

Episode 92 Transcript

John McIntyre

Hey, it's John McIntyre here, the Autoresponder Guy, and it's time for episode 92 of the McMethod email marketing podcast. And the whole point of this podcast is really to talk about email marketing. But it's been developing and there's something a little bit different. Oh, it's just marketing. This is all the same thing, right? Marketing fundamentals. I'm applying it to email marketing, but at the end of the day, what you're learning here is stuff that you can apply anywhere in marketing, ok? Whether it's on your sales page, or it could even be in a radio ad, right? It doesn't have to be with email. This is fundamental marketing principles, ok?

Now, today, today's a bit different. Today, I'll be talking to Carl Juneau about...well, like I said, it's a bit different. So, it's not...I'm not interviewing him, he's actually interviewing me. He emailed me, we've been chatting awhile back, you'll hear the story in a second. We've been chatting for awhile though, and he said, "Hey, John. You've done almost 90 podcast now"- this is episode 92. And I'm sure some people out there are wondering, how do you do a good podcast? I mean, how do you get the guests? How do you record it? What sort of microphone do you use? All these different things, and he said, "Why don't I interview you so people can hear from you about, sort of, your take on podcasts?" And I was like, "Hell yeah, man. Sounds cool, sounds like a cool idea." So, here we are. You'll hear him in a minute. We're going to get on, I'll give him a sort of a quick little intro, but then we're going to flip the tables and he's going to interview me. So today you're going to discover, not so much just the email stuff, but this is a bit on how I get the guests that I do, how I structure the podcast, how I record it, the exact microphone that I use, some of this stuff. So that if you, too, want to grow your business with podcasting, you can do it with exactly what you're going to learn here. So, that's it. To get the show notes for this episode of the McMethod Email Marketing Podcast, go to themcmethod.com/92.

Now, I've got this week's McMaster's insight of the week right here. Now, Julian has been in McMasters since the beginning. He's one of the members, inside McMasters. Like I said, he's been there since the beginning, and he has been smashing it. When he first came to me, he was a struggling student trying to put some stuff together, trying to make a little bit of money online so he could fund his studies. And after he went through McIntyre Method email program, and he went through some of the other courses inside McMaster's, now as of, I think a month or two ago, he's up to five or six thousand dollars per month with his business. So this has gone from being just a, sort of a side hobby, just paying, you know, helping him pay for his studies, to now, it's a serious business. It's still small, but it's, I mean, it's taking him along. This is more than just paying for his studies, this is, this is becoming, like, you know, one of those lifestyle businesses. So he can spend more time with his wife and his kids, and do all the things that he wants to do in his life. And I think the insight there is really that, when you take someone like Julian, when you come into a program, whether it's mine and my training, or anyone else's, and you sit down and you apply, you execute on it, you're going to get results. It is that simple. And any successful

person is going to tell you something to the same effect, ok? It doesn't matter whether it's mine or any of the other email guys out there, or launch guys, or online guys, or whoever. Just make sure that when you pick something, that you execute on it, and you do, and you're going to get the results sooner or later. There's going to be bumps, there's going to be challenges, but you're going to get there, because that's what Julian really excels at, is taking action. He's been absolutely amazing in terms of, you know, he comes to me and says, "John, what do you think I should do with this?" I go, "Uh, try this one." He goes and does it. A lot of people aren't like that, a lot of people don't take that kind of action, they're not that committed. But Julian is, and that's why he's gotten that result. So, if you want some of these, if you want access to the resources that Julian's used to build his business, you will have to join McMasters. McMasters is, it's basically a private membership community. There's access to all the training products I've created, including the McIntyre Method, and several other products. Plus, there's a private forum where you can ask questions from the other members, and myself, I'm in there a lot. And yeah, it's just a great way to learn. But that's that. That's it, themcmethod.com, and in the top menu there's a link to, I think members. It should be pretty simple to find. I look forward to seeing you in there.

Now last thing, and then we'll get into this interview, is reviews. If you want to help me get the word out about the show, if you really want to make my day, because when I read reviews, it really puts a smile on my face and it makes all this worthwhile, or you can just send me an email and just say thanks. But ideally, please, jump over to, you know, run on over to iTunes and search for the McMethod email marketing podcast, leave me a review, tell me what you think about the show, and you will seriously make my day. Anyway, that's it for now. Let's get into this interview with John McIntyre on radio podcast.

