

Hello everyone. This is Tom Fox back again to introduce our next guest on our next presentation. I'm thrilled to have Fatima Zaidi. Who will be presenting on how to create a killer brand for your podcast and standing out in a crowded marketplace? She is the founder and CEO at Quill Inc.

An award-winning production agency, specializing in corporate audio and co-host a podcast growth and analytics tool. As a member of the National Speakers Bureau, she has spoken at various events around the world on media and tech trends leading to our keynote on world stages alongside speakers like Gary V.

In addition to being a commentator for being Bloomberg on the challenges that female and. Bipo or B I poc. Founders Face Entrepreneurship. She is a frequent contributor to publications like The Globe and Mail, the Huffington Post, and has been featured in publications such as Forbes and Entrepreneur over the past few years.

She has.

And if you do have any questions feel free to drop them in the chat throughout this presentation, and I'll do my best to get to them at the end. So today's talk is all about how to create a killer brand for your show and how to stand out in a crowded marketplace. This is my cat Charlie. He is my little podcasting mascot.

His favorite shows are per cast and Attitude. Throughout this presentation, you may see Charlie make an appearance and walk across my keyboard. This is Charlie's house. I'm just living in it. So for those of you who don't know me, like Tom mentioned, I'm the founder and CEO of coil, which is a full service production agency, specialized in corporate podcasting, and I'm also, we, our company owns a co-host, which is a hosting, analytics and audience growth tool for branded podcasts.

And Just a quick snapshot of what I do day to day. Avid diver can talk to you at length about the world's coral reef. A huge taco enthusiast can once had somebody send me their resume with an order of tacos from Taco Bell and on principle I had to give them the job. And I'm also huge Beyonce fan, as everyone should be.

My former team got me a Starbucks mug with Beyonce engraved in it. And I take this mug with me anywhere, everywhere I go. True fact. I was keying event a couple of years ago and I took this mug with me and I sat down at the panel and there's a gentleman sitting next to me, the gentleman in this photo, and he said, nice.

Nice mug. That's my daughter's name. And I was like, oh, you named your daughter after Beyonce. That sounds like something I would do. And he said, no, Beyonce is my daughter. And that is the highlight of my podcasting career. I was on a panel with Matthew Knowles and that much closer to my living idol.

So podcasting has seen a lot of growth over the last few years. Pre pandemic, it was, I would say a household name thanks to Serial, but we've seen explosive growth over the last few years. There's 2.5 million podcasts globally and I owe almost 36% of annual growth year after year which is just really great to see.

94% of people, and this is my favorite podcasting stat, 94% of people who tune into a show or an episode, a 30 minute episode, end up listening to the entire podcast, which is so great when you think about. Video content, a 30 minute video only has a 12% completion rate. I get asked all the time, why the disparity in stats?

Why is audio 94% with video only being 12%? And it's clear to me that you can be driving to work and listening to a podcast, but you can't be watching a Netflix show. You can be watching your dishes or walking your dog and listening to a podcast, but you can't be reading an article. It's one of the few mediums where you can be actively engaged in another activity and it increases engagement rather than hurts it.

Lots of really great studies being put out finally in podcasting. And one of my favorites is the BBC Global News Study from 2019, which talks about the impact of podcasting on brands on brands, networks, and bottom line. Some of the most incredible stats that were provided were that you can see an 89% lift in brand awareness.

And then my favorite, which isn't included in this slide, a 14% increase in purchasing intent, which, wow, come on. That's just, that's a no brainer that you wanna be playing in the audio space. I think everybody consumes podcasts in different ways. Some people prefer or content in different ways.

Some people prefer waiting. Some people prefer listening. Some people prefer watching. But audio is a really huge medium, and the best way to get your show discovered is to create great content and editorial scripting so that people will talk about your show at the dinner table. Word of mouth is probably the number one way people discover.

New shows. So really today's topic is why should you build your podcast brand? And then the million dollar question, which is how. The first is to be considered a, to have a builder, your listener base, and to be considered a thought leader and a subject matter expert on a particular topic of your choice.

You want your podcast to be super googleable, so when people are searching, your content is ranking on one of the top pages in Google. And you wanna make sure that you start standing out from the other podcasts that are in this market. Some people say that it's becoming a little bit saturated.

I do, I will address that a little bit later today. But ultimately it would be the goal is brand awareness, thought leadership, and then if you are looking for advertisers, sponsors and looking to monetize on your show, it's really important to have a strong podcasting brand. Okay. So this is just a snapshot of all of the podcasts that are available on iTunes.

