

How to Create a Content Engine That Keeps You Consistent Without Taking Up All Your Time with Karl Sona - Transcript

- Transcript

[00:00:00] All right everybody. I am so excited to be here. I wanna give a huge shout out and a major thank you to Megan Dougherty and the entire team at One Stone Creative for creating this awesome forum for all of us as content creators and podcasters to get together and share some great tidbits that can help each and every one of.

[00:00:28] Tremendously scale and accelerate our messages to the marketplace. For those of you that aren't aware of who I am, who is this talking head and his condo here in Denver, Colorado? Well, my name is Carl, so. I have the privilege of being one of the founding team members over Streamline Media. One of our core divisions is streamlined podcasts where we do high end podcast production for a lot of established professional based businesses.

[00:00:52] And we've been doing this for about three years. We've got well over 10,000 episodes that we've produced at this point in time. But that's all the boring stuff. Y'all aren't here to hear me talk about myself or my company or what our company does. You're here. To learn all about one thing. One thing that I'm really excited to share with you all today, and that is how to create a content engine that actually helps you stay consistent with putting great, valuable content out there without taking any of your time.

[00:01:22] That is the meat of so much that I personally am seeing. Discussed online today is like, Hey, you know, I'm doing the podcasting. How do I get more eyeballs? How do I get more traffic? How do I get more listeners, more subs? You know, Or maybe you're doing an audio video podcast, so you've actually, you know taken it upon yourself to add the video component and you're posting this to YouTube and you're a little less than.

[00:01:49] Enthusiastic. Let's put it that way, about the number of viewers that are watching your video content. So how do we create supportive pieces, supportive marketing for our audio video, podcasts? In a very engaging and compelling way that's going to increase the likelihood that folks actually stay sticky with the information that we're presenting, but in a way that doesn't cost us a ton more time or additional resources or overhead.

[00:02:19] Right. And that is a million dollar question. And I have to say, folks, you know, just to bring it back we started. Just as a podcast production company. And so a lot of the mindset and a lot of the attitude, you know, being that we were podcasters ourselves, I'm speaking not just from the client perspective, but also as a podcaster, was all right, I've created this awesome 30 to 45 to 60 minute podcast.

[00:02:45] It's this incredible conversation with myself and you, the listener, or with me and a guest. People are gonna listen, right? So I would put it out there. It would go to iTunes and Spotify and all the places, right? Where we all

love to consume and snack on this content. And you know, 6, 7, 8, 9 months went down the line and I was still only getting.

[00:03:06] 70, 80, maybe a hundred, 130 downloads per episode. And in the beginning, you know that that's a great place because I always tell people, Hey, listen, if you're just starting this game and you know, I wish I could interact with you in real life. I'm not sure where you're at in your journey, but if you're just starting this game, that's actually pretty good from the standpoint of think about having 80 to a hundred people in your office that are dialed in and that are engaged and that are literally.

[00:03:36] On the edge of their seats listening to what it is you have to say. You know, when you think about it from that context, it's actually very intimate, and podcasting really presents an awesome opportunity to focus on quality, not the quantity, but after you've been doing it for a while. And you've been putting a tremendous amount of sweat equity.

[00:03:55] It's preparing the content, right resources into producing the content, right? And just time to make sure that all the pieces come together. It's reasonable to understand that you want some sort of return on investment, whether that be clients, whether that be dollars, sponsorship opportunities, things of that nature, and like.

[00:04:20] The number one reason that I see people fail, and when I say fail, it means that they've, you know, put the podcast on the shelf they're no longer producing is because they leverage the podcast, which is typically long format content. Now, you can have, obviously a podcast that's two minutes long, five minutes long, et cetera.

[00:04:40] But typically, if you're spending the time to teach on something, you know, all you professional service based business owners, or if you're taking the time. To do an interview. You know, a lot of you interview style creator type folks. It's gonna be 45 to 60 minutes, right? And so the issue with that is you are putting.

