S3 Ep04 Dial It In: Behind the Podcast Mic with Robb Conlon

[00:00:00]

**Trygve Olsen:** So I think I'm the only one at BizzyWeb who's not sick at the moment,

**Dave Meyer:** There's a lot going around. There's a lot of crud for sure.

**Trygve Olsen:** Yeah. We had we had an event last week and then two days afterwards, somebody got sick and now a couple of people have colds. And so,, how are you feeling? You good? You feeling better?

**Dave Meyer:** I'm great, but my voice is holding the half octave lower than normal. So I feel like I should do something amazing or wonderful.

**Trygve Olsen:** which is exciting because [00:01:00] I've compiled a number of guests today to compete with you in a bass off to see who has the deeper voice,

**Dave Meyer:** let's go.

**Trygve Olsen:** Yeah, you you definitely have a voice for podcasting. I don't. And one of the things I hate about having a podcast is having to listen to my own voice.

All right, before we start. And she's going to hate this. We're going to play a little game. I'm going to have somebody introduce themselves. And I want you to, I want you to guess Dave. Is it Catherine Hepburn or is it producer Nicole? Come off mute and say something special guest.

**NIcole Fairclough:** Hi, Dave.

**Dave Meyer:** Oh, I'm going to go with Katie Hepps.

**Trygve Olsen:** You think it's Catherine Hepburn? I'm sorry. That's incorrect. Catherine

**Dave Meyer:** Oh man.

**Trygve Olsen:** 30 years. I would have also accepted Kathleen Turner. As an answer, but no that's Nicole who's forced today we've got a we've got a great guest today that we're going to get to in a minute.

But before we do that cause we are trying new sponsors. So we do have a new sponsor for today's episodes. Today's [00:02:00] episode is brought to you by Stark Industries, the leading name in innovation and the only company that can casually say we make the impossible possible. Dave, do you ever find yourself needing an endless supply of sustainable energy because your old nuclear reactor just won't cut it?

**Dave Meyer:** It happens to me all the time.

**Trygve Olsen:** Stark Industry has got you covered. Whether you're building a suit to save the world or just trying to turn your living room into a futuristic paradise. Stark Industries is the tech to make your wildest dreams come true. If you would also like to live like a billionaire gene as playboy philanthropist, or at least pretend to, head over to StarkIndustries. com. Use promo code Dave for a 20 percent discount on your next high power innovation. Stark Industries, we build the future and sometimes blow it up. And Ultron free since 2015.

**Dave Meyer:** ~~that,~~ that went by in a blip. That was beautiful, Trygve.

**Trygve Olsen:** That was it. That was yeah, that was quick. Maybe we'll slow that down and [00:03:00] editing. Speaking of editing. When we started this podcast, I think well over 50 episodes ago, we had really had no idea how hard this was. And so we tried it and fumbled and tried it and fumbled. And then we actually started getting some help. And talking to some other people who are actually industry experts. And one of the guys that was a huge help in us launching this podcast was a friend of a friend. Who's our guest today, who also has a similar deep voice and hopefully, is not going to sound like Catherine Hepburn, but our guest today is Rob Conlon, who's the founder of Westport studios, a leading B2B podcast production company that empowers businesses to amplify their voice. Rob didn't always plan on running a thriving podcast agency, but with his experience in radio as which you'll hear in a minute with degrees in broadcast communication and digital media, he saw production as an exciting ways to use his skills. So he dove headfirst into the industry in [00:04:00] 2021 and discovered how much he enjoyed helping podcasters develop their niche audience.

That's certainly true for us as well. Clients love him. His career was headed in a great direction when his employer wrote in a plot twist Rob, your work is outsourced and your position as well as half of your department was terminated. So Rob did what every great entrepreneur did. He leveraged his final $26 and launched his business, committing to putting the needs of clients and his team first.

So more than three years and 30 clients later, Westport Studios has emerged as a beacon and B2B podcasting, highlighting what's possible when you build something aligned with your core values. And so before we bring him off mute to say hello, I'd like him to introduce himself as if he were testing the limits of the force.

**Robb Colon:** In that case, Trygve, I must tell you that we are going to test the limits of the Force today.

In honor of the, in honor of the great, late, great [00:05:00] James Earl Jones.

**Trygve Olsen:** I love it. And

**Robb Colon:** passed just recently, oh man. It's

**Dave Meyer:** Big one.

**Robb Colon:** it's good. It's good. It's great to be here, guys. Thank you so much for that wonderful introduction.

And just I do love, one of my things is I love to play in front of a microphone a little bit first. So thanks for that opportunity.

