided to feature it somewhere in their directory and that got a really decent amount of downloads. In fact, I look back and think, why did I not keep going in some form with that one? Because, yeah, that was the point of the experiment, to find out if anything was working. I guess if I was to take anything home from that time of trying a lot of podcasts is actually find something you really like, you're really good at, you're passionate to talk about, and ideally that other people want to hear about. And that's the perfect mix. Don't go off looking for templates and say, oh, I should do daily, it should be 20 minutes every week or whatever. Just do what suits you, but do something you really, really like and you're good at, and you think other people want to hear about, and then everything else, the magic will just work.

**Izabela:** And actually, I have an interesting question to the three of you. Do you think that if somebody is starting a podcast today, do you think that they could succeed without the video element? Do we think that video became so incredibly important that almost makes it or breaks it for the podcasting?

**Colin:** I'm happy to evangelize about that. And I've been asked this question many times. I've been to quite a few events over the last few years where I've seen video just completely take off in terms of the way it's promoted in podcasting. And I think there's a really dangerous trend whereby I believe a lot of what's behind it is companies actually developing their systems and becoming more, trying to become more unique, or try to develop new video recording, video editing, video quality type software, and actually pushing that as what podcasters need to do because it's somewhere they stand out. It's a place they could innovate. And I do think video works. I think it works really nicely. I think some podcasts can use video in a really good way, whether it's little clips for promotion or whether it's full episodes. But I think it needs so much more work, so much more time, so much more thought and production. All of those things. For the most part. Of course, I'm talking on average, like, there'll be standout ones where it is literally just two faces with a crappy background that actually work on video. But it's a rare, rare thing. And I think the trouble is that the little podcasters now think that video is an essential and therefore it kills podcasts because they try to do video and it's too much work and it's too much time and it's intimidating because you've got to have your look right and your lights and all that kind of thing. And it's a bad thing because that's that pressure put on people and it

kills more podcasts than it should. So that's my worry that I think, yes, it's a good thing for some people. Yes, put some work into it if you want, but don't feel the pressure to do it. Because the power of podcasting has always been how easy it is to do. Because you can have a script in front of you, you don't have to care what you look like. You've just got yourself and a mic to put it out there. So I don't know. That's my thoughts. I've always tried to try to make it clear to people we talk to that it's not essential. Start with audio, move to video if you want. But yeah, I don't know. What do you guys think?

**Mike:** I think that's really good. I like that because that encourages people to take action and not worry about all of the issues that come up with video. Of course, there are issues with audio as well, but I feel like, yeah, there's an extra hurdle and it's harder to leap over when you're doing video as well. And that should not prevent someone from starting something and getting a message out there. So. Absolutely. I think you put it really elegantly, Colin, that that can be a way. Now, I might add to that. I might, you know, if you've got a camera there and you've got the ability to record and like we say, most of the apps know, Squadcast, Riverside, all of that are allowing you to do that. Why not do it? But I would still do it with an audio first mindset and worry about what you look like and whether everything's correct afterwards because you're getting the message out there.

**Izabela:** But I also not a woman on that one. We worry about how we look before.

**Colin:** We worry about the look.

**Mike:** I do also see the value of, obviously YouTube and also maybe putting the video up on Spotify as well. That's doing really well in the video. You know, I don't know. I think you are going to hit more people through video, but you shouldn't let it stop you. What do you think, Isabella?

**Izabela:** Hang on. Matthew, what do you think? We haven't asked.

**Mike:** What do you guys think?

**Matthew:** My quick two cent is just that I agree with what's been said so far. And I would just always think, well, what are most people doing when they're consuming podcasts? They're driving cars, they're doing road tasks. And I know you do get people that will put YouTube on, quote unquote, in the background. So they're essentially using it as audio. But let's remember, until we've got self driving cars everywhere and you've still got your housework to do most of your podcast listening time, you're not really in a position to watch a video anyway. So that's why I'm super confident that audio is always going to be the main part and video could of course support it, but audio is the main player in podcasting.

