

## Simple Content

Season 1 | Episode 3 | Fiona Fraser

Ann (00:00)

You are listening to Simple Content, the podcast for entrepreneurs, creatives, and anyone who dreams of making money whilst doing what they love. I'm your host Ann Martin, a copywriter, author, and content expert. In this podcast, I'll be sharing my own experiences, plus having conversations with some of the world's most inspiring content creators and industry experts. This is your one-stop shop for practical PR marketing, business and self-development advice. Put the kettle on, settle in and get ready to listen, learn and feel inspired.

So, hello, hello. Welcome to Fiona Fraser who is joining us on the Simple Content Podcast today. Fiona's super excited to have you here. Thank you so much for taking the time to chat to us today.

Fiona (00:50)

Of course, anytime.

Ann (00:52)

Since Fiona and I have got to know each other, I have watched her become an absolute superstar in the world of podcasting. She is now one of the leading podcast experts in the UK and she has worked on some of the biggest podcasts that you will all know and love. So, I'm super excited about this conversation. Fiona is going to share some of her very best tips with us today. So if you're thinking about starting a podcast, this is the place to be. I'd love to start with Fiona, with a bit of a background on where you worked before and how you got to this point.

Fiona (01:23)

Of course. So my background, the most interesting part that people want to know about really is working in TV for 13 years. So I worked at the BBC for nine years in the

corporate press team, TV, PR, factual publicity, and then East Enders where I was on set in Elstree for around 18 months. And then I left there and went to Channel Four. I worked in drama. I was at Endemol where I worked on the last series of Celebrity Big Brother and ran the campaign for that. And then Freemantle was my last job in TV when I went off to have a baby from there and then basically lost my job after maternity leave during Covid and just set up myself and thought I don't want to go back to this anymore and give anyone else the control. So I just wanted to give it a go and see what happened. It's quite normal, in TV that we get sort of freelance PR's. So I thought if you're good you'll never be out of work. But actually I fell into podcasting super quickly like within a couple of months. And then I've worked in podcasting ever since really, which is coming up now for two and a half years. Nearly three years.

Ann (02:25)

Wow. And when people hear that you've worked in television and all those amazing shows that you've worked on, I imagine the listeners are going to be thinking, that sounds like a really glamorous job. That sounds, you know, really quite impressive. But from your perspective, I know that you told me before that it's not as glamorous as people might think. What did your job actually involve when you were in that world?

Fiona (02:46)

So I guess if you talk about, basically I was like essentially trying to get people to watch TV, is was one part of it. So when you were running a PR campaign, you were launching a new show on a particular date. So you've got as much press as possible around that date. So as many people watched that night to get the biggest sort of launch figures possible, that's tends to be how those kind of campaigns work. So that was one part of it, where you'd be booking people on shows like the One Show, Graham Norton, being in the Radio One studio, This Morning, Good Morning Britain and all those types of shows that would have talent in there being interviewed about their project. So that was one side of it. And then you'd obviously do print press as well, like magazines, go to photo shoots and and stuff like that.

Fiona (03:30)

If you were lucky enough to get those kind of features. The other side of it was managing all the press responses to issues, what you'd call crisis comms, issue management. So if someone phoned up. So say I was working on a show and the person involved in it had a run in with the police for X, Y, Z to fill in the gaps 'cause I've dealt with all of it, <laugh>, you name it. And then I'd have to liaise with the press around that and the person involved and the productions around a kind of a response, checking the facts, dealing with legal editorial. So there's one side of it is very glitz, one side of it can be quite dark. I was kind of better at the darker side in terms of dealing with stuff. The glitz was like, I was never phased, I think that's why, in a way, I was good at it.

