

Podcraft, Season 17

Episode 13 – Listener Q&A

[00:05] **Colin:** Hey, folks, and welcome to another episode of Podcraft. This is the show all about podcasting, from launching your show to monetization and everything in between. I'm Colin Gray from thepodcasthost.com joined by Matthew. How you getting on, Matthew?

[00:20] **Matthew:** Very well. Thanks, Colin. Very well. How are you?

[00:23] **Colin:** Good, yeah, not bad, not bad. You were just saying you're mid fast right now, so we're going to get double grumpy Matthew today. That'd be good.

[00:31] **Matthew:** Yeah, I'm not feeling too bad, to be honest. I was joking before we hit record, I'm paying pennies because me and Julia were away for a couple of days and I ate a lot and I drank a lot, especially in your brother's pub down in Bristol, which I thoroughly recommend. But yeah, thought I'd behave myself for a few days, so I made fasting just now, so we'll see how this goes.

[00:53] **Colin:** Fun times. I've not done one of them in a while. Maybe I need to do some penance as well. Yeah, never mind flagellating yet, hitting yourself.

[01:04] **Matthew:** On the back with what would it be like a leather belt or idea?

[01:09] **Colin:** Let's not get into that, Matthew. That's for a different show, different podcast altogether.

[01:14] **Matthew:** On this alternative show, yes.

[01:18] **Colin:** On this episode, however, not Matthew's weird likes. Outside of this, we're going to go into another Q A. So we had more Q A's that come in, more questions and we'll supply the A's. So we have four more to go through, don't we? Today we've got Andrew, Yvette, Samantha and Terry. So thanks again, folks, for responding to our request for questions. It's great to get some actual listener voices on here, it's amazing. And quite a few of these came from our community too. So if you want to find that, that's over at IndiePod thepodcasthost.com IndiePod thepodcast.com join in the community there and you'll see some of these questions pop up, get some discussions with these excellent people. So, Matthew, shall we jump straight into them?

[02:03] **Matthew:** Let's do it.

[02:05] **Colin:** Okay, this one is from Andrew.

[02:08] **Voicemail:** Hello, Colin and Matthew. It's Andrew Martin here from the Family Histories podcast. I'm about to enter the 6th season of my show and I wanted to try some advertising. So I'd like to know if either producing audio adverts to play in other people's podcasts or paying for space in podcast recommendation emails are good ideas. If so, which one do you think would work best? I look forward to your answer. Thanks, Andrew.

[02:37] **Colin:** All right. Cheers, Andrew. Good quality audio there. I like Andrew's setup sounding very good.

[02:42] **Matthew:** Yeah, well, I mean, six seasons he's been doing it a long time. Good stamina and congratulations on the 6th season.

[02:50] **Colin:** Yeah, genuine. Well done there, Andrew. That is an actual achievement, a real achievement there. So, yeah, good work, but advertising, what do you think then, Matthew? What we'll dive into here? He had a couple of wee questions in there. What do you want to tackle first?

[03:05] **Matthew:** Yeah, I wanted to touch on audio ads because I think we're both in agreement. Audio ads are brilliant for a lot of reasons. It's audio quality for listeners of an audio medium. Like if you play these on other shows, it's another podcast listener so that it's a very short leap for them to transition over to listening to your show as well. I think the tricky thing with these, I've no doubt that Andrew could put together a good ad and we'll put a link in the show notes just for a little guide on that too on podcast trailers. But the tricky part here really is finding the podcasts that you want your ad to appear on and that want that maybe reciprocal relationship or maybe they just outright have this as a product available that you could pay for. So there are services out there I'm sure that was there not recently. Colin, you were talking to the show, was it podcast trailer park with indeed.

[04:04] **Colin:** Hi. Yeah, they play trailers, yeah. So definitely there's a few shows around like that that you can get your show onto. There's even some host specific ones like Libson do that, don't they? They play some of their own customers clips, so if you record a clip, they'll play it on their show. So that's a cool thing that they do too. So it might be that it's worth checking with your host whether they have one too. But yeah, other shows, I think first step here is to find there's the balance between really specific and then the kind of more general category based ones, isn't there? To get really specific like, you know, 510, 15 shows that are really like yours, that you think the audience is a perfect fit. And that's probably going to take a bit of personal outreach, just getting in touch with those hosts and seeing if you can do a we exchange or even it might not cost that much, like offering up \$5100 or something for a replay, depending on the size of their audience. That might get you through