**Izabela:** I like that. My only worry, I guess, with that is that people get very discouraged because they will start an audio only podcast and we are no longer in the same position we were ten years ago where there was literally no competition on iTunes Apple Podcasts now. But now it's hard. I think that you release a podcast now, you will be lucky to get like 1020 listens each week when you do very little promotion. Whereas with video, you see it's in a way easier to hack the YouTube algorithm to get the video to be exposed. Like if do we think that no video can hinder almost releasing a podcast? In a way, it's like, how do you promote an audio only thing that works? Because I must admit, I have not seen anything yet that is really good for growing your podcast that does not.

**Mike:** Involve video or something like headliner, right? That does the animated waveforms and text watch that.

**Izabela:** It's like, do you ever watch that? I always skip that. That doesn't work. I haven't seen a case where it works. I don't know about.

**Colin:** I worry, though, that most people don't want to watch standard like face two faces with kind of no thought about the studio and no thought about the lighting and stuff like that, too. I feel like the people that you post a 60 minutes recording of just a squadcast recording or whatever, it's not even much better than that. But I don't know. I know trends are changing and there's a risk that we hang on too much to the way that we listen to podcasts, and maybe 20 year olds are not doing that. And so, yeah, I'm not, honestly, not too sure. Yeah, I think they can both work, though. I have seen audio only podcasts still grow in this day and age, and I think there are lots of tactics out there you can do it with. And I also have tried a lot with our new show. We've just released a show called the Creator Toolbox, where we're kind of widening out and talking to creators more widely. And I've been trying to do video on that part of the purpose there was to have a show where we record video and we do a lot more clipping and social sharing of those clips. And I thought AI would make that super easy, super quick, super fast. But it still takes like, hours. It still takes hours to choose good ones, to then schedule them all. Even if you've got tools that help you with that part, it's still like such an extra big job to add it in. So, I don't know. I do worry about it.

**Izabela:** It is. It's like a full time job. That's the thing. It can become your full time job if you let it. And I think just going back into the ten years ago, it was, in a way, so simple, right? Because you could just record an episode, release it, and it worked, whereas I don't think it does in the same way. Like, so much has been overcomplicated with various different tools. I mean, the saddest part is we do a lot of

editing for clients where they will come to us, they will record audio, send to us, we will post, edit, send back to them. And actually, the number of podcasts that don't go beyond ten episodes is staggering because people get discouraged so fast. They're like, well, what's the point of me putting all that time, all that money into something that gets 20 listens, right? So it's like, how do you overcome that? I think that's really difficult.

**Colin:** Do you think it is hard? I feel like the shows that, and I'm sure people would point out many cases that this isn't the case, but I feel like the shows that do really well, even the ones that end up in really good video studios and stuff, all have a history of doing just a year's worth of audio only podcasting, learning their craft, getting better at it, learning how to be a good presenter, learning how to craft actual good, compelling content, and doing that with next to no listeners, doing that with listeners in the tens or the hundreds and only kind of hitting a point where something happens, where something clicks and they find that, they find their skill, they find their kind of zone of genius, whatever you want to call it. And then they can add in things like video, and then they can add in more production and all that kind of stuff. But I don't know. I think there still is a big case for that. Keeping it simple, keeping video out, like spending six months just actually figuring out what your topic, what your content, what your skills are for a lot of people, certainly, I don't know too many cases of people who have gone straight in with, like, a really heavy studio and gone video first and actually succeeded within the first ten episodes anyway. So I don't know. I may be totally wrong on that, though.

**Mike:** Yeah, I think that's a beautiful way of describing it. It's that basically, the message is, just start now as quickly and as simply as you can and improve over time. Maybe your first audio episode isn't going to be great. Maybe it's just going to be a simple usb mic on your desk, recording in and uploading. But over time, you might get a better microphone, you might get some sound treatment. You might eventually introduce video, and, I mean, look at, obviously a youtuber as opposed to a podcaster. But Jimmy Donaldson, Mr. Beast, he's got all of his videos dating all the way back to when he was like, 18 years old, still up on his channel. And I've watched through the progression of a lot of his videos. And he started out when he was 18, just gaming, and he'd switch on his capture card and he'd just be gaming, and he'd say, today I'm going to talk to you about the YouTube algorithm. And he'd do that for a couple of minutes and then stop. And that was his experimentation and he had no views on them. But now, of course, those videos have like, millions of views, so he never knew that was going to happen when he was recording them. So I guess, don't let it stop your progress.