**Trygve Olsen:** absolutely. Dave has a, certainly has a nice deep baritone. It's, and it's consistent. I actually, years ago I had my voice my vocal cords snipped. As part of a medical catastrophe. And so at any given day, I sound like any one of a half a dozen people. And It's one of my regrets is I never sound consistent from day to day.

**Robb Colon:** interesting.

Interesting.

**Trygve Olsen:** Rob it's really hard to have a podcast. We found that out. Why is it so hard?

**Robb Colon:** A lot of it is because I think a lot of folks don't quite get why they should have a podcast. That's my number one kind of thing that I tell most folks. It's like why do you have this? And I'm not necessarily asking that of you, Trygve. It's [00:06:00] dialing in why your podcast exists is probably the number one thing people can do.

Is it to give you thought leadership? I hate that phrase. It's not something that I think can be. Earned it's more of given it's when you are already at the top and things like that you can do it. You can do a podcast for that reason. You can do a podcast for marketing purposes to try to hit it big go viral be the next Joe Rogan or that That girl who made a crude remark and now has the number three podcast in the world, which is crazy.

**Trygve Olsen:** Is taking off.

**Robb Colon:** oh, yeah, and more power to her

**Dave Meyer:** Sure,

that's

**Robb Colon:** the thing, her 15 seconds of fame, and she is running a riot with it. I give her so much credit. Go shine on seriously do your thing. But the other part of that then is, do you want to use your podcast for sales? And the one that I am really drilling in deep on for the people that I work with is using that podcast for sales.

And the three why's there again, notoriety, marketing for sales. The one of the three that I have [00:07:00] seen that consistently makes money Overtime is the number three and that's why I focus on it. So that's why podcasting is hard because I think people focus on the first two way more than they should and forget that, you know what, you can have a thriving money driving show if you have the right niche audience.

To listen to it, or that if your guests become your customers,

**Trygve Olsen:** I think one of the things that I experienced, cause I was tasked with getting this podcast up off the ground several years ago is. It's a lot of things that you find on the internet is that there's a race to the medium and there's a race to pretend it's easy, but it's not like one of the things we see in our business is people say Oh yeah, you can have a website up in the afternoon. Sure. Doesn't mean it's going to be a good website. It doesn't mean it's going to make any money. And same with podcasting is I looked at, I don't know, [00:08:00] half dozen softwares and they were like, Oh yeah, it's easy. You just do click here. But they all had limitations and they all didn't have exactly everything you wanted.

And then what if it sounded bad? And then how did you connect it to all the different podcast engines? And then da. And then all of a sudden you're. You're shopping for 200 microphones on Amazon.

**Robb Colon:** that's always fun. Yeah.

**Trygve Olsen:** Yeah, I'm sorry. I suppose I should ask you, actually ask you a question. So if somebody wants to start a podcast, what, where do you suggest that they start?

**Robb Colon:** the, like I said earlier, there's the three methods of figuring out why your show exists. And I think that's the first step to do is which of those three are you pursuing? And again, two of those, I don't feel work very well in the B2B space. This is the thought leadership and marketing. I don't think they work as well as the, Hey, I want to bring people on.

Talk to them, build a relationship with them, and then eventually have them become a customer. The first step for most folks is to [00:09:00] find that concept. Why does your show exist in that, even in that, within that sales sort of area? And, The question you should probably ask yourself too, is how am I going to be different from any one of the tens, hundreds, perhaps thousands of other shows that are out there?

I can give this cell phone that is in my hand to my 16 year old neighbor girl. And I can say, go grab the other two neighbor girls that you're good friends with and make a podcast. And they can do that. Is it going to be good?

**Trygve Olsen:** Yes.

**Robb Colon:** a certain very niche audience. Maybe they, thousand monkeys with typewriters, write

shakespeare that, it's going to be something that's very niche to high schoolers who live in my neighborhood.

It won't be great. It might resonate with their friends. It might resonate with their parents or things like that, but it's not going to be something that somebody would ever want to sponsor or something that some people think somebody would ever want to do business as a result of, in that case, again it's a funsy podcast and things like that.

And I think looking at [00:10:00] how your business moves from funsy podcast to something that is far deeper and far more relevant to the industry Is your real first step in how to bring and deliver value to the people who you will have on your show, but also to the people who will eventually listen to your show and become your niche audience.

Most shows I work with have audiences less than generally a thousand to 1500. And that sounds really small. And if you are in a advertising space, yeah, that's $17 per thousand listeners that you're going to get for ads. That's no money that's drops in the bucket and the way to. bulk that up is to have a niche audience that is worth more money.

