



# LIMITLESS ADVISER COACHING

APRIL 9<sup>TH</sup>, 2020  
SPECIAL CONTENT  
BREAKTHROUGH BREAKOUT: PODCASTING

13  
00:37:59.760 --> 00:38:08.040  
Allison Foulk: Awesome. Okay, let's go ahead and get started then. And basically this is a session on perfecting podcasting and

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00:38:08.970 --> 00:38:22.590  
Allison Foulk: We want it to be open format, so please feel free to unmute yourself chime in with questions, comments and we'll do our best to pick Ben and Andrea's brain when it comes to this topic.

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00:38:24.060 --> 00:38:31.800  
Allison Foulk: So I don't know if you guys want to just start out by introducing yourself and talking a little bit about what you do and then we'll take it from there.

16  
00:38:35.970 --> 00:38:38.880  
Bridget Grimes: Okay, I'll start. I'm Brigitte Grimes, I have a

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00:38:40.710 --> 00:38:47.910  
Bridget Grimes: I have a financial planning firm in San Diego my clients are women attorney partners and I would love to hear

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00:38:48.450 --> 00:39:00.900  
Bridget Grimes: How to put together a podcast for these folks that are specific to their challenges and right now it's all hell's breaking loose in that world. So would really look I know nothing about podcasting. So I'm excited to hear anything you can share

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00:39:08.790 --> 00:39:18.450  
Allison Foulk: Okay. Um, if anyone has specific questions wants to introduce themselves. We can do that otherwise Ben and Andrew, do you want to go ahead and get started.

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00:39:22.410 --> 00:39:23.970  
Aventus Wealth: Yeah, Ben, do you want to go first.

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00:39:24.300 --> 00:39:24.840  
Sure.

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00:39:26.610 --> 00:39:27.750  
Benjamin Brandt CFP®, RICP: All right. My name is Benjamin brand.

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00:39:28.590 --> 00:39:42.810  
Benjamin Brandt CFP®, RICP: My firm is capital city wealth management here in beautiful Bismarck, North Dakota, which is which is 33 miles from the geographical center of North America, if you're curious and in my firm. I teach people how to retire and I'm a podcaster, teach people how to retire. So

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00:39:44.160 --> 00:39:58.440  
Benjamin Brandt CFP®, RICP: We're one mile wide and 10 miles deep all of our clients are living off their savings or very close to it. So that's what our show talks about so retirement starts. Today's my show started. Podcasting in October 2015 and I think this month will talk to about 1000 people on the show.

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00:40:01.860 --> 00:40:02.220

Aventus Wealth: So wait,

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00:40:03.240 --> 00:40:03.720

Aventus Wealth: So,

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00:40:04.950 --> 00:40:15.300

Aventus Wealth: My firm event as well. And my podcast is actually a little different. We don't do a whole lot to do with the financial world my podcast is called nitty gritty.

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00:40:16.050 --> 00:40:26.940

Aventus Wealth: And it's an interview show where I have a co host and we interview business owners people inspiring that have good stories and kind of break things down to

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00:40:27.360 --> 00:40:44.970

Aventus Wealth: Help people take action, wherever they are in their life. We started the podcast about a year ago and I've had a ton of fun success with it and we do a show every week. So we've hit, we launched a show every Monday and we have since we started. And that's kind of

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00:40:45.990 --> 00:40:49.200

Aventus Wealth: The really quick background on the podcast and myself.

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00:40:56.160 --> 00:41:08.730

Allison Foulk: Okay, I am I'll throw out some questions. And then as you have, if you have any. Go ahead and feel free to unmute yourself and just chime in. Um, can you tell us about a little bit about the process. What led you to podcasting.

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00:41:10.200 --> 00:41:12.930

Allison Foulk: And why you decided on that particular channel.

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00:41:19.290 --> 00:41:20.220

Allison Foulk: Then or Andrew

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00:41:23.130 --> 00:41:26.460

Benjamin Brandt CFP®, RICP: I didn't start with podcasting, I sort of the blogging. I thought I wanted to be a blogger.

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00:41:27.090 --> 00:41:37.020

Benjamin Brandt CFP®, RICP: But it took me a really long time to write my own my first article and it's like a C minus type article, it was, it was very clear to me that I'm not a writer at all. I didn't employ an Android or anything like that.

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00:41:37.590 --> 00:41:41.640

Benjamin Brandt CFP®, RICP: If you've ever wrote an email from a you'd guests that I'm just semi literate. On a good day, so

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00:41:42.780 --> 00:41:45.330

Benjamin Brandt CFP®, RICP: I followed along on Twitter or from fin con

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00:41:47.100 --> 00:42:01.110

Benjamin Brandt CFP®, RICP: To a couple of financial advisors and they're talking a lot about podcasting and I was a fan of podcasting. I still am a big fan of the consumer podcasts. I just kind of made the connection. I think that's that's a route, I need to try and here we are almost five years later.

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00:42:03.690 --> 00:42:05.460

Bridget Grimes: And how often do you have your podcast.

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00:42:06.090 --> 00:42:12.690

Benjamin Brandt CFP®, RICP: It's every Monday morning, but that's version like 5.0 a lot of mistakes were weekly. Now we have been for

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00:42:14.010 --> 00:42:15.480

Benjamin Brandt CFP®, RICP: All of last year and so far this year.

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00:42:18.150 --> 00:42:24.030

Pamela: So then, what were some of the hiccups or stumbling blocks that you came across that we don't do those

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00:42:25.440 --> 00:42:26.160

Benjamin Brandt CFP®, RICP: I

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00:42:27.540 --> 00:42:31.020

Benjamin Brandt CFP®, RICP: I WENT OUT OF MY WAY to lose any momentum that I had

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00:42:32.310 --> 00:42:39.090

Benjamin Brandt CFP®, RICP: Because I thought I was. I saw their financial advisors had a weekly show. I thought I needed weekly shows back in 2015

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00:42:39.510 --> 00:42:45.150

Benjamin Brandt CFP®, RICP: And I got like three episodes together got three episodes out and then I kind of ran out of things to talk about and ran out of

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00:42:45.870 --> 00:42:52.500

Benjamin Brandt CFP®, RICP: Just got kind of burned out with the process because I didn't have any wraps and everything took 10 times longer than it should. And I was editing my own show, and doing everything

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00:42:53.160 --> 00:43:00.120

Benjamin Brandt CFP®, RICP: And then I didn't publish an episode for like a month or month and a half or two months. And, you know, any, any tiny bit of momentum that I built up I lost

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00:43:00.360 --> 00:43:07.440

Benjamin Brandt CFP®, RICP: And I did that over and over again and I sorry I'm gonna do twice a month and I do like a Monday on a Monday and and I wouldn't push anything for a month and then

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00:43:08.160 --> 00:43:19.140

Benjamin Brandt CFP®, RICP: And so it wasn't until I hired an editor, you know, a freelancer Steve Stewart that I committed to the first in the 15th, which made sense for me as a financial podcast. The first and 15th is payday.

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00:43:20.160 --> 00:43:31.680

Benjamin Brandt CFP®, RICP: And so I did that back in 2018 just to kind of, you know, make sure that I could do this proof of concept type stuff. And that worked really well. We pivoted to weekly in 2019 so I say, I would say start slow

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00:43:32.460 --> 00:43:40.590

Benjamin Brandt CFP®, RICP: Get reps to build up your confidence build up your ability to generate and create content and then increase as your as your proficiency is with the reps.