as well if you're willing to pay for advertising. But then this next step up is actually using the tools that you can use for this. Like Buzzsprout, for example, has an advertising tool that you can sign up for. You don't need to host with them or anything, but they have a tool you can sign up as an advertiser. Pick a category. So it's kind of scattergun approach, like you're just going to have to choose the sport category. So if you're a cricket podcast, you're going to end up playing on an American football podcast. And it's not exactly specific, but the cost is relatively low. But it's because it's kind of not that targeted. But there are some more targeted platforms out there. If you do a search around, you can find some that let you play that. How targeted are Spotify these days? Matthew, do you know have we played with that in a while.

[05:47] **Matthew:** Not for a while, but I think you can get reasonably granular with these things.

[05:51] **Colin:** Yeah, some of them are better than others. So, yeah, have a play around with that.

[05:55] **Matthew:** But, yeah, absolutely.

[05:56] **Colin:** The overall principle. If you can get your voice 30 seconds, 60 seconds sometimes. Nice bit of music behind it. Really get into the kind of format you want is something around very quick intro, what your show is about, very quick around who you are and then another very quick like, what is it you're solving? What are the benefits? What makes you unique? Like how you solve the problem of your show that you're tackling on your show. So you need to squeeze those in, really persuade people to listen. And it's great getting your own personality across through your voice and everything in those ads. So, yeah, I think they work really well. So, yeah, that good one, Matthew.

[06:33] **Matthew:** Yeah, with this, just thinking about how I would do it. I would definitely not to discount any of the tools you've mentioned, but I think a DIY approach. If you had a bit of time and even maybe a wee bit of financial budget to put behind this, I would maybe look at there's a really cool tool I'll put in the show notes by Rafonic. That's rephonic. And this tool, you type your podcast or any other podcast in there and it's like this 3d graph of listeners already listen. So it shows you all the shows in your niche. And you might think, well, the listeners are already listening to these other shows. But it doesn't always work like that. There'll be loads of opportunity out there. So what you could maybe do is just research a few of these shows that are coming up quite close to your show. They're maybe a bit bigger or more established in your own podcast and it's either that reach out to say, do you want to just do something that's reciprocal? I'll advertise on your show, you'll do it on mine. Or maybe if they're a bit bigger, it might just be one of those where you're offering a wee bit of cash along with it as well. A lot of podcasters will be open to negotiations once there's some money on the table, won't they?

[07:44] **Colin:** Yeah, I mean, a lot of podcasts standard kind of CPM for an ad is \$25 per thousand. So all of the podcasts that are somewhere under 1000, listens, if you can offer them \$25 for an episode, often that's just a nice little bonus. Pays for their hosting for the month. And actually it's really fair given the listener numbers. So, yeah, even if you have \$25, go out there, find a set of small shows, you might be able to get some good play on them. And I often argue that small shows like that tend to have a much more specific, targeted, loyal audience. So actually you'll get a much better conversion on 500 listeners to a little show with a really loyal audience than you will 5000 listeners on a much more general kind of show that's been around for a while. And a lot of those listeners have maybe lapsed but are still subscribed, that kind of thing. So, yeah, worth a go. Now, one other tool worth looking at as well for this is one called SparkToro. So SparkToro I think, but maybe just search that in Google, you'll find it fine. And its principle is that it helps you find associated audiences. It's not podcast specific, but it does work really well with podcasts. So if you go in there, there's a part of the tool where you can type in a podcast, a show, so you can type in your show or you could type in another show that's got a really similar audience to you. And basically it can tell through trawling social media, it gathers all its data from Twitter, Instagram, all those different places. It can say anyone who listens to this show is most likely to listen to these other shows and it'll list 10, 15, 20 or more podcasts that are really closely associated with that other show. And it does it by, like somebody has said on Twitter, oh, I really like this show, but they've also mentioned they write this show another, it's like it's actually sourced from real people mentioning these things. So it's really cool and it will give you a really good list of podcasts to go and try and track down to get touch with. So that can be a really good way to source a set of podcasts to actually track down and try and try and set up that deal with. All right, what next? Matthew, what else did Andrew ask again? Remind me.

