

All right. You ready, Megan? I'm ready. Go for it. All right. Hello everyone. This is Tom Fox at welcome to day two of the Podcasting for Business Conference. We are thrilled open today with Jeremy Inns. I can't think. Really more prescient topic about than he's gonna speak on, and it's entitled, urgent versus Important, changing Your Podcast Marketing Mindset.

I was listening to a podcast at the gym this morning and they talked about perhaps, The current situation with Twitter may be the end of an era of 15 years, and so I thought this was a great way for us to introduce Jeremy and think about what he's going to talk to us about. He is the founder of the Podcast Marketing Academy.

If you don't, if you're not a member, please join. It's the only Growth Focus podcast education platform for experienced creators, brands and marketers looking to build long term sustainable audience growth. He loves any sport that involves a Frisbee. Used to co-host an explicit rated ice cream podcast once biked bicycled across Europe and will always look back on the day he finally saved up enough money to buy the Millennium Falcon Lego set as one of his proudest achievements.

I can't think of a better way to end the introduction on that note. So Jeremy, I'm gonna turn it over to you and I'm greatly looking forward to your present. All right. Yeah. Thank you for the wonderful introduction. Yes, the, any Star Wars fans out there, please, hit me up. Always happy to nerd out about that.

And Lego, like two great nerdy topics here. I'm gonna share my screen here as I've got a a presentation and this is, where are we? Here, there we go. And let's resize. Okay, so like Tom mentioned today we're talking all about urgent versus important, and specifically when it comes to marketing some of the tasks that we are choosing to, to focus our time on and how a lot of times the reason that you might, your show might not be growing is actually pretty straightforward, and it's just related to where you're allocating your time.

Although this is not necessarily always an obvious kind of thing to. As with all great podcasting talks we're gonna start with Dwight Eisenhower. Where else, when it comes to podcasting? Of course. The reason I bring up Dwight Eisenhower is that he had a quote. I have two kinds of problems.

The urgent and the important, the urgent are not important, and the important are never urgent. And so this quote and a decision making tool that he developed that later became known as the Eisenhower Matrix. I don't think he gave the name himself, but it was attributed to him largely thanks to that quote, as well as using this tool for making, tough decisions as First Aid General, then as the president of the US.

Gave lent the tool, this name. And so essentially the Eisenhower Matrix works like this. We've got, four quadrants, two axes, and so on. The y axis, the vertical axis, we've got important versus not important. And on the X axis we've got urgent versus not urgent. And so we're able to use this to start categorizing tasks and they fall into one of these quadrants.

And that can help us determine, what we should be spending our time. So in the kind of traditional usage of this tool, you might think of things in the important important and urgent category. As, a baby crying or a kitchen fire, they're things that like they need to be done immediately.

They are very important. They can't be just put off or anything like that. They demand our full attention right away. Absolutely must get done. On the lower left quadrants, we've got urgent, but not necessarily important. We've got things like interruptions, meetings, phone calls. They're things that, need to be taken care of right now, but they may not always be all that important.

And yet they still, come across our screens or our phones, whatever it is, and we feel like we need to take care of them immediately. On the bottom right quadrant, we've got the not important, not urgent. This is things like, watching TV doom scrolling. General procrastination. Things that we know are not really productive uses of our time, and maybe there are some benefits to them just for, our own sanity or mental health.

We just want to binge a TV series or something like that. But when it comes to, progressing our goals or anything like that, none of these things are really helping us do that. And then in the top quadrant we've got the important and not urgent. And so this was where Eisenhower said, all of the important things are rarely urgent.

And so this is where so many of life's like sticky problems that we face are in this quadrant. They're things like exercise and education things like saving for retirement. All these things where we know we should be doing these things now, but. Maybe zero urgency around them. And so we tend to put them off and we put them off and we put them off, and we never get around to doing them.

And then we face problems in the future because, we continually prioritized more seemingly urgent or more actually urgent things in the moment. But a lot of the most important things we can be doing with our lives and as well as our podcast, as we will look into in a minute came or fall into this category.

So I I was gonna introduce myself, but Tom did a such a fantastic job that I'm gonna breeze right through this. My name is Jeremy Ends, like you mentioned, I'm originally from Vancouver, Canada, but have been traveling the past six or seven years at this point. And currently in Li Portugal, where my partner and I are looking to settle full-time in the next year or so.

Founder of Podcast Marketing Academy, which Tom already mentioned as well. And then I write two newsletters. I don't currently have a show of my own. Looking into the new year, I have many show ideas, but the first is scrappy podcasting, where I share one, two minute tip per week on how to punch above your weight as a underdog podcast creator.

And the second one is creative way finding, which is more about finding clarity to, find your personal path to your creative potential. So those are the two things that I spend most of my personal creative energy on right now. Let's get back to the Eisenhower Matrix, and this time we're gonna look at the podcast specific version.