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00:43:40.920 --> 00:43:51.750

Benjamin Brandt CFP®, RICP: So start out with quarterly or monthly or, you know, first and 15th and weekly there's some advisors that do multiple times per week shows I just started slow pace that you can keep an improved from there.

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00:43:52.770 --> 00:43:54.060

Benjamin Brandt CFP®, RICP: With frequency inconsistency.

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00:43:54.960 --> 00:43:55.680

Pamela: Thank. Thank you.

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00:43:55.800 --> 00:44:05.340

Trent: And then you just heard perspective, how long did it take you per episode and milk early episodes that you did between recording it doing all the editing everything

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00:44:06.420 --> 00:44:15.450

Benjamin Brandt CFP®, RICP: I would say at least four or five hours per episode. Now I can get it out and in two hours or less because, you know, all I do is

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00:44:17.010 --> 00:44:26.220

Benjamin Brandt CFP®, RICP: Research the show and record the show and someone else does everything else. In fact, I put out on social media last week. I'm looking for a director of research for the show. If you know anybody

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00:44:26.820 --> 00:44:38.400

Benjamin Brandt CFP®, RICP: So that I can have even less time I'll have somebody that researches all does executive summaries of articles. I want to talk about research. The topics. And then I, you know, put my own spin on it, but I think I get it down to an hour a week.

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00:44:42.510 --> 00:44:43.530

Trent: How did you

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00:44:45.540 --> 00:44:50.100

Eileen Ortega: Expand Your Audience. And how long did that take

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00:44:51.270 --> 00:44:59.790

Benjamin Brandt CFP®, RICP: I did it through kind of a unique way. Like I said, I started out as a blogger, so I brought bought Jeff roses online advisor.

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00:45:00.150 --> 00:45:09.600

Benjamin Brandt CFP®, RICP: With formula which is available through your resources. If you want to take a gander at that course. I'm a partner in the course now full disclosure, so I just kind of figured out early on that.

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00:45:11.070 --> 00:45:19.320

Benjamin Brandt CFP®, RICP: To have your podcast found all of the tricks that bloggers used would apply to podcasting as well. I thought people would find podcasts through Google

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00:45:20.160 --> 00:45:31.620

Benjamin Brandt CFP®, RICP: And so things like pillar post strategies back linking strategies just basic SEO around both keyword terms and show keyword terms I thought those would all be valuable. So

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00:45:32.250 --> 00:45:37.920

Benjamin Brandt CFP®, RICP: Maybe three years ago, I started to organize my efforts through media back linking strategies around the term retirement podcast.

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00:45:38.400 --> 00:45:46.530

Benjamin Brandt CFP®, RICP: And and that's what really got some hockey stick growth to my show is that I figured that people are searching for that term retirement podcast. And it turns out there were

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00:45:47.130 --> 00:45:58.920

Benjamin Brandt CFP®, RICP: Now, there's a whole retirement podcast network built around that idea with Taylor and social to myself and some other retirement podcasters. So, which I think is on the second page of Google Now, which is a back linking strategy.

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00:46:00.210 --> 00:46:03.030

Benjamin Brandt CFP®, RICP: Thank you. That was a big thing for me is applying blogging lessons to podcasting.

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00:46:06.120 --> 00:46:12.510

Bridget Grimes: So where do you guys post these right you do it in the very beginning when you think about the beginning where

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00:46:12.900 --> 00:46:21.600

Bridget Grimes: Where did you post I know Eileen. So how did you get the momentum. But where did you even get started. Where do you put that out there so that somebody even bothers to hear you and find you.

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00:46:24.750 --> 00:46:25.320

Aventus Wealth: So,

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00:46:26.940 --> 00:46:30.240

Aventus Wealth: So when we started our podcast we just started with the most basic apple

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00:46:31.500 --> 00:46:42.630

Aventus Wealth: You so you just uproot you kind of apply to get your show approved from Apple and it can be really quicker kind of long. But it's not that big of a process and

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00:46:43.710 --> 00:46:48.000

Aventus Wealth: The way. So are the way I got into podcast to kind of help answer that question.

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00:46:49.200 --> 00:46:56.280

Aventus Wealth: I had the idea wanted the podcast I actually read this book called The third door if any of you have not read it, I would recommend reading the book. The third door.

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00:46:56.880 --> 00:47:05.160

Aventus Wealth: And the whole concept behind it was this guide interviewed all these he made a list of like the most successful people he ever wanted to me and

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00:47:05.550 --> 00:47:12.570

Aventus Wealth: The book is about over seven year period, how we interviewed all of them. And so that kind of gave me this thing of, I wanted to interview people but

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00:47:13.140 --> 00:47:28.290

Aventus Wealth: When I started thinking about podcasting. It was overwhelming because you hear the numbers of how many podcasts and how many succeed and fail. And as I told people in my network. I was going to podcasts that kind of laughed at me. You're like, oh yeah, that's all we need is another podcast.

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00:47:30.090 --> 00:47:42.660

Aventus Wealth: I decided to do it though, because I am a terrible writer, like I suck at writing and so like for me to write like a paragraph, it would probably take me five hours because I would write it and I would correct it. And I would

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00:47:43.170 --> 00:47:46.950

Aventus Wealth: I don't know, I'm not very good at writing, but I can get on and talk and feel very comfortable.

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00:47:48.090 --> 00:48:05.430

Aventus Wealth: And so we launched the podcast with absolutely no like following no email list. None of that kind of stuff. And so, like when we launched our first podcast. I think we had 100 people that listen to it and

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00:48:08.070 --> 00:48:11.880

Aventus Wealth: Then I'll all you do is you just continue to talk about it. So I

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00:48:12.240 --> 00:48:21.180

Aventus Wealth: Consistently post about it on LinkedIn or on Twitter or, you know, you can shoot an email out to your client base and let them know that you have started this podcast and

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00:48:21.420 --> 00:48:30.000

Aventus Wealth: You have to tell them why they want to listen, don't talk about yourself, or what you want to get out of it. You got to tell them why they want to listen, like what they're going to take from listening to it.

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00:48:30.630 --> 00:48:45.570

Aventus Wealth: And then, the key is consistently just consistently doing it before I launched. I actually talked to Ben and Adam and Taylor and the number one thing that they all said was the hardest part about starting a podcast is hitting record.

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00:48:47.790 --> 00:48:53.760

Aventus Wealth: That's that's the most common advice I've gotten is the hardest thing about doing it is just doing it.

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00:48:54.150 --> 00:49:02.850

Aventus Wealth: And I'm kind of a perfectionist by nature. So I thought, oh, I need to have all the right equipment. I need to have the right. Look, I need the sound engineer. I need to be able to upload it to all these places.

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00:49:03.270 --> 00:49:09.360

Aventus Wealth: But when they said that I was like, Okay, I can do that. And so I got it. And I just recorded the first episode, I didn't even have a title of the podcast.

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00:49:09.600 --> 00:49:15.990

Aventus Wealth: I didn't have Intro Music I had absolutely nothing but I wanted to prove to myself that I would do it. So I just recorded the first episode.

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00:49:16.500 --> 00:49:24.420

Aventus Wealth: And I had so much fun doing it the next day I recorded a second episode. And then I was like, all right, now I had to figure out how to get this uploaded to stuff so now

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00:49:25.050 --> 00:49:39.510

Aventus Wealth: And it's really not too hard, because it's becoming more popular, but we're on you know Apple with iTunes. You going to Google Play Stitcher I Heart Radio, you know, there's tons and tons of popcorn platforms. But if you use. So we use pod bean.