Fiona (04:13)

I didn't get starry or anything like that. It never bothered me. The only thing I really loved and to this day I am still excited about it, is when I went to the Big Brother house and they called me to the diary room <laugh>. It was epic. Love that. Because I just, that was one of my favourite TV shows and the team were just so so nice. I loved working on it. Yeah, well they called me. I was just like, yeah, that's quite a moment I had there. So that was one moment that I really enjoyed while Rylan was in the room as well. <laugh>.

Ann (04:41)

That's such a moment. So did you get starstruck with Rylan?

Fiona (04:45)

No, because he's so nice.

Ann (04:46)

Yeah, I can imagine.

Fiona (04:48)

I've just never been someone that gets worried about or has a barrier with people. One of my early jobs was working in guys in St. Thomas's Hospital, which is a huge hospital in London. There's a real hierarchy to hospitals if anyone's ever worked in one and watched anything about it, for a reason because there's a call of command, but at the time I was just young, I didn't care. I'd go into these really senior registrar's offices and just ask them stuff. And I think people were just quite taken aback. That just never bothered me to be honest. TV's just, it's all the same. I never got worried about speaking to people.

Ann (05:19)

I'm sure you've got a lot of stories.

Fiona (05:21)

The stories, there's a lot

Ann (05:22)

You probably can't share with us, all the best stuff.

Fiona (05:25)

Yeah, there's illegal around it so I can't tell you.

Ann (05:30)

Yeah, yeah. I imagine you've got a lot of stories of people that you can keep locked away.

Fiona (05:38)

I have, I've got a really weird memory around stuff like that where I can literally just forget stuff. So I've dealt with it, it gets dead to me and it never comes back. So I can quickly forget things.

Ann (05:47)

That's useful. Especially after a few glasses of wine and you don't wanna be like, <laugh> blurting something out,

Fiona (05:53)

You'll never get me <laugh>. It's funny because there's a story, a big story I worked on ongoing for months and then basically sort of through one of the podcasts I worked on, that person spoke about the whole thing and they didn't know I was on it or working with them or anything, but I got to then put that story out. So that was a really weird circle of PR, like <laugh>. But at the time they needed protection and then at some point they're just like, yeah, we're gonna talk about this stuff now. So yeah, it's weird.

Ann (06:23)

And it's interesting as well because you mentioned there about the sort of darker side of things and the part of the job that was harder. And as you went through your career and as you were coming to the end of your time in television, you, I know that you started to find like things were getting a bit harder, particularly when you announced that you were pregnant and you and I both had a similar experience where, you know, you announced that you were pregnant and then you felt like your work life changed even before you'd left to have the baby. And there was almost that sort of discrimination that came into play where you weren't being trusted with bigger projects and you weren't being given certain jobs because people almost thought like you had one foot out the door. How did that feel to go through that process and see your job changing in that way?

Fiona (07:06)

So it is interesting because I wouldn't, I wouldn't say I wasn't given bigger jobs because the jobs were the jobs and I just had to deal with it. But I was dealing with quite a lot of management stuff at the time. So I actually had extra responsibility in the end. But I hadn't been in the job long because I didn't know I was pregnant. I fell pregnant like a day after my wedding and they were interviewing me a week before the wedding. So it's like, guys, I'm 35, it's not gonna take you much to work out <laugh>

what's gonna happen after this. And yeah, so I signed a contract that morning and found out I was pregnant that night and was like, what do I do? Still went and did the job and my boss there he was lovely.

It's just, I remember walking in one day and then having this badge on because I was, I had to get a train and two tubes to work. And so you get the badge and someone was like, oh, you're the talk of the town this week. And they were on one of the biggest shows that I worked on that cost me my weekends to deal with. It cost me my evenings to deal with that, I was losing time with family for, and that's what they said to me and I was just like, why do I bother? Like why am I actually bothering? Because where is the respect here? There's just zero respect basically.

Fiona (08:15)

And I think that's the thing I always just found really difficult about TV is the relationships weren't, they didn't seem fair. It was very like, I could be really good at my job, but that didn't matter because I got told by a certain person that I hadn't made an effort for them to like me.

