

## Russ Johns Livestreaming Transcript

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

Everyone, welcome to the Podcasting for Business Conference. You are enjoying some of the amazing on-demand content that we have from experts, in a whole dazzling variety of industries.

([00:10](#)):

I'm here with Russ Johns. We're going to be talking about livestreaming and why you should be doing it or why you might want to be doing it for your podcast. Russ, thank you so much for being here.

Russ Johns ([00:19](#)):

Thank you, Megan. It's a honor to help and support the community.

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

Fantastic. Well, let's jump right into things. On the off chance that there is someone paying attention to this or has just clicked on and they are not familiar with the term livestreaming, what is it?

Russ Johns ([00:33](#)):

Well, livestreaming, think of it much like late night TV, where the guests are on, it's streaming live. You can interact with whoever happens to show up, ask questions and engage in the community. No editing. It's just real. It's raw, and it's live.

([00:54](#)):

That's the whole opportunity that podcasters can use, to actually promote some of the things they're doing as well.

Megan Dougherty ([01:00](#)):

Of course. That's of course, very exciting. There's always this dynamism and this energy to live, that's really lovely. But when you hear unedited the podcaster in me goes "Unedited?"

Russ Johns ([01:09](#)):

I spend hours editing my podcast. What are you talking about?

Megan Dougherty ([01:15](#)):

What are you talking about? But we'll get into it, I think soon, in a little bit, why that can be so valuable. But first, how did you get into all of this? How did you become a livestreaming expert?

Russ Johns ([01:26](#)):

Well, thank you for asking. I actually started in advertising in '85, been in technology and advertising for years. I moved to Houston in 2010 and immediately was decommissioned from my position.

([01:43](#)):

So, I ended up getting back into radio down in Houston. I was livestreaming audio for high school varsity games to AM radio. I was using Spreaker, which is a hosting platform for podcasters. What it allowed me to do was use Spreaker Studio live, and then I'd pick it up in the studio and rebroadcast it out to an AM transmitter.

[\(02:08\)](#):

Through that process, we started experimenting with video, so we could get snapshots. This is back in 2011, '12.

[\(02:17\)](#):

In 2000, I think '13 or '14, I started teaching podcasting and broadcasting and livestreaming. It's just evolved.

[\(02:27\)](#):

It's becoming easier and easier to get on live. I was livestreaming to LinkedIn before it was available to me and YouTube and all of these platforms and figuring it out along the way and just dealing with it. So, it goes back as far as 2012, to learn how to livestream from video. So, it's been a journey.

Megan Dougherty [\(02:48\)](#):

Very cool. You've seen a lot of evolution in the technology for livestreaming, because there have been some sea changes in what's available to people.

Russ Johns [\(02:57\)](#):

And it continues to evolve. I mean, the platforms and the tools that are available to us continue to show up and make a difference.

[\(03:06\)](#):

We all have a story. We all have a message. So, it's really great to be able to put those out there and share it, because we all have an audience.

[\(03:14\)](#):

As podcasters know, that's the whole goal of podcasting. How can I tell a story that engages an audience, that allows me to build a conversation, a relationship in a community?

Megan Dougherty [\(03:28\)](#):

What are some of the things you think that make livestreaming really unique as a content channel? Is it just that it is live, it's synchronous, there's no editing, or are there other things that make it special?

Russ Johns [\(03:41\)](#):

Well, the thing that makes livestreaming unique and very special is the idea that we can actually engage with people that are watching.

[\(03:53\)](#):

Because that takes place, you can actually give them a shout out, you can ask them questions, you can ask for their feedback. You can get instant energy from the conversations that are taking place.

[\(04:05\)](#):

The other thing I think a lot of business owners, and especially podcasters can take advantage of this, I think we're moving into an arena where, coming from a broadcast background is, you're sharing it with everybody.

[\(04:20\)](#):

With livestreaming, you can actually see who's involved. Who are the people putting up their hands saying, "Hey, I want to pay attention to this. I want to be a part of this. I want to build a community around this"?

[\(04:34\)](#):

You can get instant interaction. You can actually engage with those, after the livestream is over, done with.