[09:56] **Matthew:** Yeah, he was asking about podcast recommendation emails. So I'm assuming this is sort of like an email you could subscribe to that will recommend podcasts to me. I've not got a huge amount of experience with these things, but it really depends on if there's a niche or topic. I really don't like the idea of just getting an email which has like, here are some podcast recommendations this week and there's no curation or anything, just.

[10:25] **Colin:** A general yeah, exactly.

[10:29] **Matthew:** I don't know if there's an appetite for that at all, but if it's something, I mean, take Evo Terror's newsletter at the end, it's all fiction podcasts, it's all audio dramas. So the readers, the subscribers of that email, they know what they want and they know what he's serving up to them. So if you could find an email in your topic or niche, then I would say, yeah, like if the price is reasonable, if you feel you could afford it, then go for it. But I'd be wary of just paying to get it in somewhere that here's a list of podcasts because I'm dubious as to whether you'd see any results there, do you think?

[11:09] **Colin:** Yeah, I get you. I've never subscribed to emails like that because they're so kind of topic divergent that you'll get a recommendation for, like I said before, a cricket podcast and then an American Football Club podcast, and then rarely can you find more than one or even zero in any given email that applies to you. So they are tricky. But the good thing about email is that it's really stats driven. It's quite easy to see the results. So certainly there'll be people out there that write these kind of recommendation emails and they'll be able to show their stats, so they'll be able to show the opens, they'll show the number of clicks, they're able to show the results that they can get for a podcast out there. So, Andrew, if you do find one, if you do follow some of these emails, get in touch and ask about the sponsorship. They'll know their stats. They'll Be Comfortable With Sharing them, because that's how These email newsletters, if they sell slots, sell it. That's kind of what's included in their media pack the click throughs, all that kind of stuff. So certainly they'll be able to help with that, like how effective it is. So it's worth following up and asking, certainly, but I'm similarly wary of using emails like that.

[12:21] **Matthew:** Certainly, yeah, worth. Just a final note, referring Andrew to the episode last I was going to say last week, it didn't come out last week, the last episode, because we were talking a lot about overcast ads and pay per click and stuff like that. So there's obviously no need to revisit all that, but it is available for you on the last episode. It might be of interest to you as well.

[12:43] **Colin:** Perfect. All right. Hope that helped, Andrew. Hope that was useful. Do get back in touch if you have any follow ups. Always happy to hear some follow up material and we can help you again. All right, next time around we have Yvette. So here is yvette's question.

[12:59] **Voicemail:** Hey there. So I would like to know what your thought is on variety shows. So I've got a variety podcast and I feel like everybody else who has a specific topic that there's so much more that they can do. So my question I guess is, am I just destined to not be able to do all the things like merch and stuff like that because I won't settle on a particular topic? Or is there a way to kind of massage a variety show to the point where you can actually pinpoint and target people and things? What's your thoughts?

[13:47] **Colin:** Good question. Good question. So this is down to the good old niche question, but kind of a good angle on it, actually. A bit of a different angle. Any first thoughts then, Matthew?

[13:57] **Matthew:** Yeah, so variety shows, I mean, I think, you know, they can be problematic because they don't have an immediate hook. So there obviously is just coming back to that. There will be a reason why she's doing a show like this. It's to cover things that she's interested in. But I feel there still needs to be sort of a glue that pulls all the things that are covered together. Is that right?

[14:25] **Colin:** Yeah, for sure. It needs to be like that's. The biggest trouble isn't like finding listeners is hard enough, but then if you actually don't have a really specific kind of goal, aim, problem, theme, something that really ties it together, like you say, Matthew, the like how do you attract them? I don't it's I think there are ways though, aren't there? The way that I think about it sometimes is that it's the psychographics, isn't Matthew like, rather than demographics, you're thinking about psychographics. So demographics is kind of the equivalent, the niche equivalent of that is you've got people who do diving and they want to hear a podcast about diving. It's people who are a certain thing, but psychographics is more how people think or maybe a kind of angle that they have on life or something like that. And so maybe it's more like it could be people who are new mums, so they think about things in different ways and therefore they want a variety show, which is all life as a new mum. So then you can cover nutrition, you can cover exercise, you can cover socializing mental health, you can have a whole kind of well being show around. That potentially because it's all people from different walks of life, all different types of people, but they just happen to be in this same situation where they're all thinking the same right now because they're a new mum. That's the thing. So I think that's how I kind of think about it. I'm not sure. What do you think, Matthew?