Case in point, higher education marketing is a tremendous area that we have a lot of experience in making shows for the average [00:11:00] listener to one of those podcasts is likely somebody who is a decision maker at a university and has a budget somewhere in ~~six,~~ six to seven figures of how they're going to market it.

based on the advice they get off of this particular podcast and the company that is putting it on as the expert that could possibly help them. So that's where I see a lot of people driving successful podcasts is that monetization. And that's the first step to ~~monetization.~~ any successful podcast is getting away from funsy and getting into the more, how does this turn into revenue for my for myself and my company?

**Trygve Olsen:** Is there.

**Dave Meyer:** Encourage your clients and, again, Westbrook studios is a production company. So I'm guessing that you're guiding and helping people along this path as you're guiding people along that path. Do you start with, of course goal, but is it like keyword research or ~~Howard?~~ how do you figure out what those topics are and who those guests are going to be?

~~Yeah, we~~

**Robb Colon:** I usually tell people, this is a [00:12:00] very, this is non scientific, but It, you're, who your top 50 potential customers are, who the 50 people are, who would be great to work with for your business. I know them.

Every business knows them. I have folks make that list right away for guests and say, what could all 50 of these people talk about with you? And within the subject of marketing or B2B or finance or whatever it might be. And then I tell them, go find 10. Other customers that would change your business overnight, conquest prospects, these big things that would be incredible.

And this list of 60 guests, we work to derive out the show topic, the show the look, the feel, the sound, the music, the transitions, the format with our customers to say, Hey, we're going to help you build something that is going to create a place where your ideal customer wants to come a watering hole.

If you will, to have them say, you know what, that show with [00:13:00] Dave and Trygve and Nicole is actually really good. And I really enjoy listening to it because they're funny and there's a lot of good nuggets that I get from it for my business. And so we work with folks from the very get go to, and sometimes these.

Titles for shows, they're not very elaborate. Great one that we've worked on for a very long time. The higher ed marketer. That is the for where it is in its space, that is the most possibly basic title you could have for a show, but it dominates the living crap out of its niche and the guys who run that, they have more business than they know what to do with because it is the watering hole for their industry.

**Trygve Olsen:** One of the things that I looked at in my research is there's also, in our case, we're a marketing firm. That's what our day jobs are. And I saw a lot of people doing a lot of acronym based podcasting that unless you're super nerdy about marketing gets really boring, really fast.

And if you're talking about selling [00:14:00] the people who take advantage of that aren't necessarily listening to that because they don't necessarily want to know the latest AI innovations and SEO they really just want to know what the throughput is and how it's going to make a difference in their life.

And so that's why with us, we made a conscious effort to say, there's a million different ways to make a living in America and we can learn from just about everybody. And these are all questions that are surrounding people. One of our earlier guests this season was, how do you go out, how do you make the decision to go out on your own and how do you do that effectively?

How do you start a podcast? These are all questions that. Are universal. And that's why we're trying to bring in. And plus the other thing is, I think this is a lot like when , I started doing webinars, when I originally started a BizzyWeb 10 years ago, Dave had a webinar program where I think you're doing once a week.

Right.

**Dave Meyer:** were doing weekly and I think we had 210 by then.

**Trygve Olsen:** Yeah. And he was really good at it. And I'm a fairly accomplished public [00:15:00] speaker. So he's oh, great, you can do one. And my first couple, three, four were. Awful. And I fully own that. And David, the greatest to understand that because I didn't understand like the difference presentation in webinars, like you have to keep. The, I'm moving every 30 seconds. Otherwise somebody is going to check their email. I when I'm a call, when I'm a public speaker I'm very big in a call and response, and if I'm sitting in a room by myself, I can't do call and response. And it got awkward fast. And so really, like a line between educational and monetization and funsies?

Cause you want people to keep listening.

**Robb Colon:** Yes. And no, I think you have to have a little bit of the, yes, you have to have a sprinkle of fun. You can crack a joke and things like that. But what I found from B2B podcast listeners is that they are very much they come for the nugget of gold and they leave. They come, they get it, they grab it, they leave.

They're [00:16:00] very much, I call them little goblins sometimes because that little goblin comes along and he says, I want my gold coin. And if you give him a gold coin, he's very happy. And he'll come back at some point in time in the future. But if you don't give him the gold coin fast enough, he goes and he finds somebody else who will give him a gold coin.

And that's where B2B listenership comes in. And that's why with a number of my customers, I've been discussing not just here in the past, but also looking towards the future. Like how can you. dig into and drill into getting that coin to that listener faster. And what I think the answer to that is, is shorter form shows.

Now that doesn't mean you abandon your long form show on say Tuesdays, but on Friday, do you have a four minute segment that is about the thing that your guest absolutely holds near and dear to their heart and they can knock it out of the park for four minutes and teach somebody.