And so we've got our four quadrants here and there are, most of the tasks or all of the tasks that we, pursue related to our shows could fit into one of these categories. And so the first one is maintenance. We're gonna dive into each of these in more depth in a second. So this is in the important and urgent category.

So these are a lot of the things that like we need to get done just for the show to exist. And so they tend to get. In the bottom left, we've got the urgent, not important. And I would say in many cases, this is the seemingly urgent tasks. They may not always actually be the urgent, but we perceive them to be, but they're not really important.

And so there's things that we tend to waste our time on in this category. And again, we'll look at some examples in a second. In the bottom we've got busy work and so this is stuff that maybe we can convince ourselves that it feels like we're being productive, but really, deep down, maybe even not that deep down, we're aware that this is just time wasting procrastination.

I can do this, as well as anyone. Usually it's when it comes to, playing with software tools and things like that, that I know are not actually moving the needle in any conceivable way. It's just fun for me and so I tend to waste a lot of time there in many. And then finally in the top right corner in the important but not urgent, really, this is where all of the tasks lie that are going to grow our show.

And this is the reason why most people who are creating podcasts have a hard time growing because there is almost zero urgency to any growth related task. And so they rarely get done if we're even,

aware of what those tasks are. And we are gonna look at some examples of those as well. So in my experience talking to, hundreds of podcasters, I get the sense that, for most podcast creators, they're spending less than 10% of their time.

And I do see, I had the greater than symbol switched around here actually should be less than 10% of their time on growth oriented tasks. So most of the time is going to maintenance or some of these other shiny objects or busy work. Most of it, I would say for most people is in the maintenance side of things.

It's just like production producing the show all the time they have available is going into producing the show. Maybe there's a little bit of time left over that goes into growth related tasks. Often that's, it's almost zero time that goes into growth related tasks. And most people are spending a tiny amount of time on growth and then they're wondering, why isn't my show growing?

And the reality is, growth is something that you put time in, you're going to grow. But we need to be able to know what those tasks are and then make time for them. So let's look a little bit deeper at each of these types of tasks and see what specific tasks fall into those categories.

So if we start with maintenance oriented tasks, these are things like, guest outreach episode prep and research recording post production, content repurposing, admin. These are all the things where, you know, most of our time is going for the shows and a lot of times, I think that we just think, we get into podcasts and we think this is the job of podcasting.

So if I have 10 hours a week, this is where all my time is going 10 hours a week available to podcasting, like I'm gonna produce the best show that I can in 10 hours. Maybe I spend more time than necessary on some of these tasks because hey, if my show is better, I'm gonna grow faster. And, certainly helps to have a great show.

But if we're not spending any time on growth it is not going to grow in most. So this is where most of the time is going for most people, and I would imagine that many people here can relate to this, that this is certainly the bulk of the time that you spend on your show is related to all of this stuff related to just producing the show, getting it out there.

The second category, shiny objects. I'm certainly a sucker for these as well. And so this could be experimenting with new tools. It could be taking courses content consumption, thinking about gear or chasing trends or fads or hacks or, perceived shortcuts. And so these are things that can be a little bit tricky because sometimes, taking courses, education, Even content consumption as well.

If you're listening to podcasts, reading blog posts or newsletters related to learning how to grow your show, produce a better show, any of those types of things, those can feel like they might fit into that long term, important but not urgent category. And in many cases they can be, but. I know certainly from my own experience, that you can get into a cycle of just taking course after course, and listening to a thousand podcasts or blog posts or whatever on all these different topics that feel as though they're gonna help you grow.

But really you reach a point where okay, you, you know the answers. It's, and growth is not something that's actually that complicated. It's way more about doing the boring actions on a day to day basis. And so those are some of the examples we'll look at later on in this presentation. And so you, we often reach a point where more education, more content consumption is actually just a shiny object that is keeping us from actually doing the growth oriented tasks that would help us grow.

So this is a bit of a trap sometimes with some of these, and I say this as someone who creates a lot of content for people to consume about podcast growth and has a course about podcast growth in a community. And certainly like there are some benefits to that, but also it can be a bit of a trap to fall.

And the last thing I'll say here too, with the trends, fads, hacks, shortcuts. I think that these are things that I've, any, anytime anything feels like this is, they feel so urgent. Cuz it's always if you don't get on this right now, like when Clubhouse came around, you don't get on clubhouse right now.

You're missing out. And it feels oh, I gotta go like drop everything that I'm doing and go do that. And this is a, just a really dangerous trap for any kind of marketing. Probably like I mentioned before, the thing that's going to grow is the most boring, most mundane, most like just the thing you do day after day after day, and you get bored with it.

And that's the stuff that actually works to grow your show more often than not. And again, we'll look at some examples of that toward the end of the presentation here. And so one of the things that I kind of use for myself as a little like flag is like anytime I see something that feels like trendy, fad hacked, that is perceived as a shortcut.

That's a red flag to me that I'm like, that's the exact opposite thing I should be focusing on cuz it's taking me away from the thing that probably is going to be more successful. All right. Third category here. Busy work. And so I mentioned that for myself. I know that, like I mentioned, experimenting with new tools and things it was in the previous category as well.