Just a snapshot. This is a fraction of a few of the shows that I was able to compile in this little screen deck. And so people ask all the time is the market getting saturated? There's so many podcasts out there, and I would have to say I couldn't disagree with that statement more.

Yes, there's 2.5 million podcasts out there, maybe closer to 3 million today. But only 18% of those podcasts are active, which means that they're producing regular content. And so for math's sake, let's just say there's half a million active podcasts in comparison to other content channels. There's 1.5 billion websites, 600 plus million blogs 31 million YouTube channels with 500 hours of content being uploaded every minute.

So first and foremost, I'm here to debunk the theory that podcasting is saturated. It's clearly not. We're very much in the early days and early hype cycle of the entire medium process. I truly do believe, just like we all had a phone number in the 1980s for our business, and then a website in the 1990s, and then social in the two thousands, I think the next five to 10 years is the wave of audio.

And so just if you were the first person on Twitter in 2007, by default, you're an influencer today. And I think the same about podcasting. If you know you're able to stick it out, it's a marathon outta sprint you're able to continue producing regular content. Like Joe Rogan, and it pains me to say this, do I think his content is novel?

Absolutely not. I think he's a joke. But the thing with Joe Rogan is he started podcasting a really long time ago. And so he really owns the seo in this space. So what do the best podcasts have in common? First and foremost, they have a consistent message regular posting schedule and structure.

I think that's something that's really important to recognize is that once you choose a posting cadence, at least for the season that you're creating your show, you should stick to the same posting cadence. So if it's every Wednesday at 5:00 AM or every second Wednesday of the month at a particular time.

And that's important for a couple of reasons really, we.

It's gonna drop every Sunday at 9:00 PM podcast. Consumers end up developing that relationship with your show and your brand, and so it's important to be consistent. Publishing one episode on a Wednesday and then not publishing again for another six weeks. Your listeners will have no idea or sense of when your content is gonna be recurring, and it's a really quick way to lose them to other shows.

High quality production is a given, I know that I probably speak for a large portion of the market when I'm listening to a podcast and I know that it's recorded on Anchor or Zoom, I probably won't be listening to it because it doesn't have the best sound quality. It's also a given that you really wanna level up Aly content is king.

Doesn't matter how much you market your show, you need to have a show that's marketable. I say this all the time, 50% of your time and effort. Spent creating a high quality production and editorial content, and then the 50% of your time should be spent marketing and promoting your show. Finding ways to engage listeners and also focusing on a topic that has a natural community.

If you're. Going to be launching podcasting content on interviewing founders. There's nothing wrong with that, but just keep in mind you're competing with the how I built this of the world. If you're launching a narrative documentary style podcast on something true crime related, you're competing with the serials of the world.

And so the more new show topic the higher the chances of you being able to find a natural community. So how do you make your show stand out? So the first is researching show, show ideas and making sure that you're not creating content that already exists out there. I always say internally at our production house, your content needs to be the first, the best or different.

It falls under one of those three categories. Your golden. And remember, your content doesn't need to appeal to everyone. It's better to be something for someone rather than everything to everyone. You also don't. Start a show from scratch, you can repurpose existing content. So if you have a really active

blog or you run a conference and you wanna convert the keynotes into podcasting episodes, or you have other content channels that you can repurpose, you absolutely can do that.

TED Talks is a really great example of an organization that take all of their lectures and convert them into audio format. Another thing to remember is one of your first impressions with your listeners is going to be when you're cruising through the iTunes app your cover art and the name and title of your show.

And so recently, this is a current example. I'm like in the market for a house, and so I thought, let's start listing to real estate podcasts or a podcast that can educate me on the real estate landscape. And so I did. Down on iTunes and Spotify, and these are the shows that came up. And as you can see, pretty much all the same.

Boring cover art, same profile of the host. Lots of key buzz words but nothing really that's catching my eye or resonating with me as a consumer except for the one that I highlighted now. Fearless Flipping stood out to me for a few reasons. It wasn't a boring title. I thought they were really creative with it.

It also wasn't a boring cover art. It wasn't like the branding really resonated with me. And so that's the show that I started listening to. And so that's just something to remember as well when you're putting together your show title. And cover art. Your show title should also, there's a bit of a science behind it.