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00:49:40.770 --> 00:49:48.330

Aventus Wealth: And it'll automatically upload to all of them. So you upload it to that place once and then it will disseminate it to every single podcasting platform that you want.

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00:49:49.050 --> 00:50:01.740

Aventus Wealth: So don't get overwhelmed on that part of it. And there's a ton of, like, step by step, processes, now that they will walk you through exactly what to do, how to do it as far as to get your show live

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00:50:04.440 --> 00:50:11.280

Bridget Grimes: Thank you. Is there an ideal length for podcasts, where you know you got to get it out for a short period of time, then you lose people

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00:50:13.200 --> 00:50:13.920

Bridget Grimes: I mean like

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00:50:13.980 --> 00:50:14.490

Aventus Wealth: You know,

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00:50:14.730 --> 00:50:22.020

Aventus Wealth: They'd rather like if you the example I always use is if you look at Joe rogan's podcast. It can be two to three hours sometimes

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00:50:22.590 --> 00:50:34.530

Aventus Wealth: And he's one of the top podcasts in the world. So as long as there's good content, people are going to listen. So like our average podcast is about an hour to an hour and 20 minutes. That's kind of that's kind of our average episode length.

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00:50:36.720 --> 00:50:39.240

Benjamin Brandt CFP®, RICP: Were about 1820 minutes 22 minutes somewhere in there.

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00:50:40.530 --> 00:50:47.310

Benjamin Brandt CFP®, RICP: I picked up because a episode of Friends an episode of Seinfeld 22 minutes without commercials. So if we got the attention span for that we can learn about retirement planning.

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00:50:53.310 --> 00:50:54.240

Benjamin Brandt CFP®, RICP: Good commute time to

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00:50:56.250 --> 00:51:05.580

Aventus Wealth: Yeah, that that's a, that's a really good concise. Time to get a bunch of information in but not overwhelmed. Ours is easier because it's an interview and so

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00:51:07.350 --> 00:51:14.610

Aventus Wealth: It's more natural for it to be a little bit longer. If I was just talking by myself for that long, it probably wouldn't be the ideal time

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00:51:15.120 --> 00:51:25.530

Benjamin Brandt CFP®, RICP: That we do very, very few interviews intentionally if people are curious about, you know, our path to that outcome. I'm happy to share, but we do, we do very few interviews.

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00:51:28.650 --> 00:51:40.170

Thomas Duffy: Andrew, could you give it your figure a sense for who with the folks are that you're interviewing with what types of some examples and and are you doing it face to face, or did they call in, obviously, neither is calling but

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00:51:40.350 --> 00:51:42.450

Thomas Duffy: As you can imagine, face to face interviews.

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00:51:43.350 --> 00:51:50.820

Aventus Wealth: Good question selfishly, I have more fun talking to people face to face. And so all of our interviews have been in person.

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00:51:52.230 --> 00:51:57.210

Aventus Wealth: And so that obviously is the first thing that defines who I interview someone who can

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00:51:57.300 --> 00:51:57.990

Come to me.

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00:51:59.610 --> 00:52:12.150

Aventus Wealth: As far as who they've been we've had everybody from social media influencers to if you know who John Lee Dumas is Jay LD from entrepreneurs on fire. He was a guest on the show to Richie nor in

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00:52:12.720 --> 00:52:26.220

Aventus Wealth: So like consultants business owners influencers to we've had a lot of people that talk about like drug rehab and addiction recovery, just anything that can motivate someone to take an action.

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00:52:27.990 --> 00:52:31.650

Aventus Wealth: That's kind of our premise on on who we try to talk to you and

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00:52:31.740 --> 00:52:33.060

Thomas Duffy: If I could follow up and so

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00:52:34.110 --> 00:52:42.510

Thomas Duffy: What are those because obviously I didn't recognize any of those names, but these are the folks that are from your general community that you're hoping will be

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00:52:43.200 --> 00:52:51.930

Thomas Duffy: Recognizable so that you get more people presuming that your, your businesses more local despite what kids. I said, an hour ago.

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00:52:52.740 --> 00:53:03.210

Thomas Duffy: About, you know, being national the idea that you're trying to drum up more awareness in your local communities, specifically with SEO eyes and and and potential prospects.

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00:53:03.570 --> 00:53:12.600

Thomas Duffy: Because you're using local people because that's, that was my idea is to talk to two people I'm active my local Chamber of Commerce. So if I if I go through the chamber roster.

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00:53:13.260 --> 00:53:28.320

Thomas Duffy: And interview everybody that's that's like everybody but you know but down the list and people that I think are influencers and have them do their SEO thing back to their followers. That's, that's kind of what my my thought process was that that's similar to what you you've done

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00:53:29.490 --> 00:53:38.490

Aventus Wealth: Sure, yeah. So whoever we interview. I mean, up to this point we've been fortunate where they've all been pretty close friends.

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00:53:39.120 --> 00:53:45.720

Aventus Wealth: Or like a really close friend of a friend. And so they're they're excited to help us grow the podcast.

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00:53:46.440 --> 00:54:03.990

Aventus Wealth: And so they're willing to share that out to kind of their community as well. And so we'll look at, you know, social media following and how we can help create like little 10 to 15 second clips that they can repost on their channels that will draw people back to the podcast.

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00:54:05.940 --> 00:54:14.820

Aventus Wealth: And so yeah, for right now it's been who can we get to locally that you know is influential and has an inspiring story.

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00:54:17.130 --> 00:54:18.090

Thomas Duffy: Great, thank you.

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00:54:21.300 --> 00:54:22.770

Bridget Grimes: Matthew question about content.

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00:54:24.210 --> 00:54:35.310

Bridget Grimes: So well couple questions. One, you mentioned that it takes you like four or five hours for each podcast. Did I hear that right so that you're taking that you're editing it down to 18 minutes

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00:54:36.630 --> 00:54:42.870

Benjamin Brandt CFP®, RICP: So when I first started, it was four or five hours because I'd have to come up with an idea here have to research that idea I'd have to make myself a script.

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00:54:43.440 --> 00:54:50.640

Benjamin Brandt CFP®, RICP: To record it than enough to edit it and then they have to upload it and make a blog posts make an image, all that kind of stuff. So I only hit record now.

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00:54:51.150 --> 00:55:00.900

Benjamin Brandt CFP®, RICP: I have researched to show to which I'm looking outsource as well. But now it's probably two hours per show and I think I can get it down to one hour per show if I can get a researcher hired

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00:55:01.800 --> 00:55:11.970

Bridget Grimes: Okay. And so then with content you're just picking a topic for your, you know, obviously within retirement and then you just speak on that one topic for that period of time.

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00:55:12.420 --> 00:55:18.420

Benjamin Brandt CFP®, RICP: I used to do that now. We were a segment based show now so we answer listener questions. We talked about retirement headlines.

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00:55:20.280 --> 00:55:25.890

Benjamin Brandt CFP®, RICP: There's a number of different things that we that we cover. So I'll probably have two to four segments and a 20 minute show

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00:55:27.720 --> 00:55:37.440

Bridget Grimes: Okay. Um, and then my question to both of you is how, how do you feel that these podcasts have have added to your growth and your business.

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00:55:38.220 --> 00:55:46.320

Benjamin Brandt CFP®, RICP: All of our new clients with a million dollar minimum and all of our new clients come from the show. Got it. Okay. I'll talk to probably 60 people this year from the show.

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00:55:48.270 --> 00:55:50.430

Bridget Grimes: Okay, that's pretty compelling. ANDREW, HOW ABOUT YOU.