**Izabela:** I think it's the consistency more for you than for your listener. Because if you are consistent, you consistently learn and improve as you go along and actually just overcoming the fact that yes, you might be talking to ten people each week, right. But if you were actually to put those ten people in the room with you or around the table at dinner, isn't that great that those ten people decided to turn up? Right. That's quite big.

**Colin:** Yeah.

**Izabela:** I think we have expectations. High expectations.

**Colin:** Absolutely. It's the age old. Yeah. You just need to actually do it. It'll grow. It's starting it simple, keeping it going, and actually it'll grow over time. You're going to be speaking to nobody. Nobody wants to hear that truth that it takes six months, it takes a year to actually grow a decent audience. But if you're improving every week and you're doing a little bit of work on promotion, just like take one little tactic every week and do something to help grow your show, even if it's only 1015 minutes worth of work on it once a week, then that'll work over six to twelve months. But it does take a while still.

**Izabela:** It really makes me want to start a podcast now. Yeah, I'm just like, it's been a while.

**Colin:** Actually. I've written down, I did my kind of start of the year journaling, figuring out what I want 24 to be about. And I've said to myself, like, 2024 has got to be the year of creating again for me. I've just not made that much in the last year or two. I want to make more stuff this year and more fun stuff as well. Some things will be for work, for what we do, but some things that I just want to do to mess around.

**Izabela:** I like that.

**Mike:** On that point, I think that's a really great point. I'd love to ask you a question, Colin. What is the kind of content you enjoy creating the most?

**Colin:** Oh, that's a good question. I mean, I do really enjoy creating. I hope this doesn't come across cheesy, but it's true. I really do enjoy creating things that I know will actually teach people something. So I've always really enjoyed creating the stuff. And I think you're the same, Matthew. Aren't you like creating stuff on the podcast host? We both enjoy it because it's teaching people, it's helping people, and it's something we really are. I still listen to 1015 hours of podcasts a week, easy. I'm still so much a consumer of it as well as a creator, so I do really enjoy that. But I do want to make something. I do want to make some different stuff as well. I played around with making a health and fitness podcast a while back because that's just one thing I'm really into, and I experiment a lot with it. And my trouble is

I'm a bit of a geek, I'm a bit of a nerd. So whenever I get into something, I fall head into it and do far too much research and learn far too much about it. So I like sharing that stuff. So it's something around that. And I would really like to make something. I'm kind of wary about doing this, but I would love to be able to make something with my kids. I don't really want them to be face forward on it. So I'm trying to figure out a way right now to make something with them so I can spend an hour a week just doing something with them creative, maybe even give them a few skills around that for the future, but not actually expose them to the world too much. It's a really weird thing, this, but I've got some ideas around doing it, though. But I think that would be something really interesting to do.

**Matthew:** Yeah, I was just thinking back to talking about people starting these days and how a lot of people will give up early. And when you think about this idea of a lot of people get caught in a perfectionist trap, and now you're told that there's more things to be doing as well. So let me, before I've released my first episode, get really good at audio, get really good at editing. I'll get my video set up and everything, and say for a new person listening to this, that they do put out one episode and it's perfect. It's absolutely the best podcast episode that's ever existed. But they've got one episode.

**Mike:** So.

**Matthew:** So what? After that, the listeners heard that the viewers watched it, whatever they think that was great, but they've nothing else to do. Whereas if you've been working away at this for months or years, you've got a back catalog that they could then say, you know what? I really like that. Let me grab some more of these episodes. Let me spend a bit of time over the next few weeks just binging this back catalog. That's when you really make a fan in podcasting. It's not because you did one perfect episode and people had nowhere else to go after that. So you do need that back catalog one way or another. There's only one way, and that's to just do it, do it consistently over a period of time. That's how you really bring people in and your next episode, then they're on the train with you. But you're not just going to get this one perfect episode. It's not a film.

