

Deirdre Tshein Podcast Traffic Pyramid Transcript

Megan Dougherty ([00:09](#)):

Deirdre, thank you so much. I am so glad that you are here in the on-demand content library for the Podcasting for Business Conference. Welcome.

Deirdre Tshein ([00:16](#)):

Thank you. Thanks so much for having me. I am so pumped to be sharing what I'll be sharing with your audience today.

Megan Dougherty ([00:23](#)):

I know, I know, because originally, I think the first time I heard you talk about this particular thing that we're going to be sharing, it's not a huge surprise, it's in the title over what people are seeing, so we're not burying the lead too deep here, but it was, I think, on our episode together with the Business Podcast Blueprint Show, which was a lot of fun, and you just mentioned, "Oh yeah, for traffic, I just use the podcast Traffic Pyramid." I'm just like, "That sounds really fascinating," so I'm so happy you're going to be telling us about it today, really high-level. Let's start with the origin story, actually, how did you develop the pyramid and what is it and why is it so great?

Deirdre Tshein ([00:58](#)):

I wish that I had had foresight when I actually came up with the pyramid, but everything, as it always happens, was with hindsight, so I struggled a lot to get to this point, where I was like, "Oh, that is how you do things?" So, it was my first business, nine years ago, opened up this dessert bar in Sydney. Megan, we were struggling with it for months and months and months.

Megan Dougherty ([01:22](#)):

Food service is not easy.

Deirdre Tshein ([01:24](#)):

Yeah. I would say, we're actually really close, so I'm actually going back, just this is an aside, but we're going back to Sydney, because we are divesting that business, finally, after, gosh, it'll be almost nine years now, but three years remotely running it from over here in the States. Anyway, so long story short, we're exiting that business, but it was hard to get it going. There was this particular story, this moment that I remember where, it was one of the first nights, I think it was probably, gosh, four, five months into having opened, and my husband and I were actually able to take a night off together. We were out at dinner, it was date night, Friday night, we were not busy, so we only had two staff members running a Friday night in a dessert bar.

([02:15](#)):

We get a call and our team member's like, "You guys have to get in. I don't have time to explain right now, you've got to come in." I'm like, "What in the world is going on?" So, we're racing in the car and then I'm try not to speed. I go to the front of the store to drop my husband off so I can find parking, and seriously, the place was packed. It was the first time ever we had ever seen lines out the door. People

were trying to fit themselves in amongst the tables and they were moving tables around. It was chaotic, but it was so, obviously, at that time it was like, "Oh my gosh," it was beautiful. I don't know, you know when you picture those, there's a symphony and then the fountain, the water fountain is spraying, all of that, what's happening-

Megan Dougherty ([03:06](#)):

This sounds like the best ruined date ever.

Deirdre Tshein ([03:09](#)):

Totally. Oh, I'm like, "Please, ruin these dates," absolutely. Anyway, so that's to give you a bit of pictures to how something like that was culminated. It was through trial and error of doing all these things, which I have now formed into Traffic Pyramid. So, all the things that I will be going through is basically how I grew businesses, but because I was able to grow businesses, multiple, as well, in this way, I also did it with my podcast and it works, it's the same exact strategy.

Megan Dougherty ([03:46](#)):

It's the culmination of lots of you work that looks like it's getting no rewards and it kind of feels like it's throwing water down a well-

Deirdre Tshein ([03:54](#)):

100%.

Megan Dougherty ([03:54](#)):

... but then once it stacks, you start to really see those results. It's like you work really hard and after years, you're ready to be an overnight success.

Deirdre Tshein ([04:01](#)):

Yes, exactly. What do they say? I'm a 10-year overnight success.

Megan Dougherty ([04:07](#)):

Exactly. That's the way it's got to be done. So, when it comes to podcasting, maybe just really briefly talk about your experience with podcasting, because it is substantial.

Deirdre Tshein ([04:17](#)):

So, gosh, 2020 was, so not that long ago, actually, but since then, I've got four or five podcasts, but it was literally-

Megan Dougherty ([04:29](#)):

Some people get the bug and they get it bad.

Deirdre Tshein ([04:30](#)):

I know, I know. Some people call it entrepreneurial ADHD, too. So, my first podcast, I actually started two years ago, well, almost three years ago now, and it was because I had a coaching business, I'd started a coaching business. My mentor at the time was like, "You have to start a podcast, because that

is the best way for you to, A, to create a stage, but also, get your message and your voice out there, and find your voice, as well," which I found all of that to be true. So, I was like, "Okay, well, I'll just start a podcast. I don't really know what I'm doing."