**Dave Meyer:** right,

**Robb Colon:** where I think the future is going.

So it doubles up on that, like TikToki shorts, Dealio.

**Dave Meyer:** It's in, it's something that we're actually exploring right now, Rob, because there's as of like [00:17:00] early October, when we're recording this, HubSpot just recently announced a whole bunch of new tools and we use HubSpot almost exclusively for our clients. But one of the cool things is content remix and the ability to basically upload your podcast and then have it kick out four minute sections.

That you could then repurpose via video or insta or, any of the other things into that. Would you say that for your general audience, and I actually love that idea of having a longer weekly and then maybe, cutting it up and releasing something special on a Friday or something as a snippet, but are you seeing a trend toward shorter pods then? In favor of, just getting that juicy nugget or is there still room for longer form?

**Robb Colon:** I think there's plenty of room for longer form. Cause we're running, Dave, we're running into this time where AI is taking over and I don't want to be, sky's falling kind of person, but I can go into Riverside or, what are we in Squadcast here? And there's a thing [00:18:00] that will slice and dice 10 things out of this episode.

And you're of the 10, 8 of them are going to be twos on a scale of 1 to 10. One of them is going to be a 4 and one is going to be a 7 or an 8. And you can just keep mashing that button over and over again, and you'll have AI cutting and slicing your content. I like that in some aspects, but I think that sometimes it just really misses because it's, it doesn't have the intelligence, the intuition of a human being.

And so think we're getting to a point where a lot of people are just slamming out even those twos and those fours. And I think that's really non valuable. To people you have to be selective about what you present from your show in order to not only have people be interested in it, but also to say, Hey, you should come listen to the rest of this.

And I think if you select, 90 percent of those clips, you're not going to get people interested in it. So I think for short form video and [00:19:00] audio, if you can, I wouldn't do audio, but for short form video, you have to. Really make sure those clips hit and can an AI do it? Yes. Is it going to be very good at it right now?

No. And honestly, I hope it never gets good at it,

but

**Trygve Olsen:** it also begs the question that somebody has got to do somebody has got to create the long form, and that's not something that

AI do. And that's when you bring somebody like Rob in, because somebody has got to hold a mirror up and say, the emperor has no clothes. This is not interesting. Go back and do it again. Here's some feedback. Do these

things

**Robb Colon:** it's.

**Trygve Olsen:** differently?

**Robb Colon:** It's funny that you mentioned that Trygve because I just, I was mixing an episode of one of my higher education shows the other day and the two folks on there, it's called the higher ed geek. And they mentioned that Google has a product now called what is it? Something LM It's like a notes LM or something like that.

I can't remember exactly what it's called. I looked it up, but basically they said, you can load in a white paper and it will make a podcast for you on it. Complete with vocal pauses, ums, ahs, [00:20:00] all the fun stuff that like that. I think what we're heading for is an authenticity crisis. And I think that is a major thing as to why keeping on doing this in a, like you said, the long form, why something that is genuine is so important because I can slap something into a generator and have a quote unquote podcast for you in 10, 15 minutes, but it's not going to be.

It's not going to be real. It's going to be something that's completely generative. And I guess for lack of a better term, sterile, perhaps

**Dave Meyer:** I would imagine there's going to be a backlash as you're saying, but the best way to battle that is to just produce something that's not AI able for lack of a better term. This kind of a video, we're going to be publishing this on YouTube and we're going to be linking back to it, but we're also publishing it across all the podcast networks. If people want the [00:21:00] real organic experience, they can just dial us up on the video.

**Robb Colon:** Yes. And no, and I think it's important for us as humans to make that content. I've also seen in one of my customers experimented with this too. He had a fully, it was him. I could tell it wasn't him because I know him better than that, but somebody who didn't know him that well, a fully rendered. Video of him speaking German, no doubt, which was even cooler

of, it was all AI generated.

It looked just like him. It sounded just like him. It we had a, another connection of mine who is German check. If it actually was like legit Germany is like, yeah, it was pretty good. And it was almost spooky. His name is Bart and the only reason I could tell that it wasn't part is because it was a little too smiley.

For Bart, which was funny because he's a little bit more of a reserved kind of guy, and when he, when his face got a little bit more like this, I'm like, that's fake, I know he doesn't get that way but it was, had I only met him in passing at like a convention or something? [00:22:00] I would have probably bought that, that it was a hundred percent real and he was fluent in German.

**Dave Meyer:** Holy moly.

**Robb Colon:** Where we're getting right now. And I think for a lot of folks, as much as this rising tide of AI generated stuff that I, we can feed my video into here, and I'm sure we could probably have me talk about any number of them. A bunch of wonderful things, but having it be authentic is what's going to help it actually resonate with your audience.