I think it should resonate with listeners and convey what the show's about, but it also, I would suggest using tools like Keyword Planner or Google Keyword Planner or Uber suggest to see what keywords are ranking high in search volume and low in competition, because that way it'll help your discoverability on the search rankings.

And also don't forget to format your show notes and build anticipation with a trailer. Every podcast should have a trailer. It's pinned at the top of your Spotify and Apple Tunes feed and a trailer is really important because it gives people a low time investment to figure out whether or not they want to subscribe to your show rather than having to listen to a full episode.

Your show's brand should always match your company brand, and that's something that I always like to remind folks. You have unique expertise, so if you are creating a branded podcast, try to focus on something that's relevant to your company. I love Slack. Both of their podcasts work in Progress and Slack Variety Pack are focused on.

Business teams who work together to solve challenges, which makes a lot of sense to me, given that Slack is a tool that's all about better communication and business solving business challenges. As a team make sure you have a personality. Oftentimes our clients get the most engagement on their shows when they're promoting and tweeting and talking about what's happening.

Personal lives and their companies rather than carefully crafted scripts. And lastly, making sure that you are authentic while remembering that everything you say online lives forever, digital lives forever. And you really wanna be mindful, respectful and keep those things in mind. So from a marketing standpoint, I think there's a lot that everyone should be thinking about when promoting their show.

Branded content first and foremost, there's a lot of paid media opportunities where you can take ad spend and run ads across the listing Platforms like Spotify like Podcast Addict, which is the Android version of Apple Podcasts Castro Player, fm, overcast, all of these listening platforms allow you to target.

Folks who are already listening to podcasts on their platform. And you can target it based on different locations and folks that you're trying to reach. Now you can see here that Apple is not included on this list, and that's because Apple does not yet allow advertising. So paid media ads is a really great way of quickly accelerating your growth.

That the pro is that it moves really quickly in terms of acquiring listeners and downloads is, it can of course be expensive. Another really lucrative, I would say, way to acquire listeners is custom host red ads and they can be custom or dynamically inserted. My favorite way is to organically work it into the content of a show.

So it sounds natural and a genuine recommendation rather than a sales pitch. But partnering with either if you're a branded show, working with some sort of an advertising company I have a few of my favorites so feel free to reach out to me afterwards if you're looking for recommendations.

And if you don't have the budget for an ad network, no problem. There are lots of resources like radio guest list where you can directly reach out to hosts of podcasts and cross promote with them. Contests are a really interesting one because they don't necessarily move the needle in terms of podcast downloads, but what they do is help you generate podcast reviews, which as we all know are super important for legitimacy and credibility.

And so the call to action when launching an external facing contest for your podcast is to ask people, Subscribe to your show and leave a review on either Apple Podcast, if they're an iOS user or podcast addict if they're an Android user. Another sort of creative tactic of acquiring listeners is pay feed drops.

Another name for that would be an RSS feed rental. Essentially what that means is you can purchase inventory slot in the feed of another podcast. So I could. Is, a very extreme example, but let's say I reached out to how I built this and I have the trailer of my show or one of my clients' shows living in the feed of how I built this.

That way anyone who is searching for and how I built this episode will come across your show. And lastly, do not forget about organic marketing tactics too, that can be very lucrative for drawing in your audiences. Podcasting awards is a really great way of doing that. There's a few of my favorites, like Discover Pods, people's Choice Awards, AM's are fine, but I find they're really unattainable.

Webbies, similar to AM's, very hard to get your foot in the door with those awards. But Quill, our company also does a COIL podcast awards every year. It's actually coming. Soon March is when we usually open them. And not only do we have different categories for branded podcasts, indie content creation we also have awards that go out to best podcasting companies.

So if you have a podcasting company and you're in the industry, make sure to submit for your organization. And the last sort of tactic that I wanted to highlight is Apple's placement form you can actually submit to get promoted through Apple's podcast app. It's called New and Noteworthy. One of the main ways to do this is to fill out their application form, but there is a little bit of a science that people don't know about, which is that.

One of the things I think they look for, and we've done a lot of these in, every quarter a bunch of our clients are usually picked up, but it's hard. We have about a 10 to 20% conversion rate, but we do find the two common denominators for getting picked up are they wanna know that you have a large Apple podcast following.

What helps with that contest. The more Apple podcast reviews you have, the more people that are listening to your show on Apple podcasts, the higher the chances of you getting picked up by new and noteworthy. So that's something that I would definitely add to your marketing to-do list and keep in mind, you should be checking Apple's charts regularly to make sure to see if you're ranking or not in various countries around the world for various topics and categories.