Fiona (08:31)

And I was, I was in charge of the department, you know, not that actually should even matter because it doesn't matter what level you are. And, and this is a big thing that keeps coming up for me recently around like and respect. Whereas so you have to be liked, which for me compromises respect, because you're not being yourself and you're not able to say the things that you want to say. I've decided literally, weirdly, we talked about this in the last two weeks. It's like I would much rather be respected and not liked because you can still respect me and not like me and I don't care because you know, if you respect me, you know I'm good at my job. You know what I'm saying? It has value. The fact that I don't want to go to lunch with you shouldn't mean anything in this situation whatsoever. You know, we are not friends as much as you're on the phone to me all weekend, more than my mum is. That doesn't make us friends. Yeah.

Ann (09:20)

It's a working relationship and there's a boundaries, isn't it.

Fiona (09:23)

Boundaries are just so odd. It's not even like, I'm not against being friends with people. Of course not, if it's natural, but it's this kind of thing that people just think they can WhatsApp you all the time. And even now I'm so anti WhatsApp with work. I recently came out of a group and someone was like, oh my god, you've come out. It's like I just can't do WhatsApp. Like I don't, I don't like it. You can message me on anywhere. But there's something about WhatsApp where when it's personal I'm like that's mine. So I just don't get the relationship. It was just a very strange like stroke egos, work out what you know, what you needed to do and convince them rather than just being like, guys, we've got a situation, this is how we deal with it. But you just get on board. It was managing all the personalities involved in it sometimes where it would just get, quite frustrating.

Ann (10:08)

And then after you had your little girl, you're very quickly realised that the TV life wasn't for you anymore. Didn't you? You think, I can't remember if you said that you tried to go back, or you went back and it wasn't for you, but it was quite quick, wasn't it? You got into that headspace of this is not for me anymore and I want to do my own thing.

Fiona (10:24)

I remember actually at the end of it, oh I forgot about this, but there was a real time where at home I was in such a bad way and I was having a difficult pregnancy and they knew that, but actually mentally the stress was affecting my blood pressure. And if your blood pressure goes in pregnancy, they take you into the hospital. That's that. And that had happened to somebody that I knew and I was doing their maternity leave, like literally I went in for a handover. They went to the hospital and they never came back. I was like, oh my God. Because they were so stressed, their blood pressure had gone

through the roof. They were kept in. And I just remember thinking, I can't let that be me. I can't be in the hospital for a week.

Fiona (11:02)

So, you know, at some point it was like, well, didn't know I was gonna make it to the end but I, I did make it to the last day, um, of my maternity leave and did my job super well, left with my head held high, all of that stuff. But just knew that there's no way I could go back to what it was. And then the offer on the table was really to go back and do a bigger job. A technically a bigger job. Obviously I'm happy to do a bigger job, but the kind of shows it was working on and still having no weekends and evenings again was just a bit of a non-negotiable for me now. Which is hilarious when you think as a business owner, you know, all those rules have gone right out the window, but that's my choice. I can stop.

Ann (11:37)

You can control that. You have control over that, which is different to somebody else taking that away from you.

Fiona (11:43)

The only time I'm working at night is for myself doing the stuff I want to do for a reason. It might be because I want part of the next day off. It might be because I've prioritised something else that day and you know, that's my client work. So client work, like the way I see it is like with my PR client work is always, that's generally always in the day. If I'm ever doing thing at night, it's self-development or marketing or for me. I do see that as me time strangely because I'm a strange person like that <laugh>. But because I enjoy it all. So it's like actually I'd rather save that and if that's what I want to do for an hour, that's up to me. But I haven't got people WhatsApping me.

Ann (12:18)

Yeah. And you've got those boundaries in place now.