[\(05:06\)](#):

I got this really cheap microphone off Amazon, because I was like, "Well, it'll kind of make me look kind of legit, I think," but I had no idea. So, anyway, I got into it and I just started recording and publishing, and then very quickly, because I am an entrepreneur at heart, I'm like, "Oh." I'm also very economically minded, so I was like, "Ah, I'm doing all this, but," just like you said, it's like, "It doesn't feel like I'm really getting any traction. My audience isn't really growing. I'm not really getting any leads from this. What was this thing doing for me, really?" I was spending a lot of time on it. We all do, right?

Megan Dougherty [\(05:45\)](#):

Oh yeah.

Deirdre Tshein [\(05:48\)](#):

So, I was like, "There's got to be a better way. There's got to be a better way to actually grow my audience, get leads, and then convert off the back of it." It's a lofty goal for this poor, little podcast, to be like, "It has to do all these things," so I did have to chunk it down and be like, "There's no point in having a try to convert or get leads if no one's even listening to the thing," so the first thing I had to think about was how do I grow this audience? And then I started implementing the Traffic Pyramid, and obviously, I'll be going through how, and then I was like, "That's great. Now, how do I actually get people to stay? How do you retain people?" For me, how do I then get them to my show notes, because from there that is where my links are, that's where my call to action is, come join my challenge, et cetera?

[\(06:42\)](#):

So, I just viewed my podcast like a funnel and I just chopped it up and I was like, "This is the bit that I'm going to be focusing on and that's what I'm going to be optimizing," and just through that process, I was able to grow not only my podcast, but my coaching business, so I did multiple six figures in that business in the space of one year, because I was really focused on optimizing all of these components of my podcast.

Megan Dougherty [\(07:06\)](#):

Well, I like that and I want to call that out even a little bit, because I think that's a mistake a lot of us make, I know I've made it with projects in the past, is that you think I need this thing that I'm working, whether it's a podcast or blog or anything else, to be revenue-generating. So, you're thinking, how can I make it generate revenue? When what you're saying here is really focus on the different steps that go from someone finding the thing exists to becoming a customer and really optimize one at a time. That's a lot more manageable, it's a lot easier to be able to validate the results of what you're doing, by really looking at the different steps someone would need to go through as a consumer of your content to go from stranger to customer. I love looking at that one at a time, so thank you so much for that.

Deirdre Tshein [\(07:47\)](#):

Oh, good. So, should I get into the Traffic Pyramid?

Megan Dougherty [\(07:51\)](#):

Get into the Traffic Pyramid. Now is the time.

Deirdre Tshein ([07:53](#)):

Yeah, exactly. So, there are four tiers to the Traffic Pyramid and they are relatively sequential, depending on resources and things like that, you could do them all at once. So, to give you an idea, when I started the podcast, even my first business, it was really just me. I generally had a co-founder, but we were very split in terms of what we were focused, so really, it was just me, and so I had to be very, very focused. I was like, "Oh gosh, as much as I would love to be on all platforms, for example, promoting my thing, I could, but I wouldn't be doing it well," and so for me, as well, what is the point? What's the point of trying to be everywhere when you can't do it well? So, that's also another bit of mindset that I really developed through this process. So, you can be everywhere, you can do it, you can do all four, but only if you have a team and only if you can actually guide them in the right way to focus on the things that they should be focusing on. So, I just want to put that caveat out there. So, it's generally sequential-

Megan Dougherty ([08:57](#)):

Thank you for mentioning management overhead, because it's often where they say, "Oh, my team will do it," but it's like, no, that's work, too.

Deirdre Tshein ([09:04](#)):

Yes, exactly. Exactly, yes. You have to be the one who's driving the strategy, at the end of the day, and if you don't know what you're talking about or doing, your team won't either.

Megan Dougherty ([09:11](#)):

So, four tiers that you should probably attack one at a time, unless you've got a team and lots of time to manage them.

Deirdre Tshein ([09:17](#)):

Yes, exactly.

Megan Dougherty ([09:18](#)):

Let's hear them.