So always important to think about maybe also factoring in multimedia tactics. I'm not a huge fan of video podcasting because I find that you lose the flexibility nature, and this is a controversial opinion, but I like the audio flexible format because I wanna be able to listen to a show wherever, whenever, when you add video to it, you lose the flexibility.

However, what I do. Encourage video usage for is using it for bite sized content on social. I think video definitely has higher engagement when it's like a shorter duration. And making sure that your recording software, I use Riverside and Squad Cast. Those are my two favorite ones, but they both have video and no additional costs and so might as well capture the audio and video content in case gives you options later to utilize teaser clips for social.

This is also a hot tip. It's not included in the slide, but I'm all also about maximizing distribution, so I love being on YouTube for, I'm trying to reach a younger audience. However, you don't need a video podcast to be on YouTube. You can use headliners, full length audiograms and just upload your audio content and that way you're on YouTube for a fraction of the cost of creating a video podcast.

I believe now you can also start uploading video podcasts to Spotify. You can only do that through Anchor as of right now, but hopefully they open that up to the world. Other tactics to make your show discoverable. Online communities. Facebook has a ton. Reddit, LinkedIn. Really great way, making sure that you're maximizing your distribution.

So yes, Google, apple and Spotify are important platforms to be on, but you should also be on Amazon and iHeartRadio, cast Box, Stitcher, player fm, overcast, all the little guys as well. Some people like to prefer smaller. I actually listened to all of my shows on the smaller platforms, and so not everybody's listening on Apple or Spotify.

Making sure that you have a website, you want a consolidated user experience. So anytime I Google your podcast, I should be able to learn on a landing page that has all of your episodes, all of your transcripts for accessibility purposes, and that's, something you should be doing. If you're a branded podcast, make sure you're transcribing.

All of your episodes. And not only is it beneficial because of accessibility, it's also great for seo. The more content you're transcribing, the faster you're gonna get discovered. And your websites should also have all of your social channels linked to it, as well as the apps where you can find the show.

And if you don't have a website associated to your podcast, now is the time to start putting one together. You also wanna make sure that like I mentioned, having a trailer is extremely important. But you can also do PR around your show as well. So platforms like pod news or newsletters like Pod News, pod Move, the newsletter, podcast, besty newsletter.

There's so many out there. You could reach out to and pitch a new show if it's launching, so that you can get featured in some of these publications.

I'm not gonna spend too long on analytics, but something that I wanted to speak to, especially as it pertains to business podcasting is just so important to be measuring your analytics. It's part of the reason that we launch, cohost, gone are the days where all you need to know are downloads and unique listeners.

The engagement really matters and Here's just a few fraction of the down, lower and analytics metrics that I recommend measuring on a week to week or month to month basis. Growth rate, average listener completion rate, your average consumption rate, your retention, the demographic of your listener. So age, gender, household, income, occupation.

Are they listening all the way through to the end of your content. I. Someone's dropping off in the first five minutes of your podcast. It still counts as a listener, but it doesn't speak to the success of your content. So it's extremely important that you are taking the time to measure analytics and make sure that you have a loyal, engage and retained following.

That's what makes Pop, makes podcasting sustainable. It's a marathon, not a sprint. And so the more loyal and engaged you're following, the more successful your show will be.

A couple additional tips and tricks before we wrap up. Tracking, making sure that you're utilizing tracking links. If you are promoting on the social channels or you are running paid media campaigns, make sure that you use tracking links. So that you can see where downloads are coming in from, where your top performing channels, lowest performing channels, how many people clicked on the link, as well as how many people actually downloaded your show.

This is a really great way of knowing how to utilize your promotional time and spend making sure that you're cross promoting with other podcasters, and also supporting other content creators. Space. Live streaming is a really great way of tapping into your guest network. So Instagram live, Twitter, live Facebook Live clubhouse creating audiograms on headliner.

I always recommend an audiogram over a static post because it's such higher engagement, and if you can, putting together cute little media kits for your guests to ask them to promote, or any stakeholders that are associated with your podcast. Nick, we have about five minutes left, so I'm gonna take a couple minutes to cover a couple of paid tactics.

I was included at the end because it's a nice to have, but I'm really big on paid media campaigns and acquiring listeners who are already listening to podcasts. Spotify's an interesting one. It has become very saturated over the years. It used to be a, a couple years ago when I first started using it the conversions were really high and it has become harder to acquire listeners.