Ann (12:21)

With your own business. So obviously you set up your business during the pandemic and you started with PR didn't you? But you said you very quickly fell into podcasts and obviously you've worked on some huge podcasts. But I'd love to know, obviously behind these big podcasts there's a production team, there's quite a big operation. But for people listening who are potentially thinking about setting up their own podcast, I'd love to know if you could share some takeaways that you've learned from working on these bigger shows, that you could share that would help people who want to get started.

Fiona (12:51)

So my biggest, biggest takeaway out of the whole thing is everybody thinks it's the tech that's the issue and the barrier. It's not. It's the idea. You dunno what your idea is, you're not clear. You can't turn up on the mic and press record and go. So I'm working on something at the moment which is going to really simplify that process for people. This is the tech you need. It's literally three things that you ever need, which is a microphone, a host platform and editing software. That's it. That's all you need. So I feel like people get rehung up on that when actually the effort needs to go into the idea and the conversation.

Ann (13:30)

If somebody's developing their podcast idea, I think people fall into the trap from what I can see, people think they have to come up with something that's really unique and really different. And to a certain extent it is important to have a niche isn't it? However, podcasts all tend to follow quite similar patterns I think. Would you agree with that?

Fiona (13:49)

Yeah. Look, there's like, do you think every TV person thinks, oh my god, how am I going to make this one hour of television spectacular? Each slot has a format. So if you're at the BBC, they'll go at seven o'clock this is what we're looking for, at eight o'clock this is what we're looking for. You can look at formats in your genre, to see

what's working for people. When I work with people to build their podcast ideas, I do like to bring in parts of them that are special and unique as to their business and how it works if there is something there to work with.

So for you, obviously this is like back to keeping things really simple. That's perfect because people are like, that's that's what I need. I know what I'm getting. So the transition, especially if you're a business owner, I don't just work with business owners because obviously I work with creators and productions, but it's easier for you because you know what you're about. So they, you know, when I think about some of the creators I know and they've just come up with ideas and just done it and because they're passionate about things like dating and make dating podcasts it is hard work for them and they've got nothing to sell and they're not making money.

Fiona (14:50)

If you're a business owner, you've got all the basics there. If you're selling stuff, you're making money, it means you know who your customers are, what it's about, and you've got something to sell. So you're gonna make money off of it, much easier than an actual creator would.

Ann (15:02)

With a podcast, I think it's very easy to overplay it in your head and think, oh it has to be this super slick operation and I have to have all this tech. But actually it can literally be a microphone that you've bought online and it can be a simple conversation. You don't have to interview anybody like I do. You can sit down yourself and have a conversation and if you don't like it, you can record it again and again, again until you're happy. So there's definitely that trial and error in place as well. So, you know, how do you help people sort of overcome that fear that they might have when they're looking up potentially starting a podcast?

Fiona (15:36)

So I guess right now mainly I'll work with people who have got podcasts. So the starting podcast bit is what I'm working on now in terms of, I've got a workshop that basically gets your idea in under an hour. So it kind of gets all those key elements as a business owner. But really it's just thinking about literally who is it for, and what are they interested in, and then where can they go and buy stuff from you that's related to it.

Speaker 1 (15:57)

Simple as that.

Fiona (15:58)

Yeah. Three things. That's it. <laugh>, look, I get the pain of it, of thinking of the idea, you know, I'm the podcast expert. Imagine the pain of me coming up with a podcast idea to the whole industry as well. This has been pressure guys, I'm not gonna lie to you, to get this right. But then a lot of podcasters I know didn't, they didn't get it right the first time. It's an evolving thing, it's really normal to keep evolving, with the concept and the format and people change the name and that's just not a big deal at all. It happens. So if professional people making podcasts do this, then please know that, you know, you can do it and it's not gonna look like making a mistake.

Fiona (16:36)

The whole point is you start and then you keep evolving. I do think make a podcast more like writing a book, but the problem is it's a live thing. <affirmative>. So once you've written the book, you can be like, it's done, it's finished. And the podcast isn't quite like that but you can treat it like that by just doing blocks of episodes and and saying, right, it's series one and there's 10 episodes. Finish, start, finish, you're done.