[\(04:41\)](#):

And then you can move on to taking that audio and editing it and moving it into a podcast or a transcription or some other content.

Megan Dougherty [\(04:51\)](#):

Well, so it's like you have this almost instant access to the people who are the most engaged with your content.

Russ Johns [\(04:56\)](#):

Mm-hmm. Yeah, it's like Kevin Kelly's 1000 True Fans. The idea that, if I help a thousand people reach a thousand people, reach a thousand people, that's almost a billion people, mathematically.

[\(05:12\)](#):

So, if you engage with a thousand people and you build a community around that idea and whatever subject that happens to be, you can actually make a huge impact in the world.

[\(05:25\)](#):

Also, you can have calls to action. You can have people visit some other things that you're doing or highlight or actually interview other people that are doing some great things and amazing things, that you want to highlight and share.

[\(05:42\)](#):

It's just, the energy is much different than sitting in a studio, in an editing booth and pulling out the ums and the aws.

[\(05:51\)](#):

I love podcasting. I've taught thousands of classes and thousands of people how to podcast and university and Podcast Movement, a number of different locations.

[\(06:03\)](#):

However, I just see it as a compliment to podcasting. I see livestreaming as a way to actually generate content for your podcast.

Megan Dougherty [\(06:14\)](#):

First Russ, I want to dig into what you were saying just a little bit more, because there's livestreaming, which is a synchronous communication. You're there live, with other people, having a conversation. And then there's podcasting, which is more asynchronous. You're creating content. People are then listening to it whenever works for them.

[\(06:31\)](#):

There is always a desire, I think, within everyone who creates content, for their business to be able to efficiently and effectively repurpose from one to the other.

[\(06:38\)](#):

Can livestreams be really effectively repurposed into podcasts? Are there any risks or things people should be aware of when they're doing that? What's your general professional take on the relationship between the livestream and the podcast?

Russ Johns [\(06:52\)](#):

That's a great question. I get asked that question all the time. The reality is, it depends on our goal.

[\(07:02\)](#):

As a business owner, a lot of times when I work with business owners, it's a perfectionist and the production creeps into the equation.

[\(07:13\)](#):

A lot of times, after a few years of Zoom calls and people being on camera and seeing the real life of everybody, the way they're living, there's a lot more patience with the message and the delivery.

[\(07:29\)](#):

So, what I recommend to people and the way I like to position it is, the more you can be yourself and get right to the core of your message and your story, people will resonate with that.

[\(07:44\)](#):

People will understand what you're trying to do and how you're trying to deliver it, more than the production of the livestream. I'll give you a couple of examples.

[\(07:56\)](#):

With business owners that are launching a product or a service, there's always going to be an expert in the room. Much like what we're doing with podcasting, there's people that are a little further ahead than you, that you can learn from.

[\(08:10\)](#):

With any manufacturing business or products and services or any kind of brick and mortar, there's always going to be somebody that can tell a story about what that product and service is going to do to benefit your life, to be able to put things into place.

[\(08:26\)](#):

You can use the livestream interviews and then take sound bites from that, to guide people on a journey, to inform them, educate them and have them understand what the benefit is to having a conversation with you, moving forward with the additional information and things that are going to go on with your life.

Megan Dougherty [\(08:49\)](#):

Perfect. Can we get that question? I didn't quite get the connection between the risks of direct repurposing livestream audio to a podcast, at end. I just didn't quite follow the response there.

Russ Johns [\(09:01\)](#):

I was trying not to cough.

Megan Dougherty [\(09:04\)](#):

I know. I'm sorry.

Russ Johns ([09:11](#)):

I'm sorry. Let me make that point a little clear.

Megan Dougherty ([09:17](#)):

Okay.

Russ Johns ([09:18](#)):

Oh, man.

Megan Dougherty ([09:23](#)):

Yeah. Okay. I'll take it from-

Russ Johns ([09:25](#)):

Take it from the top.