For me, I focus on tools that don't even have anything. I just like, like testing out new software and things like that have nothing to do with, marketing or growth or podcasting or anything like that. It's just. Fun play time, and there's no practical utility to any of it. I would also say things that fall into busy work are, being on social media without any plan.

I think most of that time is completely wasted if you don't actually understand why you're on social media, how your strategy actually fits into growing your show. Probably you're spending a bunch of time without any real potential benefit to it. And I would say for most of the creators that I see on social media, When you look at their post, you're like, this is just never going to actually work.

And I would also fit into this like creating supplemental content. So I would say most repurposed content is not going to do anything for growth. There's are benefits to it, but it's not growth related. It's not getting in front of new people and it's not bringing in new people to the show. It's more getting engaging with existing people who already follow you already know the show.

And maybe it's just, a notice to them that hey, there's a new episode out here that you might wanna listen. I would also say that, newsletters, if you are doing something like that, that is, you think I, I, here I should start a newsletter, so I'm just gonna start publishing a newsletter for my podcast.

But again, you don't have a plan around how does this actually fit into the larger marketing strategy? Probably you could cut that with zero consequences and it's just, taking time away from other things that could be more valuable. Email. This is one for me. I feel like I can waste a whole ton of time in email, cleaning out my inbox, responding to emails that aren't important, that don't need responses, reading things.

And I know I'm not the only one in that category as well. Certainly email can be a a pit of busy work. And then, any kind of like productivity, creativity, podcast porn, just like living in those worlds and it feels like we're being more productive. Like we're learning things that are gonna be helpful, but really these are not really doing anything for us.

And certainly there's something to be said for, consuming content that inspires you. But I think there, there certainly is a limit where a lot of these things, they're not actually moving the needle and they're just a way. For us to waste time or procrastinate. And so eliminating these things is, noticing that you're doing them, then eliminating them is a useful kind of step to freeing up more time to focus on.

So we're gonna get to the growth-oriented tasks in a second here. But to go back to the matrix here, the Eisenhower Matrix the podcast version, the maintenance tasks like we talked about, these are things

that almost always have deadlines. So when you have a, an episode planned and you know that okay, before this episode needs to come out or can come out, I need to record the episode.

The guest, maybe if you do an interview show, so you need to reach out to the guest. There's a deadline for that. If you want the episode to go out on this date. Then there's an actual deadline associated with the recording date of the interview, so that gets done. Then you have your published cadence, and so there are just all these deadlines here that kind of hold you accountable to doing all of these tasks.

And so they tend to get done, even if you procrastinate on them, they, typically get done on the date that we wanna get them out there, even though sometimes maybe we're recording the episode the night. So these maintenance tasks take care of themselves to some extent due to those strict deadlines, shiny objects, these are things that, they we spend our time there, I think because we are always on the lookout for shortcuts and we, these things like, feel like there's big opportunity there, like I mentioned and speaking about, Twitter and everything.

Here, it's, it. This is one of those things that feels like a thing. I'm not really even thinking about Twitter as my main social platform. So I'm like in the back of my mind I'm like, okay, if it goes away, I guess I'll probably just go to LinkedIn or something like that. But it feels like something that you can spend a lot of time thinking about that there's nothing we can really do right now until we know what's happening with Twitter.

I'm still, spending the typical amount of time on Twitter, but it feels this is one of those things where it's oh, there's like new social platforms. There's Mastodon, or people moving to LinkedIn, or maybe they're, you're moving to Instagram or whatever, where it feels like there's all this just chatter about a thing that probably most of that could be ignored until the situation unfolds.

And then we can say, okay, this is now the best decision. I can clearly make that, but a lot of these things we get sucked up in. We spend a lot of time thinking about this, but they don't actually lead to any kind of growth or progress for us. Typical. Busy work this gets done just because we like procrastinating it, it doesn't even need a reason.

It just happens. We will always find ways to do this, but as much as we can eliminate that eliminate it, that is, helps us spend more time on growth. But this is where, these three quadrants are where most of our time goes, leaving growth out in the dark. And yet, growth is the thing that if we actually wanna grow our shows, this is where we need to be spending a significant amount of time.

And like I mentioned, Really, if you wanna grow, you just need to prioritize growth-oriented tasks. More time spent on growth-oriented tasks equals more growth. It's actually a pretty simple equation and usually the metric that I've heard a lot of people say this, I believe this for myself and really try to hit this, is spending.

50% of the time you spend related to your podcast should be on growth-oriented tasks if you want to grow. I've heard some people like Joe Pelosi, who's one of the godfathers of content marketing as a whole, say 85% of your time should be spent on growth-oriented tasks, which is a little extreme.

Probably are gonna grow way faster if you're able to do that. But I think that this is something that we need to keep in mind that this is the job of growing a show is more than just producing a show. And we need to take the growth side of things just as seriously as we do the production side of things.