Ann (16:59)

It's taking that first step, isn't it? And once you start going, you'll get the momentum. You'll start to learn what works and what doesn't. And you'll learn the tech along the

way as well. So just getting started really, isn't it? And even if it is a bit messy, you know, the things that you notice other people probably won't notice.

Fiona (17:15)

Probably does take longer than you expect. I think people think, oh I'll should make a podcast and do it for me. It probably takes you, most people start to thinking about it, to publish it over six months. So that is also normal. It's not like setting up an Instagram account where you just get you an account and start posting it. It does need a bit more thought than that. Again, that's all very normal. It's a slightly longer process. It's evergreen content. The benefits of it come back to you year on year. So just remember that as well that the time you're putting in will reflect back to you down the line as well. So it is worth the effort.

Ann (17:47)

So you mentioned that six months later, you know, you mentioned that it's a fairly long journey from the point where you have the idea to when you actually sort of release your first episode in that six months. Obviously you're recording episodes but what other things should people be doing in those six months to get ready?

Fiona (18:05)

I plan to launch it like you would launch anything in your business. I'm assuming most people here are business owners, so you're going to want a six week lead up to it and whatever you, you know, all guns are blazing essentially to get people listening to it and think about creative ways that you can bring it into your marketing because obviously you want maximum impact and visibility when you launch. So I get a lot of people saying to me, oh, but I want to be number one. And I'm always like, why? But even though of course today I got excited just before I spoke to you because a podcast I launched this week went to number one.

Fiona (18:38)

The reason I'm most excited about that, if I'm really honest, is because nothing was paid. There were no ads, nothing. Whereas a lot of people that get number ones, there are people that just pay to sort of like get that to happen, which is just a, it's a false economy. I don't like that at all. So the numbers around getting to number one are so much less on podcasts than you think. So depending on your category, so if you've got an email list and everyone basically will sign up, like if you put your trailer out or whatever, it's, you're gonna, yeah. You put a trailer out two weeks before, get people to subscribe, launch day, they all download it. You might be surprised that way you get to in the charts, just from that alone as a one thing to do.

Speaker 1 ([19:15](#)):

Yeah. And I think it's much like anything with bestseller lists and and podcast lists, it sounds good. It's great for your marketing, but don't feel if you're listening, if you already have a podcast and you, you know, your listener numbers are small at the moment, don't feel like you've not succeeded because you have, just by putting the podcast out there, you've succeeded, only worry about the metrics that matter. Right. So don't worry about numbers that, you know, don't worry about getting to the top of the list because yes, that's great, but not everyone gets there. So just in case anyone's listening and thinking, oh no, I've not got massive listeners at the moment. You'd probably be surprised. I mean you can tell us Fiona, some of the biggest podcasts probably don't have as many listeners as you think. Right?

Speaker 2 ([19:56](#)):

Was just about to say, but I didn't wanna interrupt. It's like everybody's numbers are tiny. I just told my exec on this podcast that they're number one and she's like, I nearly fell on the floor. Like this is how many listens we got and I would never thought that would've got me to number one. It's like because it's smaller than you think. We are not in the game of like Instagram algorithms and that kind of thing where you like you think you need 10,000 followers or a hundred thousand followers now. Whatever it's you think you need, it's not the case. So your email list could get you to number one if every person on it takes action and you are asking them. So if, I was to give you one bit

of advice, that's it. Put a trailer out two weeks before, ask everybody to subscribe to it and so they can download it on the day and just don't stop talking about it the whole time, that whole two weeks. And if you can do anything else around that, great. But that's the number one tip.

Ann (20:46)

And once a podcast is live, I know that you speak a lot about podcast guesting and this is for people who have a podcast and want to go on someone else's podcast to promote their own podcast. Or it could be for you, even if you don't have a podcast and you just want to be a podcast guest to sort of promote your services or your offers. How do people get into that? How do they start approaching somebody to be on their podcast?