**Colin:** That's my agreed. Well, we won't keep you too much longer. We know we've had you for a while now, Mike and Isabella, but I'll ask that question back to you guys like Isabella, you were talking about creating more content as well, then inspired to make a podcast. What do you enjoy creating? What would you make this year if you were going to start something?

**Izabela:** That's really a good question. I don't know. I really would like to start a podcast. I've been toying with that idea in my head for a while. I was thinking I would really love to do something. The thing is, though, I always worry. So I'm genuinely like a massive worry in my head that it's like, will anybody like it who like to listen to this? It's like, do I have a valid point? It's like I really question myself a lot and that's a really bad thing because, yeah, it stops me from progress. But if I was to create something, I don't know, it would be like a combination of business stuff because I really enjoy tinkering with e commerce stuff, but also podcasting itself. And then there is the YouTube side of things and it shifts. That's the other thing. It's like my interests shift throughout the year. So it's like I will start a year with massive head inside a YouTube algorithm, but I might end it with something completely unrelated and maybe just more on like a productivity side rather than anything else. But I actually like talking to people. So whatever I do, I would like to do something where I have opportunity to just talk to people and pick their brains.

**Colin:** Yeah, like that a lot. It's hard that, isn't it? Finding something that is consistent enough, but gives you enough variety and flexibility that you kind of know that you're not going to grow quite as well as you could than if you went really specific. But actually, you know, find as well that you're not going to keep doing it if you make it so specific that it bores you after a while.

**Izabela:** That's the thing. And I don't want another job, you see, it's like I have a lot of jobs throughout the day and I would like to find something that will not feel like a job after a while. So I want something that will keep me having fun. And I can see as, hey, it's like, finally I've got the time to turn on the microphone and do that thing I was really looking forward to because all the boring stuff is done. Whereas I don't want this to become the boring stuff. Whereas like I have to put another episode because I haven't recorded this week yet. So what am I talking like? This is my worry, you see, this.

**Colin:** Is what you make.

**Mike:** Yeah, I'm just listening to what Isabella said there and I think that's great. Talking to people, having guests on I think is an interesting thing. So that could potentially work for you. Isabella and I genuinely enjoy doing shows like this where we're all having a discussion and bouncing off each other. But for me, like you, Matthew and Colin, I really enjoy teaching so particularly new techniques and ideas. So often I find there's only so many ways I can talk about setting up a compressor. But when a new feature is released I'm really excited and I think that's what thrills me the most, is new things. So anything that's new and available obviously in the audio space very dear to my heart. But more and more so, certainly over the last twelve months or so, AI has been an incredible area of interest for me and I want to watch how that grows, how that augments us as creators. I know a lot of



people are saying on the other side of the fence it's going to replace us as creators, but I genuinely believe it's augmenting us, particularly if we use it correctly and we use it to help us and we don't use it too much to think for us, but it is great for turning messy notes into a show script. So I just want to be on top of the new things. And I think what will excite me for the rest of this year is creating content around the new technologies that are coming out pretty much daily at the moment to help us with our thing. In fact, I was just playing, I don't know if you guys have seen this playing with a technology called Wondercraft the other day and you've seen it, Colin, where it generates a script for you, voices, the thing mixes it up and boom.

**Izabela:** I'm like nah, it's just not.

**Mike:** To.

**Izabela:** Go through a period of time of being so whoa, about this. And then they will realize that actually people just like to listen to people. And this is why you would maybe turn on the news channel, right? Because you wanted to hear the latest news that lacks personality and everything else, but for that intricate personal development where you want to learn something, you want a teacher and the teacher has to be human for you to really get.