And thinking about that, spending 50% of your time, you probably have a limited amount of time for your show. It's not your full time thing. And so probably right now you're thinking, how the hell am I supposed to do that? How am I supposed to find 50% of my time if I only have 10 hours a week or 15 hours a.

On the podcast, and I'm currently spending almost all of that on production. How am I supposed to cut that down and find the time for 50% of that time to be put towards growth? And you can feel free to substitute in the curse word of your choice here as well. So I think that this essentially comes down to four steps.

So the first hurdle for us when it comes to, thinking, Focusing our time on growth-oriented tasks is actually understanding that okay, this is something that actually needs to be done. Just producing my show, spending the time on maintenance or chasing shiny objects or busy work. Most of the area where I'm spending my time right now isn't actually going to ever result in growth as long as I do that, it will probably I'll have to get lucky for that to amount to growth.

And so the first step there is understanding okay, growth oriented tasks, these exist. I need to focus on these. The second one is making time to focus on those tasks. And so the four steps that I think go into improving the efficiency of everything else you're already doing to free up time for growth are elimination, systemization.

Automation and delegation. And so we'll look at each of these a little bit more in depth and look at how they contribute to freeing up time for growth. And then we'll look at some of the growth oriented tasks

that you can then put that extra time towards. So the first one elimination. I feel like a lot of times in order to grow we need to first shed weight, so we're just like too heavy.

We've taken on all this bulk. A lot of times when you're starting out, there's no expectations or obligations. Maybe you haven't even launched the show yet. I know I have certainly done this with shows and so there, when there's no deadlines, you tend to make things more perfect than they need to be cuz you have the time to lavish on, creating this amazingly sonic rich show, production heavy show.

I did that and created a show that without realizing it ended up taking. Something like 25 hours to produce each episode, and I was producing it on a weekly basis. And so within six months, or actually within three months, I think I'd batched six months of episode. I realized this was completely unsustainable.

I didn't have 25 hours a week to, to put towards producing a podcast episode and realize okay, either I need to really change up the whole format of the show or end it, and I ended up ending that show. But a lot of times if you are, producing the right show, you're just going overboard with it.

There's a lot that can be cut while still keeping the main value of the show, and that's something. Often needs to be done in order to grow in the future. First we need to shed that weight and so we can streamline it down in order to then grow and open up more resources in the future where we can continue to build it out.

Again. So if you do an audit of the tasks that you're currently going to producing your show, there are probably a lot of tasks that take a disproportionate amount of time for the impact they produce. And so one of the classic ones, like I've stopped doing any kind of content repurposing for podcasts that I produce or have produced for myself, my newsletters.

I say that is probably one of the least efficient ways of growing the show. It takes so much time to produce all the graphics and all these things. I'm. Okay. I'm just not doing that and I'm gonna focus on other ways to grow and that's, I don't like doing that stuff anyway. It doesn't get me a result.

And so I can save myself a couple hours each week and put that to something else. That's, one example, but there are many examples. There are a bunch of things related to the production itself. It could be loosening up your editing, so maybe if you're editing, we'll talk a little bit more about editing in a second, but maybe you're currently spending three hours in episode editing because you're really a perfectionist with a show.

And I certainly know people who spend 10 hours or 20 hours in episode. If you can cut that in half and still maintain the general, maybe it's not quite as tightly edited, but you still give the listeners the same experience and value. That's a good choice to do that in the interim and maybe knowing that, okay, eventually I'd like to tighten it up again or hire an editor or something like that.

But this is not going to be the thing that makes or breaks the show. And so there are many of those things that if we can eliminate them, we can save that time. This is maybe our biggest potential for saving time when it comes to our shows. So these, when you come across these, they should be immediately reduced or cut from your workflow entirely.

And so really here we're thinking about the 80/20 principle at work for what, what is that 20% of tasks that produce 80% of the results for your show. And we wanna focus on those and eliminate a lot of the other stuff that's just taking up time, not really getting us that creative results.

So elimination is the first thing to focus. The second thing is systemization. And I'm a huge systems nerd. I wasn't always, but since I actually learned a lot more about systems started implementing them, I've seen the benefit of what they're capable of. And really it all starts with kind of just having solid standard operating procedures or SOPs.

And so essentially these are just step by step checklists of every single thing that goes into producing your show. And at this point really for, anything I do when I have the, newsletters or podcasts or product launches or anything like, I just like hundreds and hundreds of points of okay, here's everything that needs to happen.

And one of the beautiful things about this is these are really valuable. If you ever do outsource anything like these are mandatory. If you're gonna outsource something to somebody else to save you a ton of time, make it really straightforward, make the handoff really smooth. But they're also really valuable just for yourself, and I found that whenever I create an SOP, it offloads all of this kind of just like memory usage.

You could think about like a computer with RAM where it like slows down when all the RAM is used up. That's what happens to your brain too, when it's trying to just remember all the stuff that goes into producing a podcast episode, and maybe you can remember it all seemingly easily, but once you offload that into a document or something like that, it frees up more of the creative space in your brain.