[15:49] **Matthew:** No, it's great to be there has to be something out there that tells a listener, this is the show for you, because even if you cover a topic that's going to be really interesting to that person, they still probably won't find it because it's not immediately obvious either the show's name or the description. It's tricky, but it was funny when you mentioned it feels like a show with a topic and a niche can do more. I know you meant merch, but there's that irony, isn't there? That doing less somehow frees you up to do more? But I think it is true when you niche down, maybe there's things you could look at. You might be doing this already, but like recurring segments, the tip of the week,

whatever, you know the sort of stuff I'm talking about. And if you're looking to end up making things like merch, maybe they could kind of riff off these things, but undoubtedly is trickier. When you're doing that wider topic, it.

[16:57] **Colin:** Often kind of transpires that you can end up doing a much more variety show later down the line. But it's because you've, at that point, established the way that you think, again, that psychographics thing, it's the way that you like I always think Tim Ferriss is a good example of this. The Tim Ferriss Show. He is an utter, like, it's complete variety. He talks to all sorts of different people. I was listening to an interview did with a magician recently, but then you've got like CEOs of massive corporations and then you've got sportsmen and singers and all this kind of stuff. Like, the variety on there is absolutely nuts, but it's always with the lens of the way he thinks, as in how do they do what's his kind of thing. It's like, how do people become world class, isn't it? Like how they learn and how they get better at what they do. Essentially. That's what he always digs into. So that's the kind of psychographic side of it, how you think. So it doesn't matter where you're from, it doesn't matter what age you are, what gender, all that kind of stuff. You can find a kind of commonality in that way of thinking. Like, if it's something you want to get the detail on how people become world class right down to the minute by minute way that they wake up for the first 60 minutes of their day, that kind of thing. So I think that's probably what it is, isn't it? You need to find something that ties together that variety. And often it comes down to you like the Tim Ferrer show was, because that's the way he thinks. That's the way his brain works, the questions he asks. So there's something around the way you function of it, the way that you think, the way that you act in life that is common with all sorts of different people that are not like you potentially, but actually it ties you together in the way you think. So there's something around just trying to drill down to that, how your brain works, how your mind works, how you function in life, that you can find people like you in that sense. So I don't know if that makes sense or not, but that's kind of how that kind of angle potentially works to help you create a show which still has variety in terms of topics, but it's the angle on those topics that ties all together. Okay, let's move on then. Let's get on to Samantha's question. So here we go. Here's what Samantha was asking.

[19:10] **Voicemail:** Hey, my name is Samantha Varner and I'm the host of she Needs Grit podcast. I am currently trying to grow my email list through my podcast and I'm just wondering if there are any specific tactics that you guys know that have worked really well to get people from the podcasting space into the email marketing space. Thanks so much.

[19:36] **Colin:** Okay, perfect. Good question, Samantha, and always a good approach as well. Try and get people onto a different space that you can kind of more easily push information to them as opposed to wait for them to come and listen to your episode. So Matthew, anything to start with on here?

[19:51] **Matthew:** Just the observation that it's a funny one. That's because I usually hear the reverse, like I usually hear from folks that have a really good following on their email and they're trying to get folks to move over to the podcast and they're struggling with that. So it's nice to see that the problem runs well. Not nice, but it's interesting.

[20:10] **Colin:** Definitely worse both ways.

[20:13] **Matthew:** What's your initial thoughts here then, Colin?

[20:16] **Colin:** Yeah, I think the biggest thing here is repetition and consistency. So the consistency part being a short link, Matthew. Like a link that's really memorable, that is really obvious, that you just repeat and repeat and repeat every single time. And it's always the place to go to get the kind of next level of stuff, the next level of information, the kind of supporting information, whatever that is. So there's a couple of ways you can go about this. You can either have a short link related to whatever domain your podcast is on, so we are thepodcasthost.com so we can have thepodcasthost.com email, for example, and then that would kind of redirect towards an email sign up page, so that's one way. But equally you can also get a domain separately and there's so many domain extensions now that you can get a really nice short one. So we've got what is it? Podhost me is one we use podhost me you can get I think you get mail, can you, Matthew? Have you seen them around? I'm sure there's like a mail extension. Anyway, if you could get something like know you go mytopic mail or whatever you can go towards and that can redirect towards an email sign up as well. So that's the first thing. It's that repetition and the consistency and mentioning that on every single episode to go towards to know something extra, something that's of benefit to these people haven't just listened to the podcast. So what jank you put on them then, Matthew? What kind of stuff can we offer as a wee bonus?

