

The Perfect RIA, Episode 72: Starting a Podcast and Renting Success – with Benjamin Brandt

On today's podcast, we are with our host Matthew and Benjamin Brandt of the podcast Retirement Starts Today. His show has been very successful and he has created a course for advisors who want to learn how to podcast the advisor podcast accelerator. And that's why today Matthew asks him how it all started.

As Ben says, he fell in love with content creation. He wanted to be a blogger but life had a different plan for him. He started making podcasts and now, five years later, he is one of the top financial advisors shows in the world. Ben knew that one day podcasting will be a huge deal and, as he says, he just wanted to be a part of it. And since he is a talker, not a writer, that's the perfect thing to do for him.

The problem is always the beginning. You need to start somehow and the first episode is always the scariest one. There is no perfect timing, it doesn't matter when you start, you just need to do this first step. The important thing, however, is that you need to find content that speaks to your niche, to your market. Go for something that will work for you. If you want to talk to people about it, you have to be familiar with and you need to have fun while doing that. Your audience will listen to you whenever they have time, you will not even know they are doing that. Ben had no idea how many people listen to him until they contacted him. Some of his listeners knew him so much from all the podcasts, they were able to finish sentences instead of him.

He was also started from scratch. At the beginning, only his mum and his sister would listen to him (although he still believes his sister lied about it). The most difficult thing is to start getting traction for your podcasts. What Ben says about it is that if you are not sure

you're going to record the episode number 100, don't even start. You need to commit to that and if you are not able to go through more than three or five episodes, there is no point of doing that at all. Start slowly, do three episodes for yourself, analyze them, think it through and see if you had fun while doing it. If you were struggling with the content or you didn't get good vibes from it, it means podcasting is not for you.

If you decide that yes, you are doing it, decide on how often you would like to do that. The frequency doesn't matter but once you start releasing your podcasts, let's say, every week, you need to stick to it. There is nothing worse than start getting your audience to listen to you and then let them hanging. They would listen to you while commuting to work, going for a walk or while cutting their grass in the garden, like Ben likes to do.

Choose the audience you want to speak to. Make an avatar of your ideal client who will listen to you and talk to them in your podcast. You don't know who is listening but with the correct content, you will attract people you need plus you might also get some other people interested as well. It's a win-win situation. Years ago, financial advisors were selling their knowledge on blogs because the blog would pay them lots of money. Nowadays, according to Google podcasts and videos are the first-class content citizens. Google is transcribing audio for some of the big shows. So when people are looking for some particular content, who knows, maybe your show will pop up in the results one day?

Action Items

1. **Record three episodes.** If you haven't done it yet, do it on your phone. Don't worry about the equipment and technicalities, pick three topics, record it and see how you feel about it. If it works for you, awesome! If not, just pick a different content channel for yourself.

2. **Train your brain for content.** Pick the topic wisely as everything depends on what you're going to talk about. Listen to questions people ask, think about the 5, 10, 15 rule – 5 questions is an episode, 10 questions is a lead magnet, 15 questions is a webinar.
3. **Find your forcing mechanism.** Write something on your content list every day so you can have it on your phone or laptop. Give yourself an assignment, say: "I will not go to bed until I write down one or two new ideas". Get used to that and make sure you do it every day.
4. **Start slow.** Don't try to have your podcasts done every week in the beginning. You don't know how it will go, start slowly with an episode per month or per two weeks. You might have ideas and energy for the first five episodes and then you will cool off. Your audience will be waiting and you will not be able to make a new podcast.
5. **Start tracking the hours you're in your office.** Put those numbers on the paper, set a goal. It doesn't need to be a big number, Ben's target is under 20 hours per week.