[00:05:01] All of the leverage on that single piece of content. You're putting all of the leverage on that loan and you are working off of the assumption that someone, an ideal client, a prospective customer, maybe somebody that's even warm up to your brand, you're putting all of this weight of assumption on them that they're gonna have an appetite big.

[00:05:28] To consume all that content in one sitting, and that is the number one reason why people go downhill with the podcast. They fail to realize that in today's digital marketplace, as a content creator, which you are a content creative, you're putting out information via podcast that. It really is imperative that you create snackable content first, that give people an opportunity to really wet their palette and go, Mm, I wonder what more they've got here.

[00:06:05] You know, going back to the analogy of having 80 to 130 people in your condo or in your residence in your office, think about. Smaller pieces of content, which we're gonna touch on being the hors that gets people to loosen up. All of a sudden they've had a couple of those little fancy things

with the toothpicks, and they had a maybe a drink or two in their system, and now they're in a place where their guard is lowered and they're like, Okay. [00:06:38] I'd like to learn more about what this is all about, and that's what we're going to get into right now in the thick of this presentation. Right? So my name's Karl Sona. Like I said, I'm one of the co-founders over at Streamlined Media and what we've gotten really good with, and I'm gonna share our entire playbook with you this afternoon.

[00:07:02] Is how we take a podcast. You know, ideally you're doing it in audio and video. How do we take that long format content and how do we reposition or repurpose? Several different pieces of that podcast into content for all of your social media channels that can stand alone and actually help warm people up, help engage them, and ultimately drive folks back to the full, long content that give them an opportunity to actually go further with you.

[00:07:36] So without further ado, I'm gonna share my screen here and I'm gonna literally pull. Our proprietary playbook. So whether or not we ever do anything together, I want each and every one of you to take this and hold this as your new content engine. Holy grail. Okay, We're gonna take out all the guesswork on how to repurpose what clips to create for aware, when to post how to all of.

[00:08:11] Is dialed in into this one digital book. So I'm gonna walk you through page by page. It looks like I've got about 20, 25 minutes roughly, so bear with me. And if there are any questions by the end of this, I will be sure to include my calmly link link where you can set up a 15 minute discovery. Be happy to get to know you.

[00:08:36] Put a name with the face, handle your questions. I'll also make sure that Megan has my email. That way you can just shoot me a question, a comment, say what's up, and we'll go about our merry way. Perfect. So, This is the Streamline Content Engine Marketing Playbook. Basically, let me come back one page.

[00:08:57] Our goal is to help you create roughly 25 to 30 pieces of standalone micro content, okay? Reels, clips, social media, captions, infographics blog posts, just a few to kind of name. All the different pieces that we have in our artillery for up to 10 different platforms from one single podcast. I mean, folks, that is endless potential.

[00:09:26] If you're gonna spend the time researching and creating all this great content in long form, why not soft serve it up to folks, right? And really give 'em that flavor that keeps them coming back. And that's our. Okay, perfect. So one of the things that we tell all of our clients to is to actually extract a couple of clips for Facebook.

[00:09:52] Okay. Facebook is still one of the biggest platforms out there, right? I think of the content that you create on Facebook as. The content, not content, but the conversation that you would have with friends or family around the dinner table. You know, what is it about a piece that you created

or an interview that you had on the podcast that really left a burning impression on you?

[00:10:22] Right? What is it that you're trying to share with your spouse, with your kids, with your friends? That's great stuff for Facebook. Because more likely than not, you've got a very warm audience there that already like you, they support you, and maybe it's a way. To get them a little bit more familiar with what you're doing from a long form content perspective.

[00:10:46] That also really works well with Facebook pages for your business, private communities, private membership groups, any of these types of communities that you're building off of Facebook. Great way to drop these clips in. Give 'em a little nugget, let 'em know a brand new podcast dropped and if they nibble on it and they like.

[00:11:08] You can point 'em to all the places where they can go further with you. Facebook, video clips. All right, so these are gonna be the actual vertical clips. Typically we will post these as reels or as stories on Facebook. So we always tell people when you make a feed post, Which is what we just talked about here, the horizontal piece.