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00:55:51.480 --> 00:55:59.610

Aventus Wealth: So when I started my podcast to they actually had I had I intentionally didn't want it to be anything, financial, I just wanted to get something else out there.

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00:56:00.930 --> 00:56:10.650

Aventus Wealth: But come full circle. One of the first episodes we did was, I had to co host interview myself so like I interviewed him he interviewed me those refers to episodes and

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00:56:11.970 --> 00:56:16.140

Aventus Wealth: I'm actually starting to get clients that are the guests that come on are becoming clients.

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00:56:18.180 --> 00:56:27.090

Aventus Wealth: Just because they come on we establish a really good relationship. And they're like, well, hold on. What is it that you do and then it kind of opens the conversation that way.

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00:56:28.290 --> 00:56:33.300  
Aventus Wealth: And then what it's also done for me from a business standpoint that I'm working with Stephanie right now is

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00:56:33.750 --> 00:56:49.920  
Aventus Wealth: It's opened up, it's a good problem to have. But it's opened myself up to a whole other market that there are different opportunities from the listener base to provide value to them as well. So it's kind of almost open this other layer to my business.

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00:56:50.790 --> 00:57:00.660  
Bridget Grimes: So, in your case, this is just one part of your business development that it's not the bird. Okay, where's Ben, it sounds like, then this is how you're you're building the business based around this podcast.

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00:57:01.770 --> 00:57:10.980  
Benjamin Brandt CFP®, RICP: Yep, yep. So the podcast is one element of the funnel. You know, you find that you'd find a new person, whether it's on Apple podcast google google search, whatever it is, then they

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00:57:11.340 --> 00:57:14.790  
Benjamin Brandt CFP®, RICP: Make a commitment to listen to your show. Then they potentially subscribe to your show.

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00:57:15.090 --> 00:57:22.830  
Benjamin Brandt CFP®, RICP: And they potentially download a free resource which puts them on the email list. They opened your email, they tend to webinar. It did a free call they've gone client so there's there's a

146  
00:57:23.280 --> 00:57:31.920  
Benjamin Brandt CFP®, RICP: Value driven sales funnel of increased time commitments that have to exceed their expectations at every level and and that's, that's how you nurture that relationship to becoming a client.

147  
00:57:34.830 --> 00:57:37.620  
Bridget Grimes: Can you speak a little bit to the downloading the free resource part

148  
00:57:38.850 --> 00:57:44.370  
Benjamin Brandt CFP®, RICP: Yeah, so you got to have a podcast, in my opinion, is not complete for a financial advisor, unless you have an email list.

149  
00:57:45.240 --> 00:57:49.890  
Benjamin Brandt CFP®, RICP: Your email list is your pirate ship. Right. I mean, you could have 100,000 person.

150  
00:57:50.340 --> 00:57:54.960  
Benjamin Brandt CFP®, RICP: Social media following. But then Facebook changes the algorithm and you got to pay to talk to your an audience now so

151  
00:57:55.290 --> 00:58:02.220  
Benjamin Brandt CFP®, RICP: With an email that's, that's your own pirate ship right you're living on their phone, essentially. So your podcast is living on your on your on their phone, and so is your email.

152  
00:58:02.670 --> 00:58:08.280

Benjamin Brandt CFP®, RICP: So email is extremely important. The way that you get an email list built is you either offer webinars so if they

153

00:58:11.100 --> 00:58:19.560

Benjamin Brandt CFP®, RICP: Sign up for your webinar, then you have their email, or more likely more more passively is you have a free resource kit on your on your website. So it's a PDF and if you know me. I'll send you my and you can just put your name on it.

154

00:58:20.160 --> 00:58:26.700

Benjamin Brandt CFP®, RICP: But it's like a checklist or it's some kind of a tool kit really helps if you name it, and pay a designer to kind of make it look pretty.

155

00:58:27.900 --> 00:58:32.760

Benjamin Brandt CFP®, RICP: But you know it has to be something that's somewhat substantial. It doesn't have to be a 500 page book but

156

00:58:33.270 --> 00:58:38.610

Benjamin Brandt CFP®, RICP: People understand now in modern marketing that if they're putting their email address onto a website.

157

00:58:38.940 --> 00:58:47.970

Benjamin Brandt CFP®, RICP: It's sort of an unspoken agreement that they're going to be marketed to. So you've got to exceed their expectations with even though it's free. There's no money changing hands. You still have to exceed their expectations so

158

00:58:48.450 --> 00:58:53.670

Benjamin Brandt CFP®, RICP: Have something that lives on your website, you know, build an email list and then talk to them, whatever.

159

00:58:54.750 --> 00:58:59.040

Benjamin Brandt CFP®, RICP: Consistency, you can maintain so I just started talking to my list weekly

160

00:59:00.120 --> 00:59:01.560

Benjamin Brandt CFP®, RICP: Like 45 weeks ago.

161

00:59:03.420 --> 00:59:05.370

Benjamin Brandt CFP®, RICP: So my audience hears from 104 times a year.

162

00:59:06.990 --> 00:59:15.060

Aventus Wealth: And that's something really important is don't feel like you need to jump headfirst into it weekly like do something that you can be consistent at because

163

00:59:16.020 --> 00:59:24.870

Aventus Wealth: Ben talked about it. I've done other things but everyone's try things and then you get burnt out or you don't see the results that you were expecting. And so do this.

164

00:59:25.290 --> 00:59:39.120

Aventus Wealth: And go do it from the standpoint. I'm going to do it no matter what for X amount of time, no matter how many people listen, no matter how many guests. I get and you're going to commit to it and the consistency is what's going to ultimately drive the success of anything.

165

00:59:40.830 --> 00:59:44.340

Benjamin Brandt CFP®, RICP: Don't don't record episode number one, unless you're willing to record episode 100

166

00:59:44.760 --> 00:59:45.270

Correct.

167

00:59:48.300 --> 00:59:51.180

Bridget Grimes: Okay, so you're driving people to your site.

168

00:59:51.690 --> 01:00:01.080

Bridget Grimes: And that's awkward. So I'm guessing somehow you capture their email, right, and then they say you've got that email and then you can reach out to them or you just trying to get them to

169

01:00:01.380 --> 01:00:14.490

Bridget Grimes: Listen to your podcast and then go to your website you're driving them to the site so that they they learn more about what's worked best for you guys in terms of use that podcast. They hear you. And then how do they, how do you engage with them from there.

170

01:00:16.260 --> 01:00:22.950

Benjamin Brandt CFP®, RICP: Yeah, I mean, the bigger your audiences, these are, this becomes right because they just tell you what they want from you and you create it. But when you're first starting out, you don't have that. So,

171

01:00:24.630 --> 01:00:31.200

Benjamin Brandt CFP®, RICP: You know, you, you want to create something that's let's let's see you. Your, your audiences female attorneys, he said.

172

01:00:31.380 --> 01:00:32.250

Bridget Grimes: Yes, yes.

173

01:00:32.850 --> 01:00:43.770

Benjamin Brandt CFP®, RICP: Okay, and what would be something that a female attorney would do that like a big deal. Is there like a certain conference or a certain like an appointment. That's a big deal. Or like, what, what are they, striving toward

174

01:00:44.850 --> 01:00:55.410

Bridget Grimes: Um, well, actually, most of them they they're in law because it's supposed to give them this quality of life that they want. Right. So they're actually working really hard, but it's it's because they want the quality of life.

175

01:00:56.100 --> 01:01:02.340

Bridget Grimes: So right now, that's totally in play, because every day they're losing their jobs, it's it's dicey. But anyway.