Megan Dougherty ([09:25](#)):

Yeah, take it from the top. So to dig a little more into the differences between livestreaming and podcasting and when they can work together or even be done really efficiently together, as you've said with livestreaming, there is this energy between the speakers or the speaker and the guest and the audience and it goes two ways. That energy flows.

([09:42](#)):

A podcast is created at one time, and then distributed to the world, to be listened to when the audience is ready to absorb it or to enjoy it.

([09:50](#)):

But deep within the heart of every content creator is the burning desire to do things as efficiently as possible and repurpose from one platform to another.

([09:58](#)):

But what about that energy translation from livestreaming to podcasting? Can it be done effectively, or is there always going to be some kind of gap there? How do you recommend people approach that?

Russ Johns ([10:10](#)):

Well, two things. Number one, depending on what your goal is, your outcomes. Because a lot of people will take their livestream and if you're familiar with the brand, people will just take that, do minimal editing on it, know that it is a repost or a reuse of the livestream content. That's what they put out there. So, the risk is reduced.

([10:40](#)):

The other end of the spectrum is to be able to take that livestream, edit it to the point where you're removing, maybe engaging comments, but you're taking the key benefits and the ideas from that and breaking it down.

([10:59](#)):

Much like really edited content in podcasts, where you could actually go back and narrate the questions and then edit in the answers and the conversation, to a point where it flows, it makes sense, it produces a message and an outcome that you're looking to accomplish.

Megan Dougherty ([11:19](#)):

Okay. Yeah.

Russ Johns ([11:20](#)):

Yeah. It's just a matter of what the goal is and how you want to make that impact. As far as risk goes, I think people are more open to the idea of listening to something that was live earlier and they can catch the replay.

Megan Dougherty ([11:38](#)):

Perfect. So yes, really aligned, very much in terms of setting expectations with their audience. What is this content going to be like? Where did it come from, and how are you consuming it now?

([11:48](#)):

Or if you do want to have that really polished podcast, suck it up and invest in the really good editing.

Russ Johns ([11:53](#)):

Yeah. The only risk is if you don't do anything.

Megan Dougherty ([12:01](#)):

No, that's a good point. That's a good point. It is a nice way also, I guess, to test out with your audience, what level of production do they need from you? Or are they really just interested in turning on their podcast episode and visiting for half an hour, rather than hearing something that is highly produced? I think that's a nice way to approach it.

Russ Johns ([12:17](#)):

Yeah. With the Pirate broadcast, I actually had almost 600 episodes, day to day. It was an interview every day. People knew what to expect. 50% of my audience listened to it after it was live. They listened to the replays.

([12:38](#)):

A lot of people didn't listen to it live, timing, position, wherever they happen to be.

Megan Dougherty ([12:44](#)):

Yeah. Well, we do live in the age of on-demand content. We're also spoiled by. We really expect to be able to listen to whatever we want, whenever we want to.

Russ Johns ([12:53](#)):

Yeah. That's the beauty of where we are. I mean, we're living in the most amazing time in the history of humanity, where we can actually create content, we can share stories, we can actually increase engagement worldwide. It's amazing that we can do that now.

Megan Dougherty ([13:11](#)):

Well, it makes me think, I love looking at podcast stats and download numbers for people that we work with. Every now and then, you'll see something really fun. It's just like, wow, that last episode was huge in Norway. Who knows why, but that it was accessible and it did go really wild in this completely random place on earth, for a period of time. It's really fun to look at how that happens.

Russ Johns ([13:32](#)):

Yeah. As a industry, the podcast industry as a whole has not necessarily had all of the analytics that everybody would like at times. I'll just say it that way.

Megan Dougherty ([13:47](#)):

I'll say that's putting it mildly.

Russ Johns ([13:50](#)):

It's a matter of discovery. I think we're at the early stages. There's some huge podcasts and there's also some huge engagement in different arenas.

([14:01](#)):

As a podcaster and a livestreamer especially, sometimes it's a lonely world because crickets show up, and you still have a story to tell and something to share.

([14:12](#)):

It's funny how the long tail effect can kick in. Somebody can hear it two months from now and it resonates with somebody. So, don't get discouraged by not having big numbers every day.