And I don't think that in the B2B space in particular that's going to work with people who are buying and selling multi hundreds of thousands if not multi million dollar, deals and agreements

**Trygve Olsen:** it's back to a fundamental truth about any selling is that people buy from who they like and who they know they don't buy a logo unless they're buying Xerox or Kleenex or Coca Cola, where it's familiar if they're making an evaluative decision. A nuanced decision. They're going to want to [00:23:00] feel like the person that they're going to be choosing is going to be worth it, but we're getting away from the narrative, which is how does a business start a podcast?

I think the three Ys are a great start. And then I think the 1a of that is obviously. Repeatability and likability and genuineness because otherwise you're just talking to the air and you don't need a mic for that.

**Robb Colon:** Right and the other thing too about the Trygve is like I can shout into a microphone all I want If I am abrasive and not educational and not giving people, knowledge that they can take back, I can make a thousand episodes and I might get known on Reddit as the one guy who screams into a microphone for an hour every week, but nobody's going to, nobody's going to tune into that.

So giving them that reason to tune in. I think that's maybe the 1b is, and having conversations too, there's some folks out there who say the interview podcast is overdone. Like I don't think so, especially not in this day and age where again, like I said, we can simulate an interview podcast, but [00:24:00] that human connection, we are all so close to each other virtually now, but yet so far from each other.

Sometimes. I think that's a great reason to continue to start a podcast now because that human interaction is more important than ever

**Trygve Olsen:** What are the different styles of podcasts? I listened to interview podcasts. Listen to one called the rewatchables, which is guys who are in their forties rehashing old movies and coming up with weird hot takes about them like one of them said that the movie Armageddon was a secret Republican propaganda because it's, it was an unstoppable invading alien, alien force that could only be stopped by a half a dozen middle aged white guys who doesn't want to pay taxes anymore.

**Robb Colon:** That's pretty good. That's pretty good.

**Trygve Olsen:** Yeah. But what other styles of podcasts are there?

**Robb Colon:** So narrative makes up a good chunk of these. I think you, you'll find that there are things that are. [00:25:00] Either narrative from a standpoint and that can encompass things like true crime sometimes as well it's hard to classify like maybe are there three or four big categories?

But I would say if there were there's narrative there's interview based and then there's like I would say factual perhaps and then maybe like hobby So four, four categories,

Narrative being, you're actually telling a story. You're maybe potentially reporting on something or, again true crime fits into that real well.

There are other, smaller things that smaller. Genres of that where people actually tell, podcast based stories, which is great. Moving over to the more businessy segment of things to say, Hey this is an interview and I'm talking to so and and we're talking about this business concept or this science concept or things like that.

So that's number two number three, the factuals. I would say that's where a lot of NPR stuff falls. A lot of the news agency type things where it's more of a functional podcast than an entertaining [00:26:00] podcast potentially. And then last but not least, sliding into the hobby aspect of it.

And that one, that's my deep down as much as I do enjoy like the B2B and the interview based stuff. That's where I would just love to live forever. I would

love to, to live over in there with the crazy people who do like the D & D podcast for four hours, Matt Mercer and his crew and and just all of these wonderful things where people sit down and they make just, they're really just into something.

And I think that's really cool. But that tends to be something that is much better suited to the environments of YouTube and things like that. But I think those four categories are where most folks fall. And I think a lot of times people try to escape the interview based section and try to fit into one of the others of these threes.

And I think it's really hard to get out of that. I really do. I think it's it's very challenging, but I would not underestimate or undersell the interview [00:27:00] based podcast because I don't think it's dead. I do not at all.

**Dave Meyer:** I think it's probably important to pick a lane too, right? Because if you're doing an interview, one time, and then you adopt your best NPR voice and do a narrative read the next time, that's going to confuse your listeners, right?

**Robb Colon:** Correct. But I think Dave you have a point there that you may, and if people are good at this and I'm not this at that good at this yet. I'm trying to see where I can do this, but to have those four slots.

Categories start to hybridize something. I would love to make someday is an interview based narrative podcast in the B2B space.

And that is, it sounds a little easier. It's why don't you just put, move things out of order and narrate a little bit along the way, Robin, it's it's a little bit more than that. And I think the companies that. Do successfully make these shows in styles like that successfully blend the four main genres are where [00:28:00] you really start to find some of that success.

Those categories, I would say if you're starting a show play in one, if you are hundreds of episodes in, maybe it's time to look at. Stepping things up and starting to blend in some of those aspects from other areas because that's where kind of the genius of Podcasting shows up is when it's not just party A talking to party B about topic Z.

**Trygve Olsen:** All right, so we've got a show, we've got a theme, it's repeatable, it's interesting, there's a nugget, we're gonna pick a style, what else do I need to have a podcast?