Deirdre Tshein ([09:18](#)):

Okay, cool. So, the bottom tier of the pyramid is what I call passive organic marketing, so this is where we all start. It's pretty safe, because we're like, "Yep, we're going to just set up an Instagram account or we're going to be on Facebook or we're going to meet..." or just one of the platforms, or even email could be the thing that you decide to focus on. Why I call it passive organic marketing is because it's things that we put out there and we're like, "Oh, okay, I'm just going to process this thing and I'm going to just drop it," and then I'm going to be like, "Yes, job done. I can log out now," and you do nothing else.

([09:55](#)):

You sit back and you're like, "This thing is going to take off. Everyone told me that everyone's on TikTok and I can go viral on TikTok, so this thing is going to take off," and that is not the case. So, passive

organic marketing is where we start. There's no shame in doing that, that's the way I started, but you just have to be very mindful of the fact that if that is all you do, it's not going to get you very far, very fast.

Megan Dougherty ([10:24](#)):

That's not to say, right, that you shouldn't do it, because we should be putting our stuff out there, should going to email, should be going on the platforms we're using?

Deirdre Tshein ([10:30](#)):

Exactly. Exactly. That's where the second tier comes in, which is then what I call active organic marketing. So, this is really about how do you make all of that passive content that you're putting out there, that you should be putting out there, to your point, but how do you now make it active? How do you actually make it work for you in the way that you envisioned it to? I've always struggled with that word, for some reason. So, I talk about all the different platforms, but generally, it comes down to there are two main types of platforms, so one is what I call search-based and the other one is what I call explore-based. So, search-based is Google, YouTube, Pinterest, all the ones where you're searching. Generally, as we would probably know, that a lot of times to make that content work on those platforms, it's all about SEO optimization, it's all about how do we actually do all the things?

([11:25](#)):

It starts with definitely having the right keywords, but then also, especially with things like Google, it has to be technically optimized, you have to be using rich media, all these other things that go into making it search engine optimized. This is why I go back to generally, you just want to pick one platform and stick with it, because there's a lot of work that goes into making all of these things active. So, that's on the search-based side. Now, on the explore-based side, these are the full and TikToks and Facebooks, where people are just generally scrolling, they're just mindlessly scrolling. Really, the key here is that you have to stop the scroll, that's really what it comes down to. That's where I developed one of my frameworks around content honey traps, which is how do you create a hook so that it brings someone in and it creates this curiosity that compels someone to do the thing that you want them to do? The hooks can-

Megan Dougherty ([12:26](#)):

Sorry, I'm going to just make sure I understand. So, we've got tier one, which is the passive organic marketing and that's when you go out and you go to Twitter and you say, "I have a new podcast episode," and there's a link to it. The next step, the active organic marketing would be when you, in your show notes, you title the meta on your blog, or your Pinterest heading is more like, "Do you know the single secret to recording in half the time?" Something that is going to be more intent or driven or arresting, as you say, have I got that pretty much right?

Deirdre Tshein ([12:54](#)):

Yeah. So, with the search-based platforms, where it can totally be to your example, as long as it's what is actually optimized for search, so that's just the only overlay that I would put on the search-based stuff. But for the explore-based stuff, then, yes, what you said, that example that you mentioned, that could be a really great hook on a reel or on a tweet, on a LinkedIn post. You want to be thinking of visual hooks, as well, and that's why you see a lot of videos and stuff where there's transitions, on TikTok, especially, there's fast transitions or there's someone doing a hand thing, because it's like, "Oh, attention, grabbing," those are the kind of things-

Megan Dougherty ([13:39](#)):

Those are really fun to watch.

Deirdre Tshein ([13:42](#)):

Right? It creates a hook and it gets you drawn in. So, that's what you want to be thinking about, that's how you really make that type of content active for the platform.

Megan Dougherty ([13:53](#)):

So, the active, technically active in that people search for it and then they will find it because you've optimized it and then emotionally active, basically, Because you're catching them either visually or with your words.

Deirdre Tshein ([14:04](#)):

Yes, exactly.

Megan Dougherty ([14:04](#)):

Very cool.

Deirdre Tshein ([14:06](#)):

Exactly. So, that's the second tier, so making your content actually work for you. And then the third tier is what I call leveraging other people's audiences. This is kind of not anything mind-blowingly new, of course, people have different names for it. We've heard it called Dream 100, or I know in the podcasting spaces, the whole OPP thing, so it is-

Megan Dougherty ([14:35](#)):

Define that, in case anyone's watching and they're not familiar with the term, the OPP thing.