Megan Dougherty ([14:25](#)):

I like that. That's very important to remember.

Russ Johns ([14:27](#)):

Yeah.

Megan Dougherty ([14:28](#)):

Well, let's kind of flip it around now to tech. Let's say someone has heard this and been convinced, excellent, I'm going to have a livestream. This is going to be fantastic.

([14:34](#)):

What are they going to need to get started? Just in terms of tools, technology, what are the basics someone should have on hand if they're going to livestream?

Russ Johns ([14:42](#)):

Start with what you have. Start with what you have. There's actually some tools and the cameras on your phone are increasing and improving all the time.

([14:58](#)):

As a livestreamer and a podcaster, we have to think about, okay, are we doing this for a hobby or, are we going to do this for a business?

[\(15:06\)](#):

Typically, the cameras on most laptops and computers are not that great. Your phone is a better camera than your computer, typically.

[\(15:15\)](#):

So, if you could start with even using your phone, there's some tools, NDI and Camo and some things like that. You can actually record, or you could go live on your phone as well. You can livestream from your phone. So, there's some things that you can do to start out with.

[\(15:35\)](#):

The thing that I really recommend everybody do, first and foremost, is make sure your audio is as quality as possible. Make sure that you have some things that are a quiet room, not getting disturbed too much, but start out small, practice.

[\(15:55\)](#):

It's like an instrument. You don't go out and buy a Stradivarius when you decide to play the violin. You start out with something easier and you grow into it. You practice, and you learn how you want to voice your message, how you want to present yourself.

[\(16:09\)](#):

Then, next thing you know, you'll make some decisions based on what you're doing. You don't have to invest in a mirrorless camera and a nice lens and all of that stuff, initially.

Megan Dougherty [\(16:23\)](#):

I think it's a good point. You can always start small and then add tech as you want to. Really, phones have gotten quite good. But all things being equal, do get a separate microphone.

Russ Johns [\(16:33\)](#):

Get a separate microphone.

Megan Dougherty [\(16:34\)](#):

I feel like it is professionally important for me to say that. You should definitely have a separate microphone.

[\(16:38\)](#):

What about the software that's using? 'Cause there's a lot of different options out there for how to livestream to Facebook, to YouTube, to LinkedIn to different places.

[\(16:46\)](#):

What's the software you recommend, especially for someone who looks at online technology like this and says, "No I don't like it"? What's an easy one to get into?

Russ Johns [\(16:55\)](#):

Well, one that is really straightforward, it's browser based, and I'm a remote producer of Stream Yard. Stream Yard is very prevalent in the livestreaming space.

[\(17:06\)](#):



It allows me to stream to multiple platforms simultaneous. It allows easy access for the guest to arrive. You share a link to them and some minor set of instructions, and then you can get on board. We can have an in interview and it works.

[\(17:25\)](#):

You have overlays. You can add basic information. You could add comments during the show. You could do everything that is necessary to have an engaging show.

[\(17:39\)](#):

The other platform that I use very often is Ecamm. Ecamm is a Mac-based tool. I love the way that they make it easier. It's a more advanced product. It does allow you to be able to create more function and a few more features than what Stream Yard does.

[\(18:02\)](#):

However, it goes back to the original principle. Let's keep it simple. Because if we get overwhelmed by the technology, then we hesitate in doing what we need to do in order to get the story out.

[\(18:16\)](#):

The most important thing is the message, getting your information shared and creating content, because that's what creates our visibility and builds our authority.

Megan Dougherty [\(18:27\)](#):

No, I think that's a good point. I'm certainly very guilty of this myself, is getting a little hung up on the tech and on all those little details, so I don't have to think about the fact that I'm going to be in front of people.

Russ Johns [\(18:38\)](#):

Yeah, exactly. It's like, I can hide behind a camera. I can hide behind a microphone. I can buy one more piece of tech, and I will improve my outcome.

Megan Dougherty [\(18:45\)](#):

Look at how productive I'm being.

Russ Johns [\(18:48\)](#):

Yes.