And so this is something that it actually, for me at least, it makes the process faster knowing that I don't have to like, remember everything. It also makes it more fun when I can just like reference a checklist and I'm like, okay, I don't need to remember this. I don't need to stress about whether I missed a step or not, or anything like that.

So creating this checklist super valuable when it comes to streamlining your process systemizing things, and as well as some of the additional next steps. When it comes to automation and delegation SOPs are a necessary first. The other thing that I would say in those SOPs is just start including all your links.

And so what I do now is I have one doc in notion for most of where most of my SOPs are. And so in there I'll say okay, upload podcast to hosting platform. And that will be linked to the podcast hopes to the specific page. So I click the link, it opens up, add a new episode, and so you can really save time there where you're not having to go click through multiple screens on each different app that you use.

Everything just opens to the right place and it's all in one place, and this can save you a ton of time and make the whole production process a whole lot. So other notes on streamlining your process and creating systems is, I'm a huge believer in templates for everything. So anything that you do more than once should have a template associated with it.

And so this could be for episode prep and research. And this for me is a really easy way to guide myself to creating better interviews. So if I know that okay. Every episode, I have kind of three themes that I explore. I'll just have a template when I'll, and I'll create some headings of okay what makes this guest really interesting?

Personals, stories about the guest. I wanna bring up theme one, theme two, theme three, and then I can kinda just fill in the blanks as I go through once I open up that new template for that guest and I can guide myself into covering all the points that I know are important to make a good.

Your interviews themselves. And so if you have structure around how your interviews go, you can use templates to come up with questions that suit each of that kind of arc of the episode. So if, you wanna always start in a certain place, you wanna hit a high point toward, maybe three quarters of the way through the episode, and like you can work your way toward that by having a template for your interview and mapping your questions onto those.

It could be do editing templates. This is a huge time saver. If your music already comes up, the mix is already created. You just pop your episode files in. That can save a ton of time in creating episodes.

Show notes, social posts, emails, all of this can be templated and you can save yourself a lot of time that way.

On the automation side. Number three this is something that I love to, to nerd out about. Automation is just can save you so much time by using a bunch of tools like Zapier, and we'll talk about a couple others. A lot of tools even have built in automation features as well. But any of the tasks that you're currently doing manually can probably actually just be, taken care of by the robots out there online to some.

And so one of the things that like a lot of times we think of these little tasks is like five to 10 minutes. It doesn't really take us that long, but when we have to do that for every episode or multiple things per episode, it might add up to, an hour's worth of correspondence or document creation or creating different tasks in our task manager or something like that, that if we can cut that hour and just have that all be automated, that frees up, there's another hour for us to be able to spend on.

So tools like Zapier, like I mentioned, if this, then that or make, those are three tools that you can plug in a whole bunch of tools so that maybe when a guest fills out a onboarding form or they book a time on your calendarly link, it automatically sends them to a type form where you can collect all their bio and everything like that.

And then once they can submit that form, that all gets shot over into Asana and populates your, templated task for producing a new episode with all the dates shot in. Calendly and all of that kind of stuff. And at the same time, that can schedule emails so that the guest gets the confirmation email.

They also get a confirmation email a week before their interview. They also get another confirmation email the day before the interview. And like all the stuff, you don't need to even click a button because you've set it up once and it's now all automated. So this can get, fairly technical, but it's actually not that hard to start doing if you start to learn how these tools.

There's tons of tutorials out there on how to set the stuff up, and so this is a huge potential for saving time with a lot of those task. So some processes to automate the guest onboarding and management, like I just mentioned, that's a, an example workflow of something that I use whenever I onboard new guests.

There could be general admin stuff that can be automated to quite a large extent. On the editing and production side there's a tool Aloo, which is great for this, where it handles like a lot of, just like

automatically Leveling and mixing your show and stuff like that that's a great tool that, that makes it a lot more streamlined to produce your show.

I think they say something like, for an average interview show, if it's not super sonic heavy, it can save you three times or cut the time by a third, I suppose three times faster than normal production. There are show notes, tools like Cap Show, which do AI generated show notes, which saves a ton of time.

And so by using a tool like that is a huge opportunity. And I've, I haven't used this one myself, but everybody I've talked to who's used it has raved about it. A lot of potential there as well. There's more and more kind of AI writing assistance coming online that are really interesting and I imagine that will continue to free up more time for us in cross writing and production and all these different.

Social content creation and publishing. This is a, a very common area where a lot of automation is used to repurpose content across platforms. With less time and a whole lot more. And then the final category here delegation and outsourcing. And so I would say, outsourcing elements of your show's creation and growth, this is gonna be some of the best ROI on your investment that you'll ever get.

And it's not gonna be immediate, but one of the things like, people will ask me from time to time if you had, a hundred dollars a month or a thousand dollars a month to spend on podcast growth, where would you. A hundred percent of the time, I would say, yeah, don't buy ads.