[00:11:31] You wanna do verticals as well too, and post those to stories because these days a lot of users on all social media platforms are preferring to consume first. Via stories. Stories are anywhere from, you know, 15 to 60 seconds. It's just kind of a quick wave. Somebody's on lunch break or standing in the grocery line to kind of just get quick little Snackables, right?

[00:11:57] Before really going directly into the feed and diving in. So for us, we love doing some sort of a cool infographic that features you as the host or your guests. And maybe we'll even do like a tweetable quote, right? Something that was insightful, that was a hook, that was a cliff hanger that gets them to go, Hmm, I wonder what more is behind.

[00:12:24] Right. Hopefully you're starting to see some of my psychology behind how we think about creating these clips. You two shorts crushing the game. We have had several clients over the last few weeks that literally have gone viral because of shorts right now, and it's the game of all the social media platforms, creators who can.

[00:12:48] An audience sticky to a platform will be rewarded, right? Especially when the platform has a new algorithm available that they're testing and that happens to be shorts for YouTube. Shorts is the new kid on the block. It's meant to compete with TikTok and IG reels and some of these other platforms that have their own shorter content distribution mechanisms.

[00:13:12] And so if you are on YouTube, You know, which, if you're doing your audio, distributing that through your RSS feed and you're doing video and you have that on YouTube, but you're not hosting videos for shorts, quite literally, you're leaving significant chips on the table. So how do you think about creating anywhere from a 30 to 62nd video clip?

[00:13:38] That can be used as a teaser to, again, drive people back to your YouTube channel, increase your subs, keep things clean and tidy on, on your

channel. You know, make sure everything's optimized with hashtags, make sure that you got the right thumbnails and all those different things in place. But basically where I'm getting at is that it's a great way to build awareness towards your longer format video.

[00:14:02] Okay? And of course, you should have the YouTube video. So what we typically like to do is we like to post the video on one day, right? So they've got the full length video, they can go watch that and consume that. And typically a day or so after, we will actually post promotional shorts that are. Excerpts or little, you know, clips directly from the long form video that again, really peak curiosity, warm up the engagement factor and have a call to action for folks to actually find the card where they can go watch the video.

[00:14:48] The same hole's true in reverse for certain clients will drop sorts that tease. A certain client or a certain guest that's gonna be featured in the podcast and have a call to action, to an audience to let them know, to keep an eye out for the full length video coming, right? So typically that'll be like, Hey, subscribe to the channel so you're notified as soon as we launch the full length video so you can learn more about X, Y, Z.

[00:15:19] Again, just give me some of my content Ninja nuggets. That I promise when used and when used the right way will push the needle forward for you, get you the visibility that you're looking for without you having to spend a ton of extra time. Again, you know, I'm gonna pause here. You've created the content once.

[00:15:42] All we're doing is as we're pulling certain pieces out of the long content to feed all these different channels where the client might be hanging. Right, Because it's not about how we like to consume. It's all about how they like to consume, where they like to consume and when they're consuming. So this is how this strategy comes together, right?

[00:16:07] Multichannel, snackable, consumable content. That's what we want. Beautiful Instagram reels. Instagram, obviously huge social media. All of my coaches, all of my authors, speakers professional service based folks, anybody with unique or focused subject matter expertise should be leveraging reels. Reels are by far the most popular distribution platform to release content on Instagram, and so again, for the podcast reels do really well.

[00:16:51] When you have, you know, top three takeaways or top three questions that we get into, you know, if you can kind of lead with, I'd say three to five things that folks are gonna be able to get outta your podcasts. Those make really good reels. Other things that make really good reels are if you. Lead with the top three things, and then fast forward to a sound bite, visual bite of your guest getting ready to explain their answers to their top three tips to scale, to seven figures, those sorts of things.

[00:17:32] The way we are as human beings, we can't help ourselves but to go, I wanna know more. You know what I mean? So real's. Great way to do that. TikTok Shorts are great right now. I'd say some of the biggest pushback that I

get from a lot of our clients, especially those that are like CPAs or physicians, you know, people that are essentially really well schooled, , right?