Megan Dougherty [\(18:48\)](#):

What about the recording environment? Would you say setting up a livestream studio area is the same as setting up your podcast studio or area? Or are there different considerations for looking good while you're livestreaming?

Russ Johns [\(19:00\)](#):

Podcasts, you want to focus on the audio, first and foremost. With the livestream, you also want consider the lighting. You want to have decent lighting. You want to have maybe in front of a window, to start out with. You want to be able to have a decent environment, where your audio isn't necessarily bad.

[\(19:21\)](#):

However, being in front of a window, occasionally you run into some noise outside, that is outside of your control. So, if you do decide to isolate, make sure you have decent lights, that you can actually bring in some effects and make sure that your environment is...

[\(19:37\)](#):

A lot of people you'll see on livestreaming, especially on the Twitch platforms, you'll see colored backgrounds. You'll see special effects. You'll see all these things.

[\(19:47\)](#):

Don't get overwhelmed by those details, in comparison. Just make sure that you have a decent light, so audio is quality and you can share a great story. Build on the story. Build on the message. Make sure that you can help people out and add value.

Megan Dougherty [\(20:06\)](#):

Perfect. And I will add one warning to this, that if you choose to use a ring light, do a test shot first, because a circular ring light reflection on glasses makes you look like a demon.

Russ Johns [\(20:17\)](#):

That is a true story.

Megan Dougherty [\(20:18\)](#):

Ask me how I know that one.

Russ Johns [\(20:19\)](#):

Yeah, how do I know that?

Megan Dougherty [\(20:22\)](#):

Okay, perfect. So on livestreams, you can just go live solo, of course, but you can also have your guests live on onto your livestream.

[\(20:29\)](#):

Do you ever find that there is resistance from a guest, being live versus prerecorded and having that option of editing? Are there any kind of nuances to the workflow of getting people to join you on your livestream, that people might want to be aware of?

Russ Johns [\(20:45\)](#):

Yeah. A little bit of coaching goes a long ways. There's a lot of people that think, well, I don't look good on camera as. Trust me, nobody that sees their first film recording or their audio recording likes it. It's just, accept it and just say, I'm going zen. I'm going to get there.

[\(21:06\)](#):

The message is more important than the people that are going to see you, because what you have is valuable, what you're sharing is important.

[\(21:16\)](#):

Yes, some coaching has to take place. A lot of times though, if you're doing a regular livestream, the people that show up are the people that want to be there.

[\(21:28\)](#):

So, if you're actually going out and discovering people to bring in, there has to be... It's encouraged to have a session before you go live, to make sure that they're set up, their equipment is operational, they know how to connect, they know how to set up their microphone, their earbuds, some of the hardware and the lighting and the situation that they're in, is suitable for the outcome of the show.

[\(21:57\)](#):

I've had some incredibly valuable lessons. That's what they call experience, in these experiments as you go through it. I've done probably every mistake in the book and learned it very well, maybe twice or three times.

[\(22:13\)](#):

So just make sure that you have... going back to expectation management, that you have a piece of information and understanding where they are, so you can have a little bit of support for them.

Megan Dougherty [\(22:25\)](#):

Mm-hmm. I like that. Also, I'd make sure to be clear that it is a livestream. I've definitely been invited to be a guest on what I thought was a podcast. It was like, oh, by the way, we're going to be going live. I'm just like, "Well, I should have brushed my hair."

Russ Johns [\(22:40\)](#):

Yes, I could've. Here's one tip for livestreamers, is make sure you have a process. Just like podcasting, make sure you have a system and a process to notify people, manage the expectations. Set those expectations to say, here's what to expect, here's what you need to do.

[\(23:04\)](#):

If you deliver it, they may or may not consume that information. However, as you remind people, make sure that they understand what is necessary to go live and take place.

Megan Dougherty [\(23:16\)](#):

I love that. That's something that can be so easily templated and worked into your processes. Always coming back to, I like this kind of... the thread coming through is, set those expectations, communicate those expectations, be clear about the expectations. Everyone's going to be happy.

Russ Johns [\(23:30\)](#):

Yeah. You know as well as anyone, if you have a system and you build that system, you don't have to think about it every time.