But the thing that I love about Spotify is the targeting. They allow you to target folks based on location, write down to postal code, age interests, and what other similar podcasts are they listening to. So when you do require a listener, they're generally the right listener and highly curated. And so Spotify also has a minimum budget spend of \$250, which is definitely on the lower end of some of these made paid media campaigns that are out there.

And so it's generally not a bad idea. Spend a little bit of budget to test out there ad Studio to see if you can draw in listeners that way. Podcast Addict is another one. It's like I mentioned earlier, the Android version of Apple Podcast because Apple Podcast doesn't allow you to advertise. Of course they don't.

I really like Podcast Addict because it's pretty, it's a low, I would say, time investment needed. They ask you to enter your RSS feed. They have different categories. So like tech is a tech category, business, true crime, lifestyle. And then the ad runs for the full month. And they promote you on their main screen as well as podcast by category.

And the cool thing about. Podcast addict is that they gave you results. Spotify doesn't do this, but Podcast Addict actually tells you how many people subscribe to your show and how many people clicked on the ad. Impressions are also reported, which was great. A few other tactics to explore Overcast Player, fem caster.

These are all smaller listing platforms. Social adss are interesting. They're great for brand A. And engagement, but they don't lead to downloads. So that's the only thing you're concerned about. Drawing in listeners social ads probably isn't the best use of your budget. And then if you have budget, my favorite tactic is custom host red ads.

Like to me, that's the best way of reaching a dedicated audience, finding a podcast that has a similar audience to yours, and doing a custom host read. Promotion with them is probably the best way. Couple of podcasts that I think are doing it right. These are a few of my favorite corporate podcasts, but there's so many.

I love TDS Podcast, C-Suite, which is all about cybersecurity, everyday cybersecurity crimes. I love Sephora's lip stories. It really does encourage diverse programming. And then general Electrics podcasts, while not my favorite, I find it interesting because it's a unique format for General Electrics.

These are some of the ones that I would recommend trying out listening to. And they do fall into the category of either the first, the best, or d. This is my last slide and I just wanna wrap up on one note, which is the importance of diversity in podcasting. Something that I think our industry needs a lot of work and needs to spend a lot of time doing intentional active championing of diverse guests.

And hosts and producers. You can see here the breakdown of the demographics of podcast listeners podcast. Diversity isn't just about audience composition, it's also about making sure that we are listening to shows created by Diverse perspectives and backgrounds. I always say this, if we wanna serve more folks in cities like Dubai, London, New York, la Shanghai, we need to sound more like those cities.

And one thing that we can all do is making sure that we're not creating podcasts that sound like The podcast that have, constantly ranked top charts like the Joe Rogan show. And that's the note that I'm gonna leave the today's presentation in on. I wanted to quickly thank Megan for having me today in the business of podcasting.

And on the note of. Diverse programming. If you look at her speaker lineup, she has certainly done a remarkable job of making sure that she's drawing in people from different backgrounds and experiences. So kudos to her and really looking forward to meeting all of you one day. Feel free to reach out to me.

That's my email. I'm available on all the channels. Check out our company at Quill Podcasting or our hosting platform on cohost podcasting.com. Fatima thank you so much. That was so much valuable, useful, interesting content packed into 30 minutes. So I'm really excited to review my notes and also to watch this presentation again.

So if anyone's got any questions or comments or experiences that relate to this, please pop them into the chat or the q and a. And in the meantime, I have some questions, . The first is when someone is starting to get into ad spend for their podcast. . Do you have any general guidelines for how much you can expect to spend or how much time it's going to take to start getting it right.

Cause it does take time and money get it right. Yeah, no, it absolutely does. I think it really depends on what budget. So I'll give you a few options. If you are going to do Spotify ad studio, I actually have an

entire keynote built out on Spotify ad Studio because I think it's like such a, I think I might hopefully be fingers cross presenting.

Evolutions because there's so much content that goes behind it. But Spotify's a cool one because the budgets are small. Like you can put down \$250 and do a bunch of test campaigns. And I think test campaigns are really important because you need to see what's working and what's not. And so how I typically run ads on Spotify a studio is I will have.

Four ads running simultaneously for different categories. So one will be one age bracket, another one will be like a couple of different countries. The third will be people with different interests. And then when you're running those four ads simultaneously, you can then afterwards see did a particular country resonate more with the A?