176

01:01:03.300 --> 01:01:12.810

Bridget Grimes: So they're really bad at money. I mean, this is a huge blanket statement, but I do a lot of budgets for clients because they're great at making it and they're really good at spending it so

177

01:01:14.280 --> 01:01:22.620

Bridget Grimes: So there are specific things that we spent a lot of time with these folks. Right. Is that what you're asking. Like what are different topics or

178

01:01:22.710 --> 01:01:31.980

Benjamin Brandt CFP®, RICP: Well, I would say, what would be what would be a common problem you've helped one of those women solve that you could make into a tool kit is there like a high earning

179

01:01:32.490 --> 01:01:40.560

Benjamin Brandt CFP®, RICP: A high income earning budget tool kit. You know, you got to name it and you got to know what it is before you download it and know that it applies to you.

180

01:01:40.920 --> 01:01:49.050

Benjamin Brandt CFP®, RICP: So you know if you could pay an artist to make a PDF of I have the ultimate retired ready tool kit, you know, and part of that is is is a super simple budget.

181

01:01:49.680 --> 01:01:58.080

Benjamin Brandt CFP®, RICP: Where we have like the first 10 seconds 1030 or 10 years of retirement and they could budget things out, you know, sort of based on those 10 year categories. If you had something like

182

01:01:58.890 --> 01:02:06.780

Benjamin Brandt CFP®, RICP: You know, a budget for one woman that makes \$300,000 a year, but he's living paycheck to paycheck, you know, something like that. Like, high, high earner but no savings.

183

01:02:07.080 --> 01:02:15.660

Benjamin Brandt CFP®, RICP: Something like that i don't i don't know your audience. But if you create something like that and you do an episode based on that and say, hey, if you if you think this is you visit my website, Bridget Grimes

184

01:02:16.740 --> 01:02:24.060

Benjamin Brandt CFP®, RICP: Download this free toolkit. You'll find it extremely, extremely helpful. And then they go do that. You got their email address and then you can just communicate with them however you want.

185

01:02:24.630 --> 01:02:34.440

Benjamin Brandt CFP®, RICP: You can talk to them once a month and then every six months do a webinar. Where do you where you dive into a similar topic or that topic again with a case study or you know something where it's

186

01:02:34.950 --> 01:02:39.780

Benjamin Brandt CFP®, RICP: 60 minute webinar on zoom 45 minutes of content 15 minutes Q AMP. A and then you

187

01:02:40.200 --> 01:02:45.090

Benjamin Brandt CFP®, RICP: You have a call to action at the end where you say, hey, we're doing free retirement checkups are doing pre budget checkups.

188

01:02:45.420 --> 01:02:56.550

Benjamin Brandt CFP®, RICP: overdoing I'd start your start your back to a Roth every month, you just make something up, and then the call to action is, why don't we do a free 20 minute intro call and we'll see if we can go be a good fit to work either.

189

01:02:58.350 --> 01:02:58.890

Benjamin Brandt CFP®, RICP: So I'm like that.

190

01:02:59.310 --> 01:03:05.790

Lorri Defoor: Nice sort of a also a follow up logistical question on this, um, would you recommend

191

01:03:06.540 --> 01:03:17.310

Lorri Defoor: Kind of picking one of these things starting it and then kind of building the rest of it around it like start the podcast do that monthly and then build the restaurant it or would you recommend trying to get all this stuff in place before you ever launch

192

01:03:17.340 --> 01:03:21.450

Benjamin Brandt CFP®, RICP: Any of it. No, no, where you want to go but but do one at a time.

193

01:03:22.080 --> 01:03:22.350

Lorri Defoor: Okay.

194

01:03:22.620 --> 01:03:25.830

Benjamin Brandt CFP®, RICP: Because you're going to get overwhelmed and you're going to be just shoveling money out the door.

195

01:03:26.280 --> 01:03:32.520

Benjamin Brandt CFP®, RICP: You know, to try to get all this built, you're going to the more money you have like rolling into this thing on a month to month basis, the quicker you wash out when it doesn't

196

01:03:32.850 --> 01:03:41.430

Benjamin Brandt CFP®, RICP: Produce the results you think it might. So know where you're going, you know, maybe you you know look away what Andrew does or like what Taylor does whatever's there. I know that's where I want to be.

197

01:03:41.790 --> 01:03:49.710

Benjamin Brandt CFP®, RICP: But I'm going to get some minimum viable products and proof of concept stuff going before I like I can give myself permission, time wise money wise to take the next step.

198

01:03:53.400 --> 01:04:01.950

Aventus Wealth: Something else because I wanted to do this with not a ton of cost is like, I'm sure everyone's heard of up work or fiver

199

01:04:02.550 --> 01:04:11.040

Aventus Wealth: So like my logo for my podcast cost me \$7 on fiver like it's I came up with the name driving with

200

01:04:11.610 --> 01:04:19.350

Aventus Wealth: My brother in law in the car. One day like it was. You don't have to drop a bunch of money, it's not it's not as it's not super crucial.

201

01:04:19.860 --> 01:04:33.390

Aventus Wealth: The most important thing is going to be the content inside of there so don't get caught up in all of the the brand element of it. To begin, because that can always change and evolve with you. Right.

202

01:04:33.420 --> 01:04:41.730

Benjamin Brandt CFP®, RICP: Yeah, we hear in coaching all the time progress not perfection. Right. I mean, if your audio quality is not so great, but your content is good people are going to hang up.

203

01:04:42.180 --> 01:04:49.890

Benjamin Brandt CFP®, RICP: I mean, you've got beautiful NPR quality sound, but you're not seeing anything. Nobody's going to hang out. So I mean it's content quality first

204

01:04:51.030 --> 01:04:58.830

Benjamin Brandt CFP®, RICP: Just progress. I even my my setup. I put a lot of time and effort into it. I still think I can improve how it sounds. It's just still think it sounds a little teeny

205

01:04:59.370 --> 01:05:10.620

Benjamin Brandt CFP®, RICP: And will echoing in places, but it's just progress not perfection my podcast was down you know like three weeks in a row because I moved it from different media host and stuff got messed up and

206

01:05:11.850 --> 01:05:19.560

Benjamin Brandt CFP®, RICP: You know, I'm not an expert either. And I've got five your head start on summit starts today so I mean just it's never perfect no businesses.

207

01:05:20.520 --> 01:05:29.070

Aventus Wealth: Then question for you. How, how far in advance actually asked this question on here. I'll ask you how far in advance. Are you planning out your topics.

208

01:05:30.300 --> 01:05:32.340

Benjamin Brandt CFP®, RICP: Monday's episode is not recorded yet.

209

01:05:32.940 --> 01:05:33.240

Okay.

210

01:05:34.350 --> 01:05:37.380

Aventus Wealth: I'm the same way. I'm going to record Monday's episode on Friday tomorrow morning.

211

01:05:38.070 --> 01:05:41.730

Benjamin Brandt CFP®, RICP: I got to get it to my editor three days in advance, which I'm usually like

212

01:05:42.390 --> 01:05:43.620

Benjamin Brandt CFP®, RICP: Pushing the envelope on

213

01:05:43.920 --> 01:05:48.600

Benjamin Brandt CFP®, RICP: Yeah, if you hear me publishing an interview because I fucked up last week schedule and

214

01:05:49.440 --> 01:05:49.830

Recorded

215

01:05:51.630 --> 01:06:00.150

Aventus Wealth: So we'll do I sometimes I'll get ahead of the curve. And we can maybe batch three or four episodes in a couple week period to get ahead of it a little bit.