Fiona (21:09)

So this is basically pitching yourself. So there were times in my life I've been called pitch bitch because that's what I was doing all day, that's what you have to do in PR. It's like you have pitch days, it's very intense where you sit down, and you email hundreds of journalists individually from Outlook. I'm not gonna make you say you've got to do that. So that it's just, that's my level of pitching.

Fiona (21:30)

You can do one a month if you want and keep it that simple. So I've just finished my get booked on podcast program last week and yesterday I got a message saying someone had been booked on a podcast and basically this person's got like 10,000 followers on Instagram. This is gonna be huge for them. They're so happy. But essentially what I've done is taught them how to write a pitch but also think of the message that you want to talk about, and the value that you give. So the whole thing's really value driven for the listener and the podcast host and then you, you sort of exemplify all your experience. So it just makes it like a no-brainer for them to be like, oh my god, they sound amazing. Because that's all it is. It's just people, they want interesting things to talk about.

Fiona (22:12)

As a a podcast host, it is hard work constantly getting guests. They do get pitched too a lot. The feedback I get is they're just like, they're completely irrelevant. So again, I'll just teach people to do it really, relevant and specific and no blanket approaches at all. And coming from you as the actual person works better than coming from me in that situation again, we've even heard that and through the program from podcasters, they're like, I'll always, I'd always wanna read from the person above a PR agency. So great, that's fine by me because I'm just going to show you how to do it. It's lifelong learning essentially if you can learn to pitch yourself and then you can use that for press, you can use it for whatever you want to go and speak at a local event. You've got that skill set and you know what you want to talk about. It's all about messaging as you know, it's being clear and communicating your message.

Ann (23:04)

So how do people go about finding the podcasts that they could potentially pitch to? Would they just go onto any sort of podcast app? What's the best way to do that research before they start pitching?

Fiona (23:15)

I sort of do teach this. This is my sort of magic like thing that I teach people because it is a variety of ways, but for me the easiest way to do it for you to start is just to create an Excel document and literally as you start seeing them day to day, you start putting them in there.

Fiona (23:30)

Then pitch to them when you're ready. So I'm always on the lookout for new PR ops or whatever, this is my training. But once you realise that okay I want this, then you start to see the opportunities. And that could be through the apps, it could be through Facebook groups, it could be through through media, I don't know. So it depends what kind of podcast you're trying to be on as well. If you're in the business world, you're online all day seeing loads of podcasts. So maybe before you might look at it and

think, oh I wouldn't even think to pitch to that. Whereas I'm telling you today, pitch to it if it's relevant.

Ann (24:00)

And I think it's also important to say, not to be frightened of some of the bigger podcasts as well. People might think oh I could never be on that podcast because it's a higher profile one. But you might be surprised if you pitch, you might get a yes because you have a particular subject or message that the host finds interesting.

Fiona (24:17)

A hundred percent. And when you send that really clear pitch to them, you should make it so easy that they're just like, yeah, I want this. Yes please. And then when you've got a podcast, you've got the power. So you've had access to really big people because you've got a podcast. So when you've got your own podcast you can also get access to people you wouldn't even have imagined, which is just amazing.

Ann (24:38)

And then you can obviously use that opportunity to be able to speak to that person and get their learnings, but then also use that in your social media and in your own marketing as well. So it has that knock on effect doesn't it? With a podcast, once somebody's released a podcast episode, how would you recommend they sort of leverage it to the best of their ability and get it out there as much as possible?