Don't do buy new tools like outsource something to free you up to focus on the things that only you can do. And I would say most of the highest leverage marketing that can be done can only be done by you. Like it's gonna be really hard to outsource any of that. And so I would free up as much time from production and admin and all those types of things so that I can focus on being the face of the show and market.

And it doesn't really take a big budget to make a difference. And a \$250 a month budget could save you, at \$25 an hour, which is, you can hire some pretty great people at \$25 an hour. You could probably get people for less than that as well and get even more time. But that could free up 10 hours a month for you to focus on growth.

And there's a lot you can do with 10 hours a month. And One of the things that I always find is like you start small and it compounds over time where you're able to, save that 10 hours, then you're able to grow more, bring in more clients or customers from your show, and then you have more budget dispense, you can free up more time.

And it just continues this compounding cycle of growth. And so essentially each of these tools here they have a time and a place and ultimately though they're all working together toward the same goal, which is freeing up time for. So we talked about some of the tasks that fall into the other categories when it comes to the growth-oriented tasks.

Here are some things that if you focus on these things, your show will grow if you just do these consistently. So the first one is, collaboration, research, outreach, and coordination. This is something that I've leaned into a ton over the past year and I'm going to continue to double down on in over the next year.

This is one of the biggest opportunities I think for growth, is just coming up with win-win collaborations with other like podcast creators, YouTube creators, people on social media, newsletter writers who are in your niche or in adjacent niche. And this is something where sometimes one collaboration can just take off and, blow up your audience.

And I've had clients in the past where they did one cross promotion with another show that was in their niche and they like doubled their listenership from I think it was like 1500 to, 3000 an episode or something like that. That is not usual, that's not typical results. But one of the things that I've noticed happen for myself is the more collaborations I do, the easier it is.

Like the friction is reduced to get people onto, my email list or into the newsletters, something like that. Or following me on social media or whatever it is. Because people have now had 15 different touchpoints with me of oh, I listened to you on three different podcasts already.

And I really like your stuff always. And I just I don't know why I never subscribe to your newsletter. Cause I always like what you had to. And so this is something where it is somewhat of a long term strategy. There can be some really great short term benefits that, that do come out from time to.

I wouldn't really expect that, but it's something that I would look to do. Okay. How can I do one or two kind of collaborations, cross promotions per month. Some of those can be, bigger things. Some of those can be smaller, just like promo swaps, things like that. Newsletter swaps, those are also a great one.

There's tons and tons, probably infinite ways to collaborate with other people. But that's something where there's a huge amount of potential and it certainly takes work. It takes some networking and outreach and coordination. But there's a lot of benefit there. And if you do that consistently over the

course of a year, You are certainly going to improve your stature in your niche or your industry or your community, and you're also going to see significant growth come from that.

Similar, related, you could look at this as collaboration or not, but guessing on other shows, this is another one where especially the more you do it, the more the results compound. And sometimes, one guest appearance really can just blow things wide open for your show and your business.

Usually not the case, but it certainly is valuable to commit to doing this regularly. Guest blogging is another one. And similarly related to that is writing dedicated SEO content of your own. And so this is something for me in 2023, I'm gonna, after years of resisting seo, I'm doubling down on it.

I'm gonna go all in on it next year. I'm like finally got to a place where I'm excited about it. But this is something that, this is not just creating show notes for your show. It's like actually doing keyword research and. Posts on your website that are dedicated. The only purpose is to rank in Google traffic is, to be helpful to people as well, but you're writing them with the intent of getting in traffic from Google and there's so much you can do with those to then link out to your podcast from that and have like snippets from your podcast show up in those posts to give people more exposure to the show as well as your overall traffic and email list and everything else that goes along.

It could also be pitching PR opportunities. I know a lot of people do this where it is, you're pitching publications to get your writing featured or to, give a snippet on some topic that is related to your show. This, is hit or miss as well when it comes to podcast traffic.

It's great for brand building. Not always great for just driving listeners. And so that's not usually one that I recommend to people until they're like along and have a much bigger show already. And then the last one, this is the fastest way to gain listeners, is just like good old, what I call legwork.

And so it's like just being active in communities where you're. Ideal potential listeners are already hanging out and so I do this every day. I set a timer for 10 minutes and I just go in on Twitter is where I am right now. We'll see what happens with how everything goes on Twitter. And I just chat with people who are in my industry adjacent industries.

And just talk about whatever, marketing, podcasting, creativity, all this stuff. And I get tons of newsletter subscribers just from being active there. And then a lot of times moving to, DM conversations and just chatting. And it's amazing how many opportunities come from that, both for collaborations, but also direct listener acquisition.

And I have talked to so many people who have multimillion download podcasts, whereas like when I've asked them like, oh, so what did you do? They. Just sheer legwork. Just a hundred percent. Like being active in communities, like talking about, with people, being helpful, being a resource, becoming like the go-to person in a specific community for their topic.