[00:17:58] They went to school for a long time, is, Oh my God, my audience isn't on TikTok. And I would beg to differ, not because it benefits me or my company, but simply because. TikTok is literally in its infancy. Think about Facebook around 2006. Facebook was a platform that was pretty much positioned for college students who's on Facebook today?

[00:18:25] We've got our grandmothers and our grandfathers on Facebook today. We've got business owners on Facebook, and so all of these platforms get bigger. They all evolve, and that's going to be the same exact thing with TikTok. It is by far one of the easiest places to grab your land share in this digital ecosystem of social media platform.

[00:18:50] Great way to get your brand out there and drive them back to your Instagram, to your LinkedIn, to some of these other more traditional places where your audience might be a bit more active, but you don't wanna ignore it. The next thing that we love to do is be able to take the full length video and we'll actually post it to Vim.

[00:19:12] So Vimeo is a great ad-free platform that allows your consumers to watch and to snack. Really love our snacks today without any ads. That's one of the issues that I have all the time with YouTube. You know, I'm one of those guys that just haven't up, I haven't upgraded to the next level of YouTube and I love consuming content.

[00:19:35] But boys, it annoying when ads keep popping up for like grant card and then some of these. Mass marketers, right? It just, it, it messes with my attention. So being able to offer your content on Vimeo gives you an opportunity to actually deliver more value for the customers, the consumers that are gonna be engaging with your content.

[00:20:03] TikTok mids are incredible in that you can do vertical video. Up to 60 seconds long. So different from the shorts that are up to 15 seconds. Now you've got a little bit more time, more like a real, if you will, to create some really great point of view type content. What we see go really well with TikTok mids.

[00:20:25] You know, you could be setting up for the podcast. It could be, you know, think about it back in the like, I'm a nineties. I love 90 sitcoms, and one of the things that was always so cool to see at the end of the episodes would be like little blooper wheels. You know, if you've got your phone on you and you're just chatting up with your guests, that could be really cool content that could be repositioned for one of these.

[00:20:52] You know, you can brand it your, your guests as well too, so that they're likely to. And it's again, giving the viewer a perspective or a view behind the curtain. People go bananas for an insider view, right? And so if you can position the platform as something that gives them just a little bit of an insider perspective, that will provide more contact.

[00:21:22] As they listen to the full length podcast, could be a great way to take them from a casual viewer to over the fence to where, All right, I wanna see how the sausage is made. I'm taking the next 45 minutes to settle in and listen to this podcast. We always do an episode summary. These are huge because this actually helps Google pull your podcast up, rank your podcast.

[00:21:51] Has a piece of content that answers questions that people are searching for online, right? So Google and a lot of these other search engines can't actually search audio. And it's the reason why you want to have a very captivating episode summary, three to five sentences max that really discuss who it's for, what problems are discussed and, and what solutions you're gonna be pointing people.

[00:22:19] That is a great summary, right? You wanna provide a very clear roadmap of where people probably are that are gonna be listening and where they can end up, or where they should expect to end up as a result of trading you their time and their attention to listen to that content. Show notes, of course. For us.

[00:22:43] If you'd like to get our special template, please send me an email. I'll, I'll, I'll, I'll forward it over to you or I'll have my team do that. But basically what we're doing here is we are time stamping the episode, right? And so we'll say from minute zero to minute five, here are the top three to five things that are discussed.

[00:23:06] And so we'll give them a little, like a sentence blurb, if you will. The key to really make sure notes effective is to do a couple things. One, you wanna do your keyword research right? So we'll actually embed keywords strategically. We won't stuff them over the top cause that can actually hurt your ranking.

[00:23:26] But we will use specific keywords in that, again, will help Google identify your podcast. As a piece of content that can answer a question relative to what people are searching for. So that's the first thing. Second, those timestamps are literally kind of like the back of a book, right? So if I'm walking through a busy airport, I got a few minutes to kill, I see a nice cover, good book.