[\(23:39\)](#):

Okay, here's the process. Step one, invite the guest. Get the notification in. Make sure that it's booked. Make sure you have this. You go down the list.

[\(23:50\)](#):

After building systems for years, in corporate America, that's one of the things that makes it easier to actually go live, create the podcast, create the content, build a system and a workflow that works.

Megan Dougherty [\(24:04\)](#):

Oh, absolutely. I mean, the systems is the magic word, the key to my heart right there. And of course, now that you've got a great system and it's working well, it's automated, everything's going smoothly, it means you've got lots of extra time for promotion.

[\(24:15\)](#):

So, how do you recommend people promote their livestreams and get people to show up live and actually enjoy that wonderful two-way dialogue?

Russ Johns [\(24:24\)](#):

That's always a challenge for podcasting. It's the same challenge for livestreaming. Life is busy. We don't seem to have as much time.

[\(24:32\)](#):

When everybody was at home, looking for entertainment, there was a large volume of people going live and a lot of people engaging in livestreams because it was something new.

[\(24:46\)](#):

The reality is, is that as people evolve and get busier in their lives, we do have to engage more and build an audience. Be consistent with a livestream, is one of the key advantages of showing up on a regular basis.

[\(25:04\)](#):

Also, making sure that you're doing outreach when you're not going live and asking people questions and what they're involved in.

[\(25:17\)](#):

If you want to be interesting, you have to be interested. You have to be able to say, what are you looking to accomplish, and what's important to you? How can I share value with that topic?

[\(25:30\)](#):

Go where the people are already listening to livestreams or watching livestreams or engaging in livestreams.

[\(25:38\)](#):

You can't go to a random audience and just broadcast everybody and spam your email list. You have to have at least a clue or an understanding that, hey, this is a live show and it's live at this time. Here's the guests. Put some things out there in advance.

[\(25:55\)](#):

I like taking sound bites from previous episodes, and then engaging them to check out the next episode.

[\(26:03\)](#):

So it's a workflow. It goes back to systems. Have the show. Engage with the audience. Create the sound bites, encourage them to sign up for the next one. Depending on what platform you're streaming to, will determine what that workflow looks like.

Megan Dougherty [\(26:19\)](#):

Marvelous. Marvelous. Perfect. So when you are looking at people get into livestreaming or maybe the people that you have worked with or from your own past, what are some mistakes people might be making, as they get into livestreaming? What should they try to avoid doing?

Russ Johns ([26:34](#)):

One of the biggest mistakes people do is, they tag everyone that may or may not be interested in what you're doing. It works, to some degree.

([26:49](#)):

However, I think that there's a trend, that tagging and people are getting a little tired of some of that stuff. So, we have to be a little more creative on how we approach it.

([27:00](#)):

How we can do that is engaging in other people's posts, showing up in a way that makes sense. It's really an art and a science to understand.

([27:16](#)):

I tell people that the algorithm is for the ego and the engagement is for the people. So, you have to show up for the algorithm to actually share your information. More important, you have to show up for the people to add the value to the community.

([27:34](#)):

It's really more about what we talked about initially. It's about the community. Build the community. Engage in the community. Know what you're sharing. Continue to share that out and add value. The people that resonate with that and the people that want to show up and they want to do it, they're either going to show up live or they're going to show up on the replays, and they're going to continue to support you as you grow and expand that.

([27:59](#)):

The other piece is, I encourage everyone to create their own community. Some way, shape or form, have a community that's not tied to a platform you have no control over. Just saying.

Megan Dougherty ([28:13](#)):

Oh, I was going to ask about that 'cause you mentioned community a couple of times throughout this and how important a community is.

([28:18](#)):

I was wondering how much structure you recommend people put around that community, like have a membership area with a login and password, or just a general understanding that at this place and this time, we're going to be doing this thing online. What do you think is a really good balance for that?

Russ Johns ([28:32](#)):

The balance has to be what works for you. Because if you have a community on Tribe or Circle or your own membership platform on your website, that requires attendance. That requires a lot of engagement, a lot more engagement.