Fiona (24:59)

I think it's like you said, just making sure you actually talk about it. Let people know who's on it, talk about what's been said on it, that kind of thing, in all of your marketing. I'm amazed when people who have got podcasts, don't send out an email or post every time it comes out. At least once, you know, on social media you could be posting every day really, a clip or something from it. So there's lots of different ways you can do social media around it and marketing. But essentially if you could just commit to that one thing of like one social media post, one email, because some

people don't even do that. So you can just keep adding to it essentially as you get more comfortable in the process with it. So

Ann (25:35)

So in terms of recording, just thinking about when somebody starts recording their podcast, do they need to have a particular type of space to record in or is there any sort of sound things that people should keep in mind when they start recording?

Fiona (25:48)

So yes it's loads, but how much do they matter for people starting out? Not all of them. And I think this is another thing where you can go down such a rabbit hole of like okay, this is what a studio looks like. And I've been in shoots down in studios which are really weird and there's no echo at all, which is obviously the perfect sound. And then I'm in an open plan living room now, but my mic's really good so you can hear me and this is going to be a good quality sound. I had a fan on, I've turned that off. Make sure the washing machines not on in the background or dishwasher because that happens all the time. So it is just those smaller things that like I've gone around and just made sure my area is clear of noise, turned my notifications off my computer, which sounds silly but as soon as I came on WhatsApp went.

Fiona (26:29)

So actually it's those kind of things that are probably more disruptive to begin with. But of course, yeah, the smaller the space and the more insulated the better really. But if you've got a decent microphone that's not surround sound, don't get a 360 microphone. That's my biggest tip with microphones and sound because that's the last thing you want is a 360 microphone because it'll literally be listening for the dishwasher or the builder next door in the next door garden doing whatever he's doing, or the fan, it will actively want to pick that up for you. So I'm speaking into a microphone directly now that's only wanting to pick me up so it's not looking for sound elsewhere. So that in itself will just cut out so much noise.

Ann (27:11)

Yeah, it doesn't have to be high tech. Like we said earlier, you know, you can pick up a decent microphone online. I'm recording this in my home office and it's a very small home office but I don't have anything fancy apart from my microphone. I don't have any fancy studio software here. So you can do it really easily. Pick a quiet space in your house and just get started. On that note, just to wrap up, I'd love a couple of quick tips from you so that people can finish this episode with some tasks that they can go away and start doing when they come to get going with their podcast.

Fiona (27:43)

I'll say go and research the tech side of things. Whenever I talk about tech with people, it's actually very personal. So even if I was to tell you this is what I think you should do, you could probably find that out if you really want to, there'll be a place for it. You need to go and play with all the platforms. It's like anything, like your system needs to be your system. So you need to sort of explore and create it for you with the tech side of it. If you can get an editor, just get an editor. That's the one thing to outsource if you can afford it out of everything else. And then take the time to really plan out the idea and episodes. Think about what sort of guests would be good for you, everything you're trying to achieve and I would say make sure you put a trailer out two weeks before, and get everyone to subscribe.

Fiona (28:23)

So from the day of release keep going because it's a long game. It really is a long game. And that is like an industrywide thing. So that's not just a small podcast thing. That's an everybody thing, that you don't start a podcast and want overnight success. You know people, I know it takes a year for it really to start to gain momentum. Unless you know you are already super famous, which 99% of us aren't. That's a whole different trajectory. But this is about the kind of, you know, you've got to think about the evergreen content of this as well. And if you're struggling with ideas, whatever people are frequently asking you, just make episodes around that. Right. If nothing

else, what are your 10 most frequently asked questions? That's your first series before you're done. You're welcome.

Ann (29:03)

Perfect. <laugh> <laugh> That's a great way to end. Thank you so much.

Ann (29:11)

Thank you so much for listening today. Before you go, if you've enjoyed this episode or any of the other episodes on the podcast, please head over to Apple Podcasts and give us a lovely review. It really does make a big difference and it helps other people to find us. Whilst you're there, click subscribe so that you don't miss out on any of our future episodes. If you're unsure about how to do this, just check out the show notes for all the information that you need. Thank you and see you for the next episode of Simple Content.

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