**Robb Colon:** We should probably have some equipment

That's a that's generally, like I said earlier anybody can record a podcast on a phone and it might sound Okay, some of these phones have decent ish microphones Even if you're passing them back and forth amongst a group of kids on the sidewalk You Building their own podcast outside.

That's something that is, is great. And the one thing I should talk about with this is that there's a minimum quality [00:29:00] for audio in podcasting. It's video is different from that, but if I was talking about audio first, people will put up with sub par audio for podcasting. Which is interesting. What they will not put up with is subpar video.

If it looks like a potato or it was recorded on potato they're just going to tune away from it. But subpar audio, as long as it's intelligible and has some aspect of, you can hear the highs and the lows of people's voices. People will listen to that. It's very unusual that, that. You have to meet this minimum threshold.

And the good news is that for most folks, especially in the business space, meeting those minimum thresholds does not cost a lot of money. You'll want to use an asynchronous platform, much Squadcast here or Riverside FM, which is what we normally partner with at my company. And that will just help make sure that if there's any drops or anything like that during the call, that those are smoothed out, but when it comes You know, you can take a look at getting a microphone.

Like [00:30:00] I'm talking on right here. This is an SM 7B from Shure. It's a legendary radio style microphone. They make a podcast version of it too. My microphone set ups like a hundred, I'm not a hundred, three, I'm sorry, like $600. And that's not what everybody needs. I literally never, unless somebody asked me, Rob, what do you record on?

I will like never tell them that this is what they should get. Okay. Because it's overkill, it's absolute overkill. And I think a lot of customers and potential customers for people who are in the podcast space think that they have to have this, smooth jazz sounding voice on the radio and things like that, you don't, you have to have something that is clear.

intelligible and it doesn't have to have all of those low reverberations or anything like that. And you can get that sometimes with a 50 ish dollar microphone. The one I recommend to everybody is an Audio Technica ATR 2100X. You can throw the thing down the hallway and plug it back in. It is, it, it [00:31:00] moonlights as a car on a demo Derby on Friday nights.

It's all, it's a nice, durable microphone. It sounds good. And for the average person who's recording a podcast and is not bending their livelihood around it and making it their, part of their work. Entire personality, life, and job. The 50 to 70 microphone is what you need. As long as your space is open to, to being that, it's not a giant echoey hall.

**Dave Meyer:** And there, there are a couple of tips that you probably, that everybody probably needs to know. One of the first things that I did when I started doing voiceover work a lifetime ago was I was submitting recordings to the local ABC affiliate for spots for a friend of mine. And the. Producers got back to me immediately and said, this sounds terrible.

You're going to have to buy a better mic or you're going to have to come into the studio. And so I was like, okay let me try it again. And I tried it again and it was still very echoey and tinny and bland. It was like, crap. I just bought this beautiful new [00:32:00] microphone. What am I going to do? They said, come on in. And so when I went into the studio I started talking and the producer said, I got it. You're done. And I figured it out. You're fine. What he did is he grabbed the boom microphone and he took it from three feet away from my face to four inches away from my face. So if you're getting a lot of echo, you need to keep your microphone about a fist or two away from your face. And that removes all of the echo and weirdness in your audio.

**Robb Colon:** Yeah. And that's actually a really good one too, because that a lot of times I think people, they sit back and they sit back real far from their microphone because they expect it to pick

**Dave Meyer:** can hear it right.

there.

Yeah, it's different.

**Robb Colon:** I've pushed back about two feet from my microphone, but now I'm about five or six inches from this.

That is so much better, so much deeper on something like this, because it's starting to suck in all the other, stuff around it. When you back off and your voice has a chance to bounce around a little bit more [00:33:00] before it feeds into this. But the other thing that I usually tell most folks to get when it comes down to equipment is a nice webcam.

A really nice webcam. And you can get something that is like a, you can go out and buy again, a $1,500 Canon or Sony or something

crazy like that. You don't need that, especially not in B2B. You know what I've got on top of my computer here, which is recording in 4k, it was 130 bucks, the Logitech Brio.

It's a very nice, very versatile webcam. You. You can see every eyebrow, every, the pores in my skin. It's great. It doesn't need to break the bank. And I think a lot of people When they are creating their podcast setup, they get a little bit too worried about looking Hollywood when they don't need to.

And that's where I think a lot of people go wrong and they waste resources on trying to get things to look perfect when in reality what they need to do is they need to get beyond episode seven and make a habit of making the show.