Deirdre Tshein ([14:40](#)):

OPP, I think it stands for other people's podcast, but I'm not quite sure. I should probably have known that before I dropped it.

Megan Dougherty ([14:48](#)):

We'll look that up. If there's a correction to be made, you'll find it in the notes.

Deirdre Tshein ([14:52](#)):

Yes. It's catchy, right? Again, it's like a hook, because it's like, "OPP." Anyway-

Megan Dougherty ([14:58](#)):

Although where I live, it also means Ontario Provincial Police, so I definitely always mix those up.

Deirdre Tshein ([15:03](#)):

Not so catchy, not as catchy.

Megan Dougherty ([15:05](#)):

Not as useful for marketing.

Deirdre Tshein ([15:07](#)):

No, definitely not. But anyway, the whole premise behind that is it's all about collaboration, and in the podcasting space, it's the big thing, how do you find other podcast guests on and with the call to action to come listen to your podcast, or how do you do trailer swabs? There are a myriad of ways that you can collaborate. Even what we're doing here is a form of collaboration, and so that's the thing. That's why podcasting is so powerful, when I mentioned you create your own stage, is for that reason, so that you can actually invite other people on to your stage with the view of, "Hey, that was a great conversation. I'd love to share this with your audience," and you get invited onto their stage. Anyway, so leveraging other people's-

Megan Dougherty ([15:56](#)):

I love that. Build a stage so you can invite people to it. What a great, lovely idea.

Deirdre Tshein ([16:02](#)):

Yes, exactly. So, that's the third, the third way is all about leveraging other people's audiences. And then the fourth and final way, which I'm going to be totally honest, I've dabbled with for my podcast, but I haven't really gone full into it, is paid ads. Paid ads can be whatever you want it to be. If you wanted to run Facebook, I wouldn't advise it, but you can, for example, run Facebook ads to a podcast. But in the podcasting space, it is mainly going to be advertising on the podcast players, Overcast and Podcast Addict and things like that, because you want to be advertising where podcast listeners are, and so that's going to be the main place, if you are looking to put some money behind your podcast, that you would want to be looking into. So, that is the four tier in about five minutes.

Megan Dougherty ([17:01](#)):

Oh, I like that. That's fantastic. So, just a quick recap, there's the passive organic marketing, where you're just making sure your content exists out there, then there is the active organic marketing, where you're really using hooks and using technical capabilities to be where people are actually searching or stopping them while they're exploring, then leveraging other people's audiences. Actually, I think everyone who has contributed to this conference has mentioned at one point, either in a promo call or in the presentation or somewhere, just how valuable the networking and the collaboration is in this space, so take that away. And then there is the final, paid ads on other shows, on the platforms themselves, possibly in newsletters. Check out Arielle Nissenblatt's presentation, tip, tip.

Deirdre Tshein ([17:43](#)):

Okay, yes.

Megan Dougherty ([17:45](#)):

So, if you had to choose one to focus on or one to start with, what would be your go-to?

Deirdre Tshein ([17:50](#)):

So, my go-to, and I've actually started... Yes, it's funny. So, with my first business, I started at the passive organic marketing, which took a long, long time, until I figured out active and leveraging other people's

audiences. With my coaching business, I actually started with paid ads, which is an expensive way to start, so I would not recommend doing that. With my business now, I've actually more so leaned on leveraging other people's audiences, so hands down, I would always highly recommend starting with leveraging other people's audiences. But in order to do that, I am also firm believer that you need to have some form of content out there, as well as working. Because otherwise, if you're like, "Hey, Megan, I'd love to be on this summit," and you're like, "Okay, great, but I don't know who you are, I don't know what you talk about. I can't find you anywhere," that's not going to go down so well. So, that's why I do say it is sequential, you do want to have some form of passive organic marketing out there, in order for you to then start to create that credibility to get into-

Megan Dougherty ([18:59](#)):

It's like having your ducks in a row. You don't need to be famous to put yourself on a podcast, nor do you have to be famous to invite someone to yours, but you do want to make sure that your show notes look good, that your graphics, someone's going to be pleased to have their face on your cover art, making sure that you're putting a good foot forward.

Deirdre Tshein ([19:16](#)):

Yes, exactly. Exactly.

Megan Dougherty ([19:18](#)):

Perfect. Where do you see people making mistakes trying to grow their shows? Because I'm sure you've heard, as I've heard, growing shows, it's the worst, it's hard. It's really hard to make this happen, so what do you think are some of the steps that people are really typically making that they should avoid?