([28:51](#)):

One of the things that I've done is I've started a text group where it's The Kindness Crew, where I just send out motivational, inspirational messages every day, to whoever wants to sign up for that.

([29:05](#)):

That allows me to engage with the people that are in that crew. People ask me questions all the time, and I respond to them. It's an email or a text message.

[\(29:14\)](#):

It's a simple process, that allows me to be responsive. I can put things out there on a regular basis, that doesn't mandate that I show up and check messages three times, five times a day, six times a day, whatever it happens to be. That works for me.

[\(29:32\)](#):

As somebody, like I said, has built systems, I love the idea of creating mini courses, somebody that can actually self-pace their understanding or watch something when they want to watch it. That's also adding value back to the community.

[\(29:48\)](#):

Then having them show up and sign up allows you to engage in them in number of different ways.

[\(29:55\)](#):

So the two rules are, engage in multiple ways and also ways that work for your workflow. Because as soon as podcasting becomes another thing I have to do or a piece of work, then you're losing the inspiration for having a podcast in livestream. You're missing the magic that allows us to get online and share this valuable information.

[\(30:27\)](#):

I love learning. Like I said, teaching and sharing this brings me joy. So, if we can keep that in the back of our minds and say, "Is this working for me?," then you're probably doing the right thing.

Megan Dougherty [\(30:43\)](#):

I think that's always so important to remember, especially with content projects that are big and resource and time intensive. Is it actually working and do I actually like it, are really important questions that we often forget to ask.

Russ Johns [\(30:55\)](#):

Yeah. The next phase in that process is to build a team out. You support other podcasts. I support other podcasts. The reality is, is that if you can find somebody that loves what you hate to work on, it's magic. It's like, okay, I love it.

[\(31:14\)](#):

If you don't like editing, find somebody that loves to edit and teach them what you expect or understand or what you'd like to see the outcome on.

[\(31:23\)](#):

There's always an answer. Everything's figure-outable. You just have to decide, what isn't working? What is working better? How can I do more of it?

Megan Dougherty [\(31:33\)](#):

Perfect. I love that. It's finding, what is your own zone of genius? Working in that and then delegating or outsourcing or hiring for the rest.

Russ Johns [\(31:40\)](#):

Delegate or die.

Megan Dougherty ([31:42](#)):

Delegate or die always. That's a perfect note. I'm going to end on delegate or die. I love that.

([31:46](#)):

I would like you to share where people can learn more about you, find out about The Kindness Crew, take these mini courses you've mentioned. How can people connect and learn more about livestreaming from you?

Russ Johns ([31:56](#)):

Yeah. You can go to RussJohns.com. Book Russ, if you want to schedule a call. I'm available six days a week. So, just find a slot that works for your schedule. It's very simple. BookRuss.com.

([32:10](#)):

Then I also have the Pirate Syndicate, which I do training and coaching and produce shows for other business owners that don't want to do the things that I love to do. So, you can actually connect with me there and find out if it makes sense and you're interested in creating something amazing together.

Megan Dougherty ([32:30](#)):

Perfect. Of course, if you're watching this, you are in the attendee area for the Podcasting for Business Conference. Everything is going to be linked to below this video.

([32:38](#)):

I can give a personal shout out to BookRuss.com. If you're looking for an example of a really well arranged guest booking workflow, that's one of them.

([32:48](#)):

I don't know if I told you that before Russ, but your booking system is flawless, absolutely beautiful.

Russ Johns ([32:53](#)):

Oh, thank you. Appreciate that.

Megan Dougherty ([32:57](#)):

Perfect. Well, thank you so much.

Russ Johns ([32:58](#)):

Yeah. That's the kind of thing that you could just add polish on. It's just, continue to practice, improve your systems and make it happen.

Megan Dougherty ([33:08](#)):

Perfect. Well Russ, thank you so much for being here, for doing this, recording this with me in advance and you being so giving of your time, to help us all learn about the new frontier of livestreaming.

Russ Johns ([33:16](#)):

It's an honor. Thank you, Megan.