**Trygve Olsen:** I'm glad you i'm glad you talked I'm glad you talked about that because that was [00:34:00] one thing that you told me very early on that everybody at BizzyWeb thought was crazy

**Robb Colon:** Oh yeah.

**Trygve Olsen:** it is if you're gonna be prolific at this how many episodes do you need to be putting out?

**Robb Colon:** I told myself when I first started my first show, which was a job hunting show during the pandemic that I was going to create a hundred of these, or I was going to create zero. That was the, those were the two choices. This, there was no middle ground to this Trygve. And I tell folks, and that's why I tell them to get 60 guests right off the bat.

Like day one, you have 60 people to reach out to because even if only a quarter of them say yes, that gets you to episode 25. If you have a hundred podcasts that start today. And they, let's say, let's see, it's a, it is Wednesday. If they release their first episode on Tuesday, by next Tuesday, 20 of them will never record again by six more

Tuesdays. After that episode eight, 40 more of them will never [00:35:00] record again. So by the time they reach episode eight, two months in 60 percent of podcasts are dead on arrival because people go, Oh crap, this takes work. Oh, crap. This takes this takes time out of my day. This isn't just me talking into a microphone with a bunch of friends for a while.

I have to go and put the intro on this, put the outro on this, get rid of the ums, the dumb things that we say during it that don't make any sense or the retakes or anything like that. And that takes time and you have to have the opportunity to If you don't know audio engineering, you got to learn that too.

If you don't know video editing, you may have to learn that. There's some great tools out there that allow people with low skill to step into that. I'm one of them formerly, like seriously. And platforms like Descript, which happens to own this platform that we're on right now are a godsend even for intermediate.

Video editors to make things nice and easy for them because that's great. But a lot of people, they record the first couple and they go, Oh, this gets hard. It's yeah, anything that's worth [00:36:00] doing is so 60 percent of podcasts don't make it past episode eight. And I read somewhere else from one of my connections that once you get to about episode 50, you're looking at like 95 percent of podcasts.

It's wild.

**Trygve Olsen:** Yeah, so When you told me we really needed to be doing At least twice a month, if not more,

we were thinking this would be like a fun monthly or quarterly. Nope. Then we're I think we're well past episode 50 at this point.

**Robb Colon:** Yeah. And I'm glad you guys are because you're one of those few survivors after all of this, which is just great because at the end of the day, what happens is that if you're not consistent, if you don't have that release schedule, and I usually suggest that folks do weekly because your audience will forget.

Your audience will find something else if they're not entertained. And if you miss that day, dang, you better expect to see, take that hit. It's just like folks on YouTube. If they miss an upload, everybody else goes and find something else for the algorithm feeds them something else.

Podcasting is [00:37:00] different right now because it's not as algorithm driven because it's across so many platforms. So you have to be consistent for your listeners because they're expecting that. But if you violate that trust, they're going to go find something else. So again, weekly cadence for most shows that I work with, I really push that.

And again, that's not because Oh, that makes me more money or anything like that. It's because I have a stack of shows that are weekly that are rolling in money. And I have a stack of shows that said, nah, that's not our bag. And they are, their show is either dead dying or is on its way to being one of those other two things, which is it's really interesting.

It's really interesting to see how big of a difference weekly cadence makes.

**Trygve Olsen:** So The one thing that I learned from you and I learned from our 50 some odd episodes is that it's not in the making It's not in the recording. Although those are important things. It's all in the real club of all of this is the presentation and the [00:38:00] editing. So you are a professional editor. We have been recording for, we're probably going to record for an hour. So somebody with your skill level how long would it take you to make this into a coherent edit? And clean podcast.

**Robb Colon:** If it's just audio, probably somewhere in the neighborhood of about two hours. If we're just, if we're just doing that now, there's a couple branches from that Trygve of, do I have carte blanche as your editor to do whatever I please? Am I, are there restrictions that I have? Are there certain points that you are as a customer, not willing to bend on Oh, I really want that question in there.

A lot of my customers and bless them. I love this one. When we have a relationship like this, they're like, Rob, just make it happen. And it's cool. So I do get that carte blanche to be like. If this question sucks, it's gone. If that question didn't land, boom, it's gone. There are times I always send my some of my customers when they have a particularly difficult episode, we're like, yeah, this went long.

I [00:39:00] send them a gif of the guy from from the 2016 video game, doom or rather revving his chainsaw for the first time and

put that in the Slack chat and be like, oh, don't worry. I'll take care of it guys. But it's quite funny. It's not necessarily about getting things to an appropriate length.

It's more of keeping things interesting and punchy and. A lot of people will tell you that, the average length of a podcast is 27 minutes and 32 seconds or something. If there's some random number out there that is literally taking a bunch of numbers, dumping them into a calculator and finding out what the average is, it's very much like the average price of a home.