[21:55] **Matthew:** Yeah, it needs to be something they can't get on the podcast. So yeah, some sort of lead magnet. Again, totally topic dependent, but it could just be a compilation of the most frequently asked questions that you get. It could be based on feedback you've had from guests over time on the

show, just putting together that whether it's a nicely designed PDF or something like that. But you get that if you sign up to the email list.

[22:21] **Colin:** Yeah, totally. Or a checklist or something like that. Like checklists always work really well for us. Go over there and you can get this checklist which guides you through whatever we talked about today on the show. You can go as far as do you remember amy Porterfield. Matthew, you come across her show?

[22:37] **Matthew:** Yeah, I think so. Yeah.

[22:39] **Colin:** She used to do a really cool thing where she actually had a lead magnet for every single episode separately. So she'd talk about how to update your bio on Twitter to grow your followers, and then she'd have a checklist, which was, here are the seven things that we talked about today. Go over to Mylist.com to sign up and we'll send you it straight away. And that was just something that happened every single episode, and that's a lot of work to make it for every single one, of course. So you don't need to do that. You can have something more general related to your topic, but it's some kind of little bonus that you can get. Could even be like, have you ever done much with premium content? Or would you call behind the scenes content, bonus content, whatever you want to call it? Matthew, you ever created that for any of your shows?

[23:23] **Matthew:** No, My behind the scenes is far too boring. I know some folks make it work.

[23:30] **Colin:** Yeah, I think that can work really nicely too. Like, we recorded an extra 15 minutes with today's interview, or I recorded an extra ten minutes, which talks about the kind of context behind this episode or something like that. And you can say you can sign up if you sign up to the email list the following week, you always get the kind of bonus content for the current episode. Something like that can really encourage people to sign up to it too. So, yeah, that makes sense. I think. Have a go with that, Samantha, first, and if you aren't doing that already, I think you should see your numbers pretty quickly, escalate, as long as you're keeping that consistent, like I say, and making it really easy for people to do it too. All right, now, Terry, to finish off, let's see what Terry was asking.

[24:17] **Voicemail:** Hello, guys. I appreciate your help through the podcast. My name is Terry, and I co host a show called All About Home Construction. After listening to several of your recent episodes, I am working on improving the titles of my own episodes. One other podcasty thing that I need to improve on is the Show notes. So I'm curious, what do you feel is the most important things to add in the Show notes? And also, can that be a separate call to action, aside from the one that I'm already asking for in the actual episode? Thanks a lot and I really appreciate your help.

[24:47] **Colin:** All right. Love this one. Show notes, always the tricky one for podcasters. No one likes a show note. We're talkers, not writers.

[24:54] **Matthew:** Yeah, I'm just not very good either. But I like how Terry has used the word improve and not just write, because these days, like with AI exploding and chat GPT, and there are other tools available too. You can just have your show notes written for you now by AI, but he's specifically asking on improving. So it's not just the act of just getting these generated show notes. How do we actually create show notes that we are satisfied with and that the listener or reader finds useful? There's a full spectrum that we could go, isn't there? From the bullet point list to basically you're coexisting with a blog, you're writing a blog post around them.

[25:39] **Colin:** Yeah, that's the kind of ideal, isn't it, that you have a blog post that basically covers the same topic, that gives people something to go back and recap, to read it again, to get the points again. And also that's like a big SEO thing as well. People might find that blog post first and then end up listening to your podcast episode too. One of the most underused ways of growing your podcast audience to me is actually creating that good blog post. And like you say, Matthew, that's just like really easy now with AI to get a kind of first draft of that put together, put your transcript in, say, turn this into a blog post, and then you can edit it to put it in your voice.

[26:16] **Matthew:** Yeah, and I mean, Terry's asking like, can they exist as a separate resource? And that pretty much is how they would exist as that separate resource, because they're on then whether it's a WordPress site or built on another platform, the blog post exists. It's got your player in there, but your show notes also exist anywhere your listener is opening whatever listening app it is, and they'll be able to see your show notes in there too. But, yeah, I think having your own website as a no brainer and treating these as I'm not just creating a podcast episode here, but this is a blog post as well. I think if you've got the time to do that, it's by far the most effective strategy.