216

01:06:00.540 --> 01:06:06.840

Aventus Wealth: Like, especially if I know I'm going to be gone somewhere that's, that is something nice about podcasting is you can batch episodes.

217

01:06:07.170 --> 01:06:12.120

Aventus Wealth: So if you're doing it by yourself. You can take a day and you can knock out four or five episodes. If you really need to

218

01:06:12.360 --> 01:06:21.060

Aventus Wealth: If you're not going to be gone. So a lot of people think, oh, I have to record one every week. And that's not true. You could record for the first week of the month. That will take you through the whole month

219

01:06:22.170 --> 01:06:23.970

Benjamin Brandt CFP®, RICP: And so you should do it and say you should do it.

220

01:06:24.300 --> 01:06:33.330

Benjamin Brandt CFP®, RICP: You know, in March, we tried to do that. We wanted to have a living off your savings series. And so it was all about, you know, breaking down the fundamentals of how to turn a lump sum. How to Turn your

221

01:06:33.870 --> 01:06:41.580

Benjamin Brandt CFP®, RICP: Net Worth and monthly retirement income. And so I broke down five weeks ended up and doing four weeks because of the coronavirus stuff. I wanted to cover

222

01:06:42.150 --> 01:06:51.330

Benjamin Brandt CFP®, RICP: But in theory, I was going to record all four of those in one day. And when you have a monthly series, it's a lot easier to do because you just have like four versions on a weekly episodes schedule of, you know,

223

01:06:51.840 --> 01:06:55.710

Benjamin Brandt CFP®, RICP: One broader topic right didn't really work that way. But

224

01:06:56.430 --> 01:07:05.790

Benjamin Brandt CFP®, RICP: But, but doing series like monthly series is a great way to attempt to do that. And again, you don't have to do it. You don't have to do it monthly or weekly episodes. You could do that first and 15th or whatever would be, but

225

01:07:06.510 --> 01:07:15.360

Benjamin Brandt CFP®, RICP: A batch bashing projects just like appointment searches is a badging effort. Right. It's a super effective use of your time super efficient.

226

01:07:17.310 --> 01:07:26.550

Aventus Wealth: Another thing you can do is like you can title your podcast. You can give it seasons and that will give you permission to take a break.

227

01:07:27.450 --> 01:07:37.500

Aventus Wealth: So like you can be Season One is this many episodes. And if you needed to take a break. That gives you permission without losing the consistency of it so you can season your podcast as well.

228

01:07:38.490 --> 01:07:53.220

Benjamin Brandt CFP®, RICP: You could look at Hillary hendershot I think our show is profit boss. I think she does something very similar to that where she'll go cold for a month or two and then come back with like season, whatever you know season. Got to be two or three by now, but she does a great job with that.

229

01:07:54.060 --> 01:08:06.900

Aventus Wealth: Does anybody have any questions on the actual equipment that was something that I spent a lot of time worrying about and realize it wasn't as big of a deal is, I made it out to be in my head, but does anybody have any questions about equipment.

230

01:08:07.410 --> 01:08:11.220

Lorri Defoor: Just in general, your process because I have no idea where to even start thinking about that.

231

01:08:14.820 --> 01:08:15.930

Aventus Wealth: Sorry, ask your question again.

232

01:08:16.380 --> 01:08:25.080

Lorri Defoor: Sorry, I just honestly, I have no idea where to even start thinking this really appeals to me because I'm really a perfectionist and writing things. And so this. I feel like

233

01:08:25.680 --> 01:08:36.660

Lorri Defoor: Like it takes me weeks to get something written that I'm willing to put up. So this appeals to me from a technology perspective. I just really, I'm not a super techie person and I really have no idea.

234

01:08:37.140 --> 01:08:44.190

Lorri Defoor: How to even start the process of thinking about equipment platforms, etc. So just talking through your process would be really helpful.

235

01:08:45.750 --> 01:08:50.100

Aventus Wealth: Then what equipment. Did you use when you got started because you started back in 2015. What did you start with

236

01:08:50.850 --> 01:09:00.780

Benjamin Brandt CFP®, RICP: Pretty much the same stuff. I still use. So I got a digital recorder, which is the zoom H4 in put that into into Amazon's like \$200 you can get refurbished for cheaper than that.

237

01:09:01.440 --> 01:09:11.550

Benjamin Brandt CFP®, RICP: Has nothing to do with a web conferencing software Zoom is just a strange coincidence. And then I use the road pro caster microphones \$198 on I probably would buy from zoom directly because

238

01:09:12.060 --> 01:09:19.560

Benjamin Brandt CFP®, RICP: They claim they don't sell stuff on Amazon. So if you see stuff from road on there. It's probably a knockoff but I've upgraded a little bit from them, but I still use my rode

239

01:09:20.610 --> 01:09:22.140

Benjamin Brandt CFP®, RICP: podcaster microphone.

240

01:09:24.420 --> 01:09:38.040

Aventus Wealth: And then similar. So I use a zoom, but I use an H five so we can have four different outputs, because we'll have four guests on there sometimes. And then I we bought the I'm just trying to look the audio tech Mike, what was it,

241

01:09:38.340 --> 01:09:39.480

Benjamin Brandt CFP®, RICP: The ATR 2100

242

01:09:39.750 --> 01:09:40.590

Aventus Wealth: That's the one.

243

01:09:41.280 --> 01:09:42.090

Benjamin Brandt CFP®, RICP: Like 60 bucks.

244

01:09:42.690 --> 01:09:44.280

Aventus Wealth: And it's a fantastic Mike

245

01:09:44.430 --> 01:09:56.730

Aventus Wealth: It like as long as you're speaking right into it. It's going to pick up and it's going to sound 90% of what the high end Mike's are because there's like there's like the top and Mike's that are four or 500 bucks.

246

01:09:58.080 --> 01:10:00.690

Aventus Wealth: This might get you 90% of the way there.

247

01:10:02.280 --> 01:10:11.670

Benjamin Brandt CFP®, RICP: Last year I bought a short SM seven be which is the microphone that they use to record the album thriller, and I use it for a few months, and I think I sound better on the road on the road. The \$200 Mike so switch back

248

01:10:12.510 --> 01:10:12.990

Really

249

01:10:15.660 --> 01:10:28.470

Benjamin Brandt CFP®, RICP: An ATR 2100 it's cheap, it's like you know 60 bucks. It's also it's XLR so you can hook it up like a like a microphone like a real microphone and but then it's also a USB so you can use it for like and put it right into your computer.

250

01:10:29.460 --> 01:10:43.020

Aventus Wealth: So that's the other thing is if you don't want to start with, like, a digital recorder. You can just plug it right into your computer on the Mac guy so I can use Garage Band and everything for free. And that does all of the editing that you that you would need to get it out.

251

01:10:45.150 --> 01:10:49.110

Aventus Wealth: And then there's there's other cool things like will run ours through a

252

01:10:50.700 --> 01:11:02.490

Aventus Wealth: It's I convey like an audio engineer. We just pay a monthly subscription for it and it basically just it evens all of the tones and the volume all of all the guests, so I don't have to worry about doing that as well.

253

01:11:04.410 --> 01:11:15.630

Aventus Wealth: And so it, it literally as you press record. And if it's just you. I would recommend. Don't worry about making edits. But if you're saying or cutting that kind of stuff out.