**Colin:** But it can also aid you.

**Mike:** So there are apps and startups now that allow you to throw in your feed of blogs and things that you listen to and consume, and it creates you a personalized daily podcast of maybe 20 minutes. So everything you'd read across the Internet can be curated into that podcast and it can say, good morning, Mike, here's your daily brief. This is what the verge is saying. This is what Techcrunch have. This is what the podcast host has published this week kind of thing, all in one thing. And I can say, I really like what Colin's done with that. I'm going to actually go and look further. So hopefully that's a way of augmenting know. But I do hear your warning of let's not let it replace us and think for us and do things for us. Because of course that obviously potentially breaks trust with the audience because they're like, well, I don't know when I'm hearing your voice, if that's you or AI you. And that's a concern, right?

**Izabela:** But also to me this has a potential to really ruin podcasting, as in like it can dilute so much because people will be like, oh, this is so easy to make a content. I don't have to do anything, I can just press the button and it's all there, right? But that will dilute content so much that actually the real people who want to create something meaningful will be so much harder to find and therefore they will have smaller audience as a result. So I think that there is a massive word of warning to people to not fall through that trap because it can have really severe consequences to creators in the end. And I don't think that's a good thing.

**Colin:** Yeah, I think that's huge actually. And I think search engines, podcast search engines are going to have to get a lot better. Like as in right now, Google's very good at filtering out the rubbish, the replicated, the duplicate content, all that kind of stuff. And podcast search engines are going to have to get very good at surfacing high quality stuff as opposed to all of the replicated podcasts, all the AI generated podcasts. So hopefully they can solve that.

**Mike:** And I think on that, that's a really interesting point. We are actually at a point now where we're seeing search, and as a result, I believe search for podcasts changed. So Google has had its standard type in a couple of keywords or type in a phrase and get your ten results and go to the next page and find your new ten results. Now we're seeing things like arc search for iOS, which can summarize six websites and make you a customized solution, or perplexity, where it can scour the Internet and then do a large language model summary of what it's found. And then we've got Apple, who have, I think, fairly recently announced that they're transcribing pretty much every episode that's uploaded. So just imagine having the ability to search that and augment your searches with AI and say, I found these podcasts on exactly what you want. And also, I think it'll take the pressure off the podcast to think, oh, gosh, I've got to title my episode and put the description exactly, just like I think YouTube is already doing. It'll look at every word that's spoken. And if we suddenly started talking a lot about unicorns in this episode, we'd suddenly maybe find that this episode would rank highly for unicorns because it's like, wow, unicorns has already been said three times in this episode. I'm going to show this up in search. So the future of search, I think we've always seen this coming, but it's going to be more human and more based around the actual content rather than what you stuff into the title, which I know you would never advocate for keyword stuffing in titles. Indeed.

**Izabela:** SEO. It depends on what the current SEO practice is. Right. And what works. You want to do all you can to be found ultimately. Right.

**Colin:** Cool. All right, Matthew, is there anything else you wanted to cover before we tie it up?

**Matthew:** Loads, but I'm aware that we'd never, ever get through it now. So I'm thinking we'll maybe rearrange for a part two if you guys are up for to. Like I say, there's a lot more I'd love to talk about, but we can't go forever in one day can.

**Colin:** So we should catch up more.

**Izabela:** Definitely. Definitely.

**Colin:** Cool.

**Izabela:** Yes. Let's do it again. I think that's a great idea.

**Colin:** All right. Thank you out there for listening. So if you want to go and check out more of Mike and Isabella's excellent stuff, where should we send them? Isabella?

**Izabela:** Well, search for music radio creative. We are on the website [musicradiocreative.com](http://musicradiocreative.com), but then you will find us on Instagram, LinkedIn, YouTube, especially YouTube.

**Mike:** Like and subscribe.

**Colin:** Yes, head over channel is absolutely excellent for anything audio production. So yeah, head over to YouTube Search music Radio Creative. And if you want to check out any of our stuff, we're over@thepodcasthost.com. Everything from starting to running to monetizing around a podcast. All right, thanks again, guys, and we'll talk to you all soon.

**Mike:** Thank you.

**Izabela:** Thank you.