And people they, a lot of times they say I don't even really pitch the show. I just have it easily findable in my profile on social or wherever it is. If people ask about it, I'll give it to them. If it's relevant, I'll send them a specific timestamp snippet to something that answers their specific question and I'll, first answer the question that say, if you wanna know more here, you can start listening at 1536 of this episode.

And we talk about it for five minutes. And this is like the number one strategy that I've heard from people who grew big podcasts is just like, Being active and it doesn't need to be hours a day. Like I said, I do 10 to 15 minutes. I set a timer kind of in and out. And it's fun because it's talking about topics that I like talking about.

It's with people I like talking to. And and this is a consistent way to just like you do this every day and you will see your numbers grow. So to sum things up here, growth does not just happen. Producing more, focusing on the maintenance oriented tasks, the things that probably are taking up most of the year time right now.

The things that feel urgent and they are important but they typically don't lead to growth. And really if we want to grow, we need to put persistent effort into growth oriented tasks. The things that, that we just talked about there, that if we do those things regularly, our shows are going to grow.

And really, it's a, one to one equation. Almost like the more time we spend on growth, the more we'll grow. And so once we know what those tasks are, and once we make time for it, we can just start, putting the time in and we're gonna see results from that. So to kinda wrap things up, Identify, look through those four buckets and think about, okay where are the tasks that I'm currently doing?

How would I categorize everything that I'm currently doing for my show? If I'm spending, 10 hours a week, what percentage of that time is in maintenance mode, chasing shiny objects, busy work, growth oriented tasks? And if you're spending. Less than 50% of your time on growth-oriented tasks, it's time to start looking at, eliminating or reducing the non-essential tasks systematizing the remaining tasks by creating SOPs and templates automating anything that, that can be automated, and looking at some of those tools that can help with that.

As well as, so Zapier tu, I mentioned Cap Show if this, then that. Make a bunch of tools that can help with automat. And then, if you have the budget, consider outsourcing, even if that's two hours a week or something like that to somebody who's charging, 10 or \$15 an hour or \$20 an hour, whatever it is, that time all matters to like overtime compounding and freeing up more and more time so you can focus more of your time and attention on growth.

And then, really, like I mentioned the goal here is to get to the point we're spending more than 50% of your time on growth oriented task. All right. So that is it for this discussion here on the difference from urgent and important or looking between those two tasks of where we're thinking about where we're spending our time in relation to podcast marketing and growth and production, and all of these things that we are currently doing with our shows.

If you want more information, I've included some of the links to some of the resources I mentioned. I put together aPage@podcastmarketingacademy.com. Slash PB for podcasting for business. And with that, I would love to hear if there are any questions or anything that we can go deeper on that we talked about.

Thank you for that. That was awesome. I really loved that. Really like clean breakdown between the different categories of tasks. Although I take slight issue with fact my binge watching of all of Dairy girls season three was extremely important. Last at, no, there's a third season . You gotta see it.

But yeah, so I really like that and I'd Anyone. If you are listening, if you've got tasks or growth strategies or automation strategies that you'd also like to share, go ahead and pop those in chat or in q and a. And in the meantime, I'd love Uhit a little bit more insight. If you can share on when is it a cool idea or a potentially great strategy, and when is it a bright, shiny object that is going to take away from our important time?

Let's somebody get a little more on how you tell the difference between the two. That is a good question, and I think that there's something. For me, so this, I mentioned my creative way, finding newsletters, about finding your personal creative. Path. And I think that this is a super, it's really hard to talk about and make strategies around this.

And I think we each have things that, like I just mentioned here, that SEO has always been something that I've just not wanted to touch with a 10 foot pole. And I've tried to get myself to do it so many times and cannot do it, and now all of a sudden I'm excited about it and I'm excited knowing that like this is going to take a ton of time and it's gonna be a ton of work that's not going to be fun.

And I'm like, I'm still excited about it. And so I think there's a hu for me, like when I see people having success with marketing, they've found a style of marketing that they're actually excited to do that is also a lot of work. And so I think that's, you have to find that. And I think there's the first step is understanding that like you get to make marketing what you want it to be and that there are certainly ways, like I always think.

One of the reasons we tend to think of marketing as being slimy and icky and not something we wanna do is because all of the marketing that is obvious to us is bad marketing. Like good marketing is not obvious. It feels good to us. And so we don't associate it with marketing. We think, oh, I really like that person, and I wanna engage more with them.

And if we start to realize oh, this is all marketing. Like we all have creators we follow that are all doing marketing that we want more of. And so I think once we realize oh, this is possible and I can find a way to do that and it doesn't have to be what this person over here is saying, it needs to be.

And I get to decide what feels good for myself. I think that's where you find this thing of okay, I know this is hard, I've seen other people do this, but actually so I know it's gonna work cuz it works for other people. But also I'm personally excited to do the process of it, not just get the result.

I think that's where, Okay. I think I'm onto something here. Whereas, like I said before, I think anytime there's you see something that feels like a shortcut to me that's okay, that's just not gonna work. I know cuz I've chased so many of those and not a single one has ever worked.