[00:23:55] But is it a good book? I don't know. So what do I do? I look in the, you know, the, the front part of the book. I look at the back and I'm looking for kind of a quick rundown that can help me make a more informed and educated decision as to whether or not this is worth my money. This was a \$22 book, It looks like.

[00:24:21] And more importantly, money aside, my time, my attention, right? And so that's how show notes need to be written. That's how we train each one of our copywriters to write. In addition, we hyperlink all resources so we can direct people to the specific actions we'd like them to take that are supplementary to the content discussed on the podcast, right?

[00:24:47] So again, email me. Karl with a k k a r l@streamlinedpodcast.com and I can send those out to you. Be happy to. The last thing I wanna say about

show notes is we have a really incredible tool. Shameless plug called pod notes.io. P o d n o t e s dot I. Basically we've recognized that a lot of people that produce their own episodes always cut corners around show notes because they take a lot of time to do, they're pain in the butt.

[00:25:25] You started a podcast cause you want to talk, not because you were on a right. I get it. So basically, pod notes allows you to upload your finished audio file, MP3 wave files, and within 90 to 120 seconds, it will create show notes for you using our templates. Check out that tool. It's in beta still, but we would love your feedback.

[00:25:49] A blog posts, everybody knows that they need blog posts. Blog posts, update, upload it to your website, upload it to third party websites can drive the number and the quality of back links that come back to your website. That then help you get ranked higher on Google, which is the best search engine as we're all aware.

[00:26:13] You don't need to sit down and write a blog post from scratch. I have so many clients that go, Well, I did the podcast. Now I'm having writer's block trying to come up with a blog post. And I'm like, No, no, no, no, no. We can actually strip all of the texts right through transcribing. We can strip all of the texts from your audio and then we can use it to create a blog post.

[00:26:49] It could be based off of a specific question that you ask your guests. It could be based off of a couple of high level ideas that you teach on, that you not position into text. Going back to pot notes.io. In addition to that tool helping you create show notes. There was another feature on there called blogs, and it'll actually create a very nicely legible, engaging blog post for you.

[00:27:19] And if you don't like the first option, you refresh, it'll create a second version. You like that version, you refresh. It'll create another option. But we highly recommend that you consider posting to great blogging sites like tumblr medium.com and Flipboard dot. In addition to your own WordPress or Wix hosted website or wherever it is, you host a website.

[00:27:44] The only thing that I will say when it comes to creating a blog post for your episode, especially if you wanna follow our advice and post on multiple of these different platforms, is don't just copy and paste one blog post and post it in all these different places. You need to kind of have unique blog posts written.

[00:28:06] Otherwise Google will ding your domain authorities score and that will be good. And the whole thing would've been for none. Transcripts are great obviously cuz they help with the accessibility of your content being consumed, especially for folks that are hearing impaired. And this is a big one, this answer a question on Quora or Reddi.

[00:28:28] Reddit's. Another big one is there's so many communities that exist on these platforms that, believe it or not, are in interested in the very thing that you do. So whether it is you're an accountant, you're an attorney, you're a real estate professional, you're an HVAC person, there are different threads on

each of these huge platforms where people go to ask questions that they hope to get an answer to.

[00:28:56] So what we train our team to do is depending on the specific industry, we'll go and we'll identify any open groups or communities. We'll then take a look at any open-ended questions, and if our client's podcast has an answer to that question, we'll write a little blurb, answer it, and then link to the podcast so that that person who posted the question.

[00:29:25] Can take a listen, and that has been working really, really well. All right, I'm coming up on time, so I'm gonna kind of go through these next ones fairly quick cuz they're pretty self-explanatory. You want to think about basic graphics. So there are all sorts of awesome tools like canva.com where you can source great images and great graphics and you can create infographics.

[00:29:51] So, Quotes, tweetable quotes you know, bullet points, lists, All of these sorts of things are great snackable pieces that get people to stop, hover, and actually read and just create a little bit of a light bulb moment for them. Same with your static images and posts. So you obviously wanna work with a great graphic designer.