Deirdre Tshein ([19:35](#)):

It's really interesting, because I was looking at a survey that was done by Improve Podcast and they had surveyed over 1,000 podcasters. I was looking at this one graph that they had done, which is which marketing channels podcasters are using, and they actually split it up by high-income earning podcasters, that they defined to be earning over 50K a year, and lower-income earning podcasters. What was super interesting was that lower-income earning podcasters are putting so much of their time in spaces like social media and not putting enough of their time in places like SEO, like having a podcast website, or emailing, and so that was really, really fascinating.

Megan Dougherty ([20:27](#)):

Interesting, yeah.

Deirdre Tshein ([20:28](#)):

So, to answer that question, I would say that the common mistake that people make is putting all their ducks in the social media basket, which makes sense, because that's the instant gratification thing. It's like, "Oh, I've got stuff out there, I can see if people are liking it," you get that instant feedback and so you just love that, whereas really, you need to view this as a long game thing, play the long game, because search, it is not at all instantly gratifying, but it's something that gives your content longevity, where social media problems do not, That's the whole point of them, you don't have any longevity on them.

([21:11](#)):

Building an email list is hard. It is really, really hard and that's why a lot of people don't do it. But building an email list and then emailing them is actually what gives people, especially high-income podcast earners, a lot of payoff, because they can actually directly get in front of that audience, rather than those on social media, where, again, algorithms are in play and et cetera, et cetera. So, I think that's probably a big mistake that, look, I've made all the time, all the time, where I'm like, "Social media's a thing, yes," because that's what we hear, as well, where constantly everyone is like, "You've got to be on TikTok, you've got to be on Instagram, you've got to be on all these things," and I'm like, "Ah, I want to, but-"

Megan Dougherty ([21:52](#)):

It feels like it's this nut and if you eventually crack it, then all of your problems are going to go away, if you find that magic formula. It turns out all along, the formula was email.

Deirdre Tshein ([22:02](#)):

Exactly. Pretty much. So, along with social media as a platform, what I see a lot of people do is, to your point, is that they do just drop, "The podcast episode went live," with an audiogram wave thing. I think that that is fine, but where the mistake happens is, again, what I spoke to, which is where's that hook? Where's that curiosity? Why would people want to even listen or play your audiogram, if all they see is a photo of one person, two people, maybe, and a wave line? Have a reason for people to want to actually listen to the things.

Megan Dougherty ([22:49](#)):

That brings us back to where we, so often in business, come back to, is know who your audience is and have an idea of what it is that they're actually looking for from you.

Deirdre Tshein ([22:58](#)):

Yes, exactly.

Megan Dougherty ([23:00](#)):

Perfect. Well, this was really, really interesting and I love the way you break things down, high-level, into different chunks that you can work on one at a time. Where can people learn more about you, hear your podcast, check out your cool tech company?

Deirdre Tshein ([23:18](#)):

For sure. Oh gosh. So, if you want to nerd out a little bit more about content honey traps and what I spoke about, in terms of how to create that curiosity, then come and listen to episode one and two of the Grow My Podcast Show, because, actually, I have eight mental models that I go into. I go into four on the first episode, the other four in the second episode, so you can get a lot more of an idea of what I'm talking about. If you are a podcaster and you are like, "Ugh, I don't want to write show notes. I get this content honey trap thing, but I just don't want to create them." Copywriting is the thing that I hated the most when I had my podcast, honestly, and so that is why we created Capsho. C-A-P-S-H-O. So, Capsho is an AI-powered podcast copywriter. You upload your audio file and in under 10 minutes, it creates your episode title, description, show notes, social media captions, promotional email, blog post, YouTube description, LinkedIn article, full transcript for you.

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Megan Dougherty ([24:23](#)):

That's pretty cool.

Deirdre Tshein ([24:25](#)):

It's really cool. So, if you want to check it out, you can do that for free, no credit card required, at capsho.com. That's C-A-P-S-H-O.com

Megan Dougherty ([24:35](#)):

Perfect. Thanks to the magic of asynchronous communication, if you look in the area around where you are viewing this video, you will find links to both the podcast, where you can learn more about content honey traps and Capsho. Deirdre, thank you so much and I thank everyone for watching. I hope you enjoy the conference and everything else that's going on at Podcasting for Business.