[26:55] **Colin:** Absolutely. But there are a bunch of little things that you can add that are specific to creating a blog post based on a podcast episode, really tying it to that audio too. So let's go through a few of them. Hey, Matthew, what do you think? What's some specific audio related parts that you would add into that blog post based on making it a show notes version?

[27:15] **Matthew:** So are you thinking things like timecodes or yeah, absolutely.

[27:19] **Colin:** Yeah, little features like that? Yeah, there's quite a few here. We've got our podcast show notes cookbook that I recreated years ago that's got a bunch of these in it's in our academy. So I've got that in front of me. I've got we advantage here, Matthew. Let's see when we do that. What's that old game? I say something, you say something, and we see who runs out first.

[27:38] **Matthew:** Yeah, especially if you've got the cheat.

[27:42] **Colin:** Sheet in front of you.

[27:43] **Matthew:** But yeah, let's do it. I'll still beat you.

[27:47] **Colin:** Here's the challenge, right. Okay, I'll go first since I've got the cheat sheet. Okay, I'm not going to steal your time codes. You can do that one, I think a really good one's, key takeaways, like if you actually create a little section, which is literally just a bullet point list of here are the top three, four, five things that you should take away from this episode. If you don't want to listen to it fully, you don't want to read this blog post. Again, here's bullet point list of three, four, five things that were my key takeaways from this episode that you can put into action. So I think that's one just a Wee section on that.

[28:20] **Matthew:** So I've nothing in front of me. I have nothing in front of me. So what about a nice quote from the guest that could be shared out on my favorite thing, which is social media? Could we do something like that?

[28:32] **Colin:** Yeah, nice. You didn't even use your timecodes one there. You've got that in the bank here, right? Lead magnet. So we have mentioned that definitely put in a Wee section around like you're going to mention your email list. Like we said to yvette. No, Samantha, it was sorry, like we said to Samantha, you're going to mention the email list and the lead magnet, like, whatever that bonus is, but put that in the blog post as well. A Wee section, how to download it, how to sign up for the membership, sorry, for the subscription list. So you can get it sent to you, that's one. What else you got, Matthew?

[29:08] **Matthew:** It kind of overlaps with your key takeaways, but like follow up resources, anything mentioned, I would have a list of those as well.

[29:16] **Colin:** Yeah, cool. Follow up resources. Just a list of kind of things mentioned in the episode. Yeah, transcription. So put a transcription in there. You've built the blog post potentially using AI. Maybe you haven't, maybe you've just written it, but you've also got a transcript potentially from that audio. You can get that done free in many different places now, whether it's your host or other tools. So pop that transcription in there, whether it's a link to something separately or whether it's kind of our template used to have a Wi expandable section where you could put the transcript in there so it didn't take up the whole page or anything, but people could read it if they want to and download it. What else, Matthew?

[29:57] **Matthew:** I've got nothing, honestly, I have nothing else.

[30:00] **Colin:** Well, I wouldn't have anything else if I didn't have my cheat sheet here in front of me. So another one I've got here is tasks and next steps. Like a task list I've said before the takeaways, but what do you actually do with that? Give them a list of three, four, five tasks that they can actually go like a checklist of. Here's what you do next with this. Oh, the next one's quotes Matthew you've stolen that one.

[30:26] **Matthew:** Yeah, I must remember the resource from back in the day.

[30:31] **Colin:** Next week is a great one actually. So like, mention something that's going to be on next week. We often say this about on the show itself, like tease. If you know the topic of next week's podcast, tease it on the show. But equally, you can put that in your podcast show notes as well. Just to say so that's the topic covered this week. Come back next week because here's what we're covering then. What else have we got? Subscribe buttons. Prominent subscribe buttons, of course. Shareable images just like that. Quote, contact me on social. Ways to get in touch on social. Yeah, there's a bunch of stuff in there. Tell you what, if you want the full detail on this, do go over to our community. You'll be able to get the podcast show notes there. So pop over and the time codes. We mentioned that a couple of times. That's really just if people aren't clear on that, that's really just putting in a little guide to the show. Like two minutes and 30 we talk about this. Four minutes and 27 we talk about this. So it's really just a little timecode guide to the show. And I've had that created by Chat, GPT and other AI tools as well. So you can actually get that done really nicely by AI now as well. Just get them to say just say, give me the time codes and a guide to this episode. Okay. Anything else for this episode to ask? That's the last question.