[00:30:16] We have a lot of these types of people on board to ensure. The visual aesthetic matches your company's branding or your podcast branding. So it needs to be attractive. It needs to be something that is eye attention grabbing. And again, if the content is great, which hopefully you're creating great content, , you can repurpose some of those really key lines, some of those heavy hitting punch points that are discuss.

[00:30:49] Into the static image posts. Now, for those of you that are professional service based people, LinkedIn is gonna be huge. That's where you go to button up your tie, put on your blazer or your blouse, and really be looked at as a credible thought leader. Right? Well done. Right? So LinkedIn articles are huge.

[00:31:12] So often, again, people do the podcasts and they just throw up a bunch of random links. They don't give a ton of contacts, and they're like, Go listen to my podcast. Like, how gluttonous of you to expect that somebody's hungry for what you're serving up right now? However, put it into an engaging article.

[00:31:34] Now you're positioning yourself not just as an authority. Not just as someone that is credible, but you're positioning yourself to actually have them engage with that piece of content and then take action, right? Because they've engaged, they now have the appetite. They have the appetite to go consume that content.

[00:31:56] We love Pinterest. Pinterest is awesome because it's all about the visuals. If you're doing the podcast, More likely than not, you've got supportive graphics or promotional graphics that you can use. You can post those to Pinterest, which is awesome. You know, especially if your podcast is

something around like DIY or how to do something, Pinterest can get you a lot of eyeballs.

[00:32:24] A lot of people go there to try to figure out how to do things. So it's a great way to establish an authority for your. . Right. The last thing I wanna touch on, and this is really gonna resonate for you folks that are doing long form episodes. So you're doing anywhere from a 45 plus minute podcast, right?

[00:32:49] And you're doing the video. I wanna encourage you to do. Something that we call mids, right? So basically how can you hone in on one or two, maybe three if your content is that long? Eight to 10 minute segments that can essentially be their own standalone video from the podcast highlighting a specific area where your guest or you are doing some great teaching, so, If you can't tell already, I love analogies.

[00:33:25] They don't always all hit, so bear with me, but I'm a sports guy, right? Like, I like sports. I like to watch Stephen A. Smith in the morning, right? I like to watch Skip Bays and Shannon Sharp go back and forth. Now, the problem with these sports programs, or even like the actual games, is that they're anywhere from 90 minutes to.

[00:33:50] 120 to 180 minutes, like I don't have that much time, right? I'm like you all, I'm trying to run a business. I'm trying to take care of my health and do all the other things that I gotta do in life. Now, the reason I like what they do is when you go on YouTube, oftentimes I can find anywhere from a five to 10 minute video.

[00:34:11] That is discussing a specific highlight from that game or from the full length episode, a specific segment that really peaks my curiosity. So it really is a great way for you as a creator to say, You know what? I've got this long piece of content. Sure. It's good. Maybe there's some fat I can trim here.

[00:34:34] Maybe they don't really need all of this fat on the bone. Maybe I'll just tickle that a little bit. Cut that off a little bit, and then give them this one specific portion that's gonna be also yummy for them. Right? And speaking as a content creator, but also a content consumer, one of the things that really helps an audience become loyal to you.

[00:35:02] and almost like look out for your content and miss your content when you haven't published is when you feed them in a way that nobody elses feeds them. When you really hit that sweet spot and you serve up your content like Abe, Oh, so yummy smelling dish that excites their senses because you're meeting 'em where they.

[00:35:31] If you can do that. It is Lights out. It is Lights out. So. So folks, that's my talk. This has been really awesome spending this time with you talking a little bit more about how we can create a content engine, right? That doesn't take up much of your time, but that helps you stay consistent and helps you.

[00:35:55] Really create enough touchpoints to help your end user go further with you. So I really hope that each and every one of you has gotten something out of this. I hope you've taken something away from this, and if

there's anything I can do to serve you further, please don't hesitate to reach out. Karl@streamlinedpodcast.com.

[00:36:16] Like I said, I'll have Megan pass out my Calendly link for a 15 minute call if you'd like to speak with me further, and I wish you all the best. Thank you. Peace.