There is an average price priced home out there somewhere. It is costs $345, 627 and 42 cents. There's one of them because it's the average. It might not even exist. When it comes down to making. A podcast. It does take time, especially in the editing booth. And the more relentless you want to be with that editing, the longer that takes there are some efficiencies from that.

If this [00:40:00] question falls flat and I listened to it for 30 seconds, I go, we're just going to find the next, attachment point there. That can save a little bit of time because we're just stripping out that six minutes.

But. also have to be careful of the rest of the structure that I'm not like gutting this thing either.

It's very much get back to the houses. It's almost like renovating a house. You have to make sure you don't take out the wrong wall so it collapses.

**Trygve Olsen:** All that to be said is the hardest part in all of having a podcast is the editing, I think, and to get it right, because without this, we'd sound like a schmuck, Dave, for the love of God, needs to stop dropping Effenheimers. That's half of our budget right there is cutting out all the Dave swears. If the ultimate goal is to be interesting, then you do need to have a Somebody come in and help you be as interesting as you can with the material and having a, having an editor who understands that and who also has the audio files ear for it, because I hear it all the time, but that doesn't make me an expert

**Robb Colon:** right. And there's definitely a [00:41:00] difference in some of that. I have some folks on my team who have really, Impressive ears. I'm a musician and things like that. So I know when something like this out of tune and things like that, but some of these guys I work with shout out to Adam Sage, he's a fabulous audio engineer.

They have an ear for this and it's man, like you've really developed this it's pretty awesome. Cause sometimes things can be mathematically correct in a podcast as far as like audio design and things like that, but it's not it sounds like garbage because it's not what a lay person would want to hear in that case.

So having somebody who at least understands that there's a difference there is huge. And, the other part, we went back to that minimum threshold for audio, as much as I never want to poo, any editor editing work that we do, or that anybody else does, if you have to make an investment.

Between one of the two audio quality or video quality always go for video quality Unless that audio quality is so low that people have a hard time understanding you or that it's shouty or screamy or something like that [00:42:00] bring audio quality alongside video quality if at all possible But always make sure you've got that sharp picture because nobody is going to stop for any of your content on any social media if they're looking at something that was recorded on a you know Something with Pentium 386 something like that,

**Dave Meyer:** right?

**Trygve Olsen:** and that's we you were talking about nuggets of truth and nuggets that people can pull out of this. So the two things that I encourage people, if you listen as long as number one is use AI. To an ask AI who max headroom is and then secondly, what is a pentium

because

**Robb Colon:** right? I'm not showing my age here, man. I'm only 38

**Trygve Olsen:** A little bit.

Yeah, a little bit. But we are too. Rob, you're a godsend. You're open and you're free with all of this information. You are the givers gain. You gain through love and openness and heart. You've been a great friend to us and we paid you absolutely no money, but hopefully we can repay you in kind by [00:43:00] this episode.

And where can people find you and where can people find Westport Studios if they're interested in starting their podcasts? Cause I wholeheartedly recommend meeting with Rob if you're going to start a podcast. Dave,

**Robb Colon:** to find me is LinkedIn you just look up Rob Conlon I show up pretty much at the top of the list I've got some fun content that shows up on there every once in a while It's been a little bit of a busy month. So I've been A little lax on that, but generally you will find me on LinkedIn pretty much every single day.

Drop me a connection drop me a message, things like that. We do also have our website, which just got redone westportstudiosllc.com, which is fabulous. And you'll learn a little bit more about who we work with, what we do, the philosophy that we have again, on taking this. Medium as a sales tool rather than just one that, we try to strike it rich with something going viral on TikTok or something along those lines.

But then last but not least, that's the other place that I would say you can find me is you'll see if you're watching the video version of this is I have my own show B2B business class. If you want to hear a little bit more from me [00:44:00] and about how the the world of B2B is developing, plus we're actually adding a little bit more of the, flavor of what we talked about today with podcasting and things like that to this here in the upcoming episodes, that is that is where you can find me and we'll make sure that link is provided to you guys to get that in the show notes.

**Dave Meyer:** Thanks, Rob. This has been

tremendous.

**Trygve Olsen:** anything classy and inspirational as we finish up?

**Dave Meyer:** I think the biggest thing that I always take when I talk to Rob is that narrative and having a story and making sure that you're actually engaging and interesting is. Irreplaceable, especially in podcasting. Spend more time on your story, spend more time on being of service to your audience and you can't go wrong. So thanks

**Trygve Olsen:** I love it. That's a great way to sum it up. Thanks for that, Dave. Dial It In is produced by Nicole Fairclough and Andy Wojtowski, and with apologies to Tony Kornheiser, we will try and do better the next time.

[00:45:00]