[31:49] **Matthew:** Yeah, I did promise on a recent episode that anyone who sent in a voice question would go in the old hat to draw a \$25 Amazon voucher. We got ten in total, didn't we? We were joking about what but we weren't joking. I was deadly serious about what dice we could use. I've got polyhedral dice here.

[32:18] **Colin:** Good. Okay, we do that straight after the show. Are you going to do it now?

[32:23] **Matthew:** I could just do it now. I mean, why not?

[32:25] **Colin:** Oh, my goodness. Live on air. So can go wrong the way that.

[32:29] **Matthew:** These are listed in SpeakPipe. Okay, we go back to John, Lacey, Obi one, Marty two, Matt three, James four, Floyd five, michelle six, Andrew seven, yvette eight, Samantha nine, and Terry ten.

[32:49] **Colin:** Okay, nice. Okay, cool.

[32:52] **Matthew:** Let's roll my dice. Eight.

[32:57] **Colin:** That was yvette, I believe. Is that right?

[33:00] **Matthew:** Congratulations. Yeah, surely was.

[33:02] **Colin:** It was, yeah. Perfect. Okay, good stuff. Well, thanks for the question, yvette, but thanks everyone for the questions. It's really fun actually doing these. So as usual. Yeah, let's continue it. I mean, we'll take a break and do some other stuff on a few future episodes, but we'll come back to these in future. So do stack them up. And we'll keep periodically doing Q and A episodes as soon as we have two or three to answer. So go over to thepodcasthost.com voicemail. thepodcasthost.com voicemail. And you can put them in.

[33:35] **Matthew:** If I sent one in, would we answer it?

[33:38] **Colin:** Do it, put it in a funny weird, wouldn't it? I dare you to do some kind silly voice and see if I don't recognize it.

[33:47] **Matthew:** Yeah, I'm going to try that. No doubt there's an AI tool for that somewhere.

[33:54] **Colin:** Indeed, it definitely is. Absolutely is. And I'll say before we finish up as well, please do check out Alitu. Alitu is our podcast maker app. So whether you're just starting your podcast or way into your podcasting journey, Alitu is designed to save you time, make it a lot easier to actually create your show. It does call recording, so you can record calls or interviews or co hosted shows. With that tool, you can record yourself into the solo recorder. It will clean it all up, it'll do the noise reduction, the auto EQ, all that kind of stuff, make your voice sound sweet. You can then edit your audio straight in there. It's full audio editing, but assisted and made much easier with our podcast specific editor. You get a transcript in there so you can get these show notes made much more simply, just like Terry was asking. And then it's got hosting in there as well, built in up to 1000 downloads a month. And then standard kind of pricing for hosting beyond that. So. Yeah, go over to Alitu.com. That's al i t u.com. You'll get a seven day free trial to give it a shot and we'd love to hear what you think if you do, actually. Always willing to get brutally honest feedback. So, yeah, that'd be great. Go over and check out Alitu.com. All right. Cheers, Matthew. Any plans for the rest of the day?

[35:08] **Matthew:** Certainly not eating. I was just thinking they're time to go and get something to eat, but no, it's not. That will be tomorrow night when I.

[35:15] **Colin:** Have my dinner tomorrow night? What you got? What's that 36 hours from?

[35:19] **Matthew:** No, it's more than that. I'll be kicking on for 70.

[35:22] **Colin:** Oh, sorry, no, I meant from now, but yeah, you'll be 72.

[35:25] **Matthew:** Yeah, I'm creeping up to the 40 mark just now.

[35:30] **Colin:** Cool.

[35:30] **Matthew:** It's all good. It's all fine. I'm still getting a black coffee. I don't know that I could just do the water. Only without being an absolute demon. More so than I am already.

[35:43] **Colin:** I think. Most people seem to think that coffee doesn't affect it too much. There's no evidence to show that it does.

[35:49] **Matthew:** I believe we'll get a voicemail now from like a fasting expert who'll be outraged.

[35:56] **Colin:** Please do, please do send it.

[35:57] **Matthew:** Yeah, love to hear from you.

[36:00] **Colin:** Cool. Well, thanks, Matthew, and thanks you out there for listening to hope you got something out of this. Hope you can send us a message for future. We'll do it in a future Q A. We'll see you then. Have a good week.