254

01:11:16.650 --> 01:11:27.600

Aventus Wealth: That's part of our podcast is will make mistakes during it, and we don't cut it out. Now if you're doing a shorter episode kind of Ben style, you might want to edit a little bit more but don't

255

01:11:28.470 --> 01:11:38.550

Aventus Wealth: Let that perfectionism come out and think it's got a sound perfect and you're never going to get it right. Like, you are not going to be good. Your first episode. You're just not

256

01:11:42.810 --> 01:11:52.170

Benjamin Brandt CFP®, RICP: I often tell people when when advisors reach out to me about starting a show and I think this kind of goes to your question, Lori, I would encourage people just to record three episodes into your phone. Don't blame any

257

01:11:52.740 --> 01:11:59.790

Benjamin Brandt CFP®, RICP: Equipment at all just research, you know, do your writing research, you know, maybe you'll find out that, you know, five a five page.

258

01:12:00.150 --> 01:12:04.800

Benjamin Brandt CFP®, RICP: Script is going to be what my actual show is going to be so it's like 25 minutes of talking probably

259

01:12:05.460 --> 01:12:15.510

Benjamin Brandt CFP®, RICP: And I'm going to research three episodes. I'm gonna record three episodes into my phone and I'm going to find out. I'm going to do some self analysis since I did not enjoy the process of doing this, if I didn't enjoy the process.

260

01:12:15.960 --> 01:12:22.590

Benjamin Brandt CFP®, RICP: You're not going to be willing to do 100 episodes and you're going to feel really dumb about spending \$2,000 on equipment or whatever it is, you know,

261

01:12:22.920 --> 01:12:30.300

Benjamin Brandt CFP®, RICP: So it's either going to reinforce that. Yeah, I do like this process and then means I'll be willing to do this until clients show up with five episodes or 500

262

01:12:30.900 --> 01:12:36.900

Benjamin Brandt CFP®, RICP: But if not, you just save yourself a ton of time and potentially ton of money too so record three episodes. Maybe you never released those maybe you

263

01:12:37.110 --> 01:12:45.960

Benjamin Brandt CFP®, RICP: Record the three. Hey, I love this. You buy the equipment and you record them again, that's up to you but give yourself a dry run of three episodes to see if this is really what you want to be about

264

01:12:47.160 --> 01:12:48.240

Pamela: That's good advice.

265

01:12:48.630 --> 01:12:51.240

Tom Brandon: You guys use a special sound room.

266

01:12:52.860 --> 01:12:54.120

Aventus Wealth: Oh, I don't

267

01:12:54.930 --> 01:13:04.620

Benjamin Brandt CFP®, RICP: Know, I have a little bedroom at my house that I moved everything to event. So I'm going to insulate that a little bit better. Maybe get a you know a better door.

268

01:13:05.730 --> 01:13:07.290

Tom Brandon: Yeah, no problem with echoes

269

01:13:09.330 --> 01:13:18.060

Benjamin Brandt CFP®, RICP: If you have problem with echo is. I mean, you just go on YouTube, you can hang up a blanket that'll kill a lot of it, put a blanket down on your desk hang up blank up in front of you.

270

01:13:19.080 --> 01:13:32.310

Benjamin Brandt CFP®, RICP: I mean an echo just bouncing sound right. So you just have to have something to absorb that you don't have to. You can spend a ton of money on on like Adi Adi mute type stuff. But you don't have to. It just looks cool. Sometimes stuff so

271

01:13:34.590 --> 01:13:41.670

Aventus Wealth: And honestly, with the mix, like the auto, the one that I use, as long as you're talking right into it. It doesn't pick up any the outside sound.

272

01:13:43.350 --> 01:13:43.560

Aventus Wealth: That's

273

01:13:43.890 --> 01:13:44.400

Tom Brandon: Nice Guys.

274

01:13:45.180 --> 01:13:52.230

Bridget Grimes: You both mentioned that you released your podcasts on Mondays. Are those is that like the best day to do that.

275

01:13:54.240 --> 01:13:58.920

Benjamin Brandt CFP®, RICP: We any weekday is a good day weekends tend to have a drop in listenership

276

01:14:00.180 --> 01:14:11.910

Benjamin Brandt CFP®, RICP: Just from some from stuff I've read, but I choose Monday, because I figured, you know, 20 minute episodes. It's the drive time 20 minutes and my audience is running the customer per tyrants are retiring. So maybe they're counting the Mondays until they retire. So

277

01:14:12.240 --> 01:14:14.310

Benjamin Brandt CFP®, RICP: That was the thought process behind Mondays for me.

278

01:14:16.890 --> 01:14:29.670

Aventus Wealth: I just chose a day Monday Tuesdays. I do it within the first couple of days because what I've experienced and it could be in general. But, you know, Thursday, Friday, Saturday, Sunday podcast listening goes way down.

279

01:14:31.320 --> 01:14:39.600

Benjamin Brandt CFP®, RICP: The average. The average podcast subscriber has seven shows there, subscribe to. So, you know, you do have some competition, even if they're, you know, fairly new to the to listening.

280

01:14:41.760 --> 01:14:45.480

Aventus Wealth: Something else I would say if you're going to do it to Ben's point I would record a couple

281

01:14:46.110 --> 01:14:55.530

Aventus Wealth: Before you launch to so as you do launch. There are a couple of episodes. So as people listen to it, they can go and I mean we're binge society. We like to binge TV shows.

282

01:14:55.980 --> 01:15:04.020

Aventus Wealth: We like to do all that kind of stuff. So I would say to Ben's point record a couple enjoy the process. And if you do it then launch all of those when you launch the podcast.

283

01:15:06.780 --> 01:15:09.810

dan@yourfamilyadvisors.com: You guys have a tangent question dance theater here by the way.

284

01:15:10.860 --> 01:15:20.490

dan@yourfamilyadvisors.com: Do you have any side business from the podcast like bloggers have affiliate links and stuff like that. Is there anything that you get that or do you just use it strictly to drive traffic and business in your funnels.

285

01:15:21.840 --> 01:15:26.760

Benjamin Brandt CFP®, RICP: When I'm done growing my show. I probably will pivot. But you got to be careful, you'll lose your field the status of your sip your affiliate

286

01:15:27.780 --> 01:15:32.430

Benjamin Brandt CFP®, RICP: Especially financial show all your affiliates are going to be financial products, which means you're earning a Commission which means you'll get

287

01:15:33.570 --> 01:15:33.960

Benjamin Brandt CFP®, RICP: Slapped

288

01:15:34.260 --> 01:15:37.680

dan@yourfamilyadvisors.com: Well, I am a hybrid personally right now but I mean like even

289

01:15:37.950 --> 01:15:38.430

Benjamin Brandt CFP®, RICP: Close.

290

01:15:38.730 --> 01:15:44.010

dan@yourfamilyadvisors.com: I'm one of them. I'm a real mess if anybody wants to listen to me on the couch sometime. But anyways,

291

01:15:44.430 --> 01:15:50.940

dan@yourfamilyadvisors.com: No, I'm saying like affiliate links for even like products if you talk about something and you say, Hey, you know, you could go get this at Amazon here and you have or anything like that.

292

01:15:51.780 --> 01:16:03.570

dan@yourfamilyadvisors.com: So it'd be an NBA it wouldn't be industry specific but I'm thinking just a different side of revenue, even if it's small. I know, like I said, a lot of bloggers do that. I just didn't know if in this realm. If that's even possible.

293

01:16:04.410 --> 01:16:08.820

Benjamin Brandt CFP®, RICP: I think the bloggers that do that. That's their full time gig. Right. I mean as advisors, you got to really stay focused.