Did a particular category like business or tech, resonate more with the ad? Did a particular age group resonate with the ad? And that way when you are on your next set, you can target that much better. Yeah. When you keep doing that, eventually you'll figure out an algorithm that'll give you the lowest cost per download or highest conversion rate.

And so typically I would say you need to probably run four AD to really start figuring things out each ad. Minimum spend of 250. So you're looking at at least a thousand dollars there. Now, certain PLA platforms, you don't have any options. You can for example player FM and Castro and Podcast addict.

Podcast addict, you can, you have options. So their budgets are anywhere from 200 to 2000 depending on what you're selecting, but you have no option other than category. So you can pick business or tech or lifestyle or true crime, but you can. Target the profile of the user, which is really frustrating. And there's been no innovation on the targeting front on these platforms, which is really hard.

And then there's platforms like Play FM where you can't target at all. So I think, this is why I say if you have a larger budget where you can do custom host grid ads on other podcasts, that to me is the way to go. There's so much transparency, , you know who you're reaching, you know that podcasting is a marathon and takes a really long time to reach audiences, like a lot of us don't have information on how are these platforms targeting people and how are they getting signed up for shows like, if.

If Podcast Addict is bringing in a thousand listeners, how are those thousand listeners being brought in? And so I really like custom hosted ads because there's so much transparency and how listeners being brought in. And I really hope that the industry does a better job of making that accessible to everybody.

There's Launch Pod and I think pod, but there's very few companies that are targeting folks who aren't. Who can't afford to work with an ad network. So with an ad network, you have to put down like \$25,000, which is all great, but who not Everybody has that budget. So we need more companies who are innovating and allowing people to advertise in a very targeted way that isn't necessarily just putting down dollars.

Oh, I love that. And yeah, I agree. We did some looking around into different paid campaigns and like for a lot of them, I'm glad to have this information about Spotify, but it's a big bite for for an experimental for an experimental run. totally and this is the thing, it's so expensive.

And that's why whenever I do these presentations, I focus on paid tactics, but I also focus on organic tactics. So things like podcast communities. There's I think I'm a member of 50 podcast communities on Facebook, and every time there's a new show launch, we drop it in there and we get so much engagement contest.

Low cost conversion Apple's placement form completely free. Applying a podcast of awards mostly free. Our categories are definitely free. You don't have to pay to be submitting your show to our awards. Converting your transcripts into blog content completely free. Social media mostly free.

There are a ton of things that you can be doing cross-promoting with other shows. Also free if you can barter partnerships, like there are things you can be doing without spending any budget that can get you really far. What I think people don't understand is it's a marathon. Yeah. Like you can't, there's no overnight success.

Unless you're willing to put down the \$25,000, then I can, then there's overnight success I can get you. Ridiculous amount of listeners for that out spend. But if you don't have that budget, you have to. So it's a churn. It's like building our company. No, I like that. Expectations too, right? Setting those, making sure you have them correctly.

And as producers, making sure we're setting those correctly for the people we work with. I'd love to get your insight on one more thing before I sign off. And you, so you mentioned the value and the importance of podcast trailers. So I'd love to hear your thoughts on what, what makes a really good trailer, what should go into one to make it really effective in that spot, at the top of the.

For starters, I don't think it should be longer than 60 seconds. Okay. Like the whole point of a trailer is it's bite sized content. There should be brevity and very quickly, there should be a low time investment for people to figure out whether or not they wanna subscribe to your show. And then the trailer should definitely.

Be created and produced like a podcast episode, ak. There should be music, there should be soundscapes. It should be a high quality production, and it should be very clear who the host is, what they're tuning into, so what kind of content they can expect to listen to and some sort of a hook. That would drive people into the show.

You do want it to be as authentic and close to the content as possible because you also don't want a huge drop off, right? You wanna track people who would like, resonate with that type of content. And it's like a 62nd script that you really wanna put together that really mirrors what your episodes would sound like.

Very cool. Fatima, thank you so much. This has been absolutely fantastic. I'm really thank you for being so giving of your time to to join us here. Yeah. And thank you for having me and for all the amazing work that you're doing in podcasting. It's really great to see other female founders making waves.

No, it's good time. And oh, for anyone who would like a little more tza we do have an episode together at the Business Podcast Loop. It's coming out tomorrow, . So make sure to listen to that and check out Cohost and Quill. For everyone. Our next presentation's gonna be happening at two o'clock.