And I think for most of us that's the case. And so we don't learn that lesson really. And so I eventually told myself like, okay, shortcuts equal bad, avoid at all costs and I'm just gonna go do stick to the boring thing that I'm, certain is gonna get results over the long. Oh, utterly fair.

Utterly fair. And I will plug another of our speakers actually at this event. If SEO is on your list for next year, check out the recording of Danielle de CoBiz improving your show notes for SEO discoverability. It was amazing yesterday. It is in the recordings area right now, so check that out for sure.

I got a question here. Someone would love Jeremy's perspective on how long we should test something before deciding it makes sense to proceed or to pivot to something else. What's the timeline you should be looking at? I was just thinking about this the other day actually, and I think I was journaling and I think I'll write a blog post newsletter about this at some point, but.

So much depends on the tasks. I was think because I'm like in SEO mode right now, SEO doesn't really make sense to what your feedback cycle is probably at the very minimum a month, if not six months or a year. I just got an SEO audit by someone and he said something like, okay working on getting back links like this is probably something you're gonna wanna do for two or three years or four years.

And I was like, oh yeah. I know that's the case. It, it like sucks to hear it, but I'm like, I know this is the SEO game and that if I'm gonna play that. I need to be like, okay, maybe every three months or six months I'll assess like the different posts that I've put out there and make tweaks and things like that.

Whereas I think on some things like social media, especially on like faster paced social media, like Twitter, you get to see pretty quickly, like if a tweet did well, if there's an idea in there, you're like, oh, that's interesting, like I should lean further into that and like in an hour. You can see that a lot of times.

And so I think there's like something related to what your strategy is based on what that review cycle is. But I usually think about. I'll said like I a general strategy at the start of the year that I very loose. Guides me. And then quarterly, I'm for three months usually I commit to something unless there's some, real reason that I, has put me off it or something like Twitter disappears okay, there goes my Twitter strategy, I'm not gonna do that anymore.

But usually just because things are slow, I'll like stick with the process long enough because I think also there's usually. Learning curve where it's okay, I'm gonna start writing Twitter threads, which I started doing this year and yeah, the first 10 or 15 I did got almost no traction cause I didn't know the mechanics of it.

And so you like get better at the mechanics before you can actually assess Is this actually worth leaning further into? And so I'll think about three month periods or else I'll be like, like when I started my newsletter, I was like, okay, I'm gonna do this for 50 issues and then I'm gonna assess.

So that's essentially a year. And cuz I was like, probably I'm not gonna be able to know, my writing's not gonna be as good as I want it to be. It's not gonna have any kind of reach at the start. And once I got to 50, I was like, okay, now let's go to a hundred and see after that. And now I'm just I'll just always do this.

So I, I think. Depending on what it is I would do longer rather than shorter when it comes to like high level strategy typically. , I like that. And especially the point that, you've gotta give yourself time to learn. Cause the first time you do it, you're probably gonna, you're gonna suck at it.

And that's the first step to being good at it. So I've got one last question here from Jessica who's wondering if you have any particular examples on work that is really good to outsource? What are your favorite things to outsource first? Or if you have that budget, what's the task you should offload?

The most quickly. So I usually think about this in a couple different ways. And so I often have people do a time audit. And so record everything you do. I use a tool called Toggle, t o G L. I think there's no E at the end, and makes it really easy to record your time and then at the end of the week or the end of a month, however long you wanna do, go through it just color code each task and be like, green, yellow, red. And so green are the things that like give you energy. You like doing them, they're maybe creative work that the things you just like really want to keep doing. Yellows neutral and red is just drains your energy and like you just procrastinate on these things.

And maybe it's like invoicing for me, which is, I don't know why. Freelancers and creatives are always like the moment of getting paid is this thing that we hate doing, which is so weird, but I like invoicing for me is like a half hour task once a month and somehow in my mind it occupies like 30 hours where I just like, oh, I don't wanna do it now.

No. And so that's probably something that I should outsource. And so I think. Energy is like a huge thing to, to use as a guide. If there's things that you don't need to do and are simple enough, you can outsource and drain your energy. Like those are the things to get rid of immediately.

Cuz they have a, they occupy more space than just the time. And then other than that, I think just things that depending on what your business and your show is like, there are always gonna be things that we just have to do. Even if we, they, bring out like the worst energy in us and like we just have to do them.

But if there are other things that are like easily bundled together, that's the other thing I think about too, is. If I'm hiring some person, like what's their skill set and like, how can I group tasks together around this so that one person, I don't need to hire three people to do these three different tasks.

Like maybe there are some things that I'm gonna hang onto longer, even though I could outsource that, but it would require hiring a different person. So that would be how I would start thinking about that. Perfect. Jeremy, thank you so much. We are at time. This was amazing. I've got a whole page of notes which I'm very grateful for.

Thank you for being so generous with your time and for participating in this first ever podcasting for business conference. Yeah, thank you so much for having me. .