294

01:16:09.090 --> 01:16:15.660

Benjamin Brandt CFP®, RICP: Allison would yell at me if I didn't. If I didn't say this but you got to be focused on the main prize. Right. Like there's courses and there's affiliates and there's like

295

01:16:15.960 --> 01:16:22.200

Benjamin Brandt CFP®, RICP: A lot of shiny stuff like if you're in the podcast in your blood and growth, it's like kind of fun and exciting thing like Pat Flynn passive income, you know,

296

01:16:22.560 --> 01:16:31.680

Benjamin Brandt CFP®, RICP: But you got to be. Keep your eyes on the prize, right. Get that hundred clients get that lifestyle practice, get a seven figure revenue. Like that's much more impactful. You guys pivot later on, like, build your audience. That's awesome.

297

01:16:32.250 --> 01:16:39.660

Benjamin Brandt CFP®, RICP: Write a book to sell them later, right, of course, to sell them later on online community later you know my buddy Roger Whitney has

298

01:16:40.200 --> 01:16:48.180

Benjamin Brandt CFP®, RICP: 500 people I think paying \$500 a year for his online community, but he's got his practice built already so do the big thing first, and then you can have fun with the other stuff later.

299

01:16:49.440 --> 01:16:50.100

Great, thanks.

300

01:16:53.310 --> 01:16:58.890

Aventus Wealth: And it's really easy to follow the shiny shiny object syndrome in this space really easy.

301

01:17:02.460 --> 01:17:03.000

Benjamin Brandt CFP®, RICP: That being said,

302

01:17:03.780 --> 01:17:05.790

Trent: I do here, of course, we're financial advisors.

303

01:17:08.760 --> 01:17:14.040

Trent: Would you guys mind just sharing some of the different improvements and changes each made your podcast over time.

304

01:17:17.460 --> 01:17:20.250

Aventus Wealth: Sure. So I mean, on the technical side.

305

01:17:21.510 --> 01:17:34.350

Aventus Wealth: We started and we made like our intro music in garage band like super ghetto and I hired someone on fiverr to do a voice like introduction to the podcast.

306

01:17:34.740 --> 01:17:40.920

Aventus Wealth: Since then, my brother in law's and musician. He recorded some music. And now we just do the intro ourselves so we don't actually have that

307

01:17:43.050 --> 01:17:52.500

Aventus Wealth: Honestly, I think it's just getting more comfortable. I remember the first time I tried to record an intro. I think I recorded it because it was the first time that I was just by myself talking into it.

308

01:17:52.950 --> 01:18:02.610

Aventus Wealth: And it was like 30 takes for me to feel like I got it right. And now, just by doing. I don't really care. And so you can just get at once.

309

01:18:03.750 --> 01:18:08.310

Aventus Wealth: Something else that we do we push all of our stuff through social and so we've gotten good at.

310

01:18:08.970 --> 01:18:19.890

Aventus Wealth: breaking our podcasts and finding like 10 to 15 second clips, kind of like that will get people interested, hopefully to come and listen to it. So if there's an impactful quote or an impactful story.

311

01:18:21.240 --> 01:18:24.780

Aventus Wealth: Will make a little clip and there's a website that we use called headliner

312

01:18:25.740 --> 01:18:39.450

Aventus Wealth: And it will do the it'll make a video clip, but it will also transcribe it and put captions on it because most people aren't even going to listen. They just want to read what you're saying if it's a short clip and we found that to be really helpful and drawing interest to the episodes.

313

01:18:42.630 --> 01:18:45.060

Benjamin Brandt CFP®, RICP: That were in version like 5.0 the show. I think so.

314

01:18:47.010 --> 01:18:49.500

Benjamin Brandt CFP®, RICP: I used to music just a guy.

315

01:18:50.730 --> 01:18:58.620

Benjamin Brandt CFP®, RICP: The, the, the song is called silver things by Lynn back but I met him at a show in San Diego like 2015 or 2016

316

01:18:58.890 --> 01:19:05.550

Benjamin Brandt CFP®, RICP: And I just, I said. I like this song. Can I use it totally not legal. Don't I wouldn't recommend people doing this, but it's a tiny indie bands. I'll probably never get sued.

317

01:19:06.090 --> 01:19:11.550

Benjamin Brandt CFP®, RICP: But he said, yeah, use it in school. I don't have it in writing. So again, don't do that. But that's what I did. And then I recorded

318

01:19:12.660 --> 01:19:25.260

Benjamin Brandt CFP®, RICP: Voices calm, I think it is. I recorded like law and order spin off for my retirement headline segments. So I have a bumper like an intro bumper. I have I killed my cheesy voiceover guy used to play for years.

319

01:19:26.580 --> 01:19:35.490

Benjamin Brandt CFP®, RICP: You know, the, you know, we'll go to the show is about, you know, so you only have like seven seconds to capture their attention. So you like in version 1.0 podcast, you'd have like a 32nd intro

320

01:19:35.790 --> 01:19:44.730

Benjamin Brandt CFP®, RICP: I don't. There's so many podcasts. Now there's 950,000 shows as like yesterday that you don't have you don't have that kind of social, you know,

321

01:19:45.450 --> 01:19:52.590

Benjamin Brandt CFP®, RICP: You don't have that kind of political capital to do anywhere. So you need like six seconds. So if you're not talking about what you're going to talk about within the first 10 seconds they move on.

322

01:19:54.600 --> 01:19:59.670

Benjamin Brandt CFP®, RICP: Everybody knows how to use the skip forward button. Anyway, so they're probably not even hearing that. So just get to the content as quick as you can.

323

01:20:01.500 --> 01:20:07.650

Allison Foulk: And we have the final session, starting at 1106 so we have one minute. And we have a question from Jennifer

324

01:20:08.040 --> 01:20:22.230

Allison Foulk: And did you have show bumpers professionally produced or do you produce yourself. Realistically how important is the title of the podcast. She has a blog platform called cross border living considering just doing something affiliated with her blog.

325

01:20:23.520 --> 01:20:25.830

Allison Foulk: Do you think that would be a good option to pursue

326

01:20:28.740 --> 01:20:40.530

Benjamin Brandt CFP®, RICP: Prisoner competition. I mean, depends on if I'm looking for retirement podcast in Google podcast and might be 25 different ones. So I'm going to really spend time on my title and my thumbnail to stand out.

327

01:20:41.160 --> 01:20:49.950

Benjamin Brandt CFP®, RICP: If I'm Adam smell and it's pointing Tony money. I don't know. He has a good one. But he doesn't need one because he's the only one in this space. So you have to answer that for yourself.

328

01:20:52.230 --> 01:21:02.490

Allison Foulk: Okay, awesome. I'm sure everyone here would love I captured the resources you guys have mentioned, but if you have links or want to send them to me. We can put them on the website.

329

01:21:03.030 --> 01:21:11.010

Allison Foulk: So you all can just click on those and have them. If you think of anything else you might want to share with everybody here you can send it to me. That would be awesome.

330

01:21:11.580 --> 01:21:16.290

Benjamin Brandt CFP®, RICP: My course is already on the limitless website if you enter limitless 2020 you get a 20% discount

331

01:21:18.390 --> 01:21:20.820

Bridget Grimes: Thank you both so much. This is really helpful.

332

01:21:22.470 --> 01:21:22.740

Allison Foulk: Yeah.

333

01:21:25.170 --> 01:21:27.240

Allison Foulk: Okay, we'll see you guys over at the final session.