It's John McIntyre here, the Autoresponder Guy. I'm here with Carl Juneau, a podcast listener who's actually been on the list, on the email list, for...I can't remember, even, maybe since the beginning. Carl showed up, and he just started replying to my emails. I think he came through Ben Settle. And since then, we've kind of had this back-and-forth banter about marketing and, especially raw eggs. He doesn't like the fact that I eat raw eggs. We've had a lot of conversations about that, maybe he'll bring that up today. Anyway, we're doing a bit of a different podcast today. Carl wanted to flip the tables a bit; instead of me interviewing someone else, he wanted to interview me about podcasting, because he figured, and I think he's right, that you as the listener might be wondering why podcasting is so cool, why I do it, all that kind of stuff. So, he's going to be interviewing me in this one, and we'll see what happens. I've never done this before on my own podcast, so I'm not even...I don't know how this is going to go. We're going to cross our fingers and hope it rocks. So, that's that. I'm going to give it over to Carl, because he's got an intro, since he's manning the podcast. Carl, how you doing, man?

Carl Juneau

I'm good, I'm good. What about yourself, John?

John McIntyre

Fantastic, man. Fantastic.

Carl Juneau Yeah, that's great.

John McIntyre It's good to have you on here. It's good to, good to...I don't know. I'm a bit nervous, man. I don't know what to expect here, but let's...let's do it.

Carl Juneau Right. It'll be ok, don't worry. Raw eggs, though...raw eggs are bad for you, by the way. But let's do this for another time. So, yeah, my name's Carl. I've been listening to your podcast since day one, and I consider myself, perhaps, one of your greatest fans. I'm a business online2 owner, and, you know, listening to your podcast all this time, I've been starting to think maybe I should start my own podcast, and I've been wanting to ask you these questions about podcasting. And I thought, well maybe other listeners might benefit from this, and maybe they wonder if they should start a podcast, too. So this is what we're going to be talking about today. And for the people who don't know you, I've...I wrote a little intro. So here we go.

John's a copywriter from Australia. He started out copying sales letters by hand when he was in the Philippines doing marketing for a hotel in exchange for staying there for free. He then moved to Thailand, branded himself as the Autoresponder Guy, and started his email marketing podcast. His podcast first aired on May 17, 2013, and he's since published 81 episodes at the time of this recording. He's had top copywriter guests, including John Carlton, Bob Bly, Michael Thornton, and David Garfinkel. He's also had top online business owners, like Vishen Lakhiani, James Schramko, and Russell Brunson. And today you're in for a real treat, because John's going to reveal his best kept secrets for building a successful podcast, growing your email list with your podcast, and adding money to your bottom line. So, John, please start by telling us a little bit about yourself. Who are you? How did you get started? And what do you do now?

John McIntyre I mean, you...

Carl Juneau How's that?

John McIntyre I'm impressed, man. I mean, you did your research right there. It's just strange to be intro-ed on my podcast, but anyway, let's roll with it. My name is John McIntyre, like you said, who am I? I got started in, like you said, in the Philippines, I mean, it's a great intro, you know, doing the marketing for the resort. But to bring it to the podcast, I started handwriting sales letters, taught myself to write copy while in the Philippines. That led into a sort of a freelance copywriting business, and around, I think it was, what was it, like, March...April...May...no, that's right. So what happened, March last year, I'm thinking, I want a product. I'm kind of bored with this client work stuff, I want to have some product and some passive income. So, I go create a product, and because it was the first time I had created a marketing product, and I wasn't sure how it was going to go, I wanted to hedge my bets. So I was like, well, I'm going to go record a whole bunch of interviews with Andre Chaperon, and Jay White, and these famous copywriters and email marketers, because I thought, even if the product's not that great, people will at least get the interviews, and

they can't be angry at me. So, I did that.

Carl Juneau And, you know, I saw your product, man, and was like, oh, I want these interviews. You were right about that.

John McIntyre There you go. And I did the product, did a JV with, you know, Andre promoted it to his list, which I was pretty, I was surprised by it at the time, but that worked out pretty good. But the thing that blew me away the most was how easy it was to get 12 guys to do an interview with me. I mean, it was Ben Settle, Jay White, a whole bunch of, you know, James Schramko, guys that I thought, you know, at that time in my life, unreachable, were just an email away. And just saying, "Hey, do you want to do an interview? I've got this product that's going out, and you'll get a bit of publicity." And they're like, "Yeah, that sounds great." Then I get them on the podcast, and I get to, basically, it's like free consulting. You don't phrase it that way, but I'm like, let's talk about this, about what I want to talk about, and we get to mention your business at the end of the podcast, and it will go out to, you know, at the end of the interview, and it will go out to a few people who buy the product. And they're like, "Yeah, sure, that sounds like a great idea!" And then we get on, we hit record, and I just quiz them about my business problems. So, it's...that's...so what happened, how that led to a podcast is, pretty much a month or two later I was like, how easy was that? That was just, that was really easy. Maybe I should start a podcast and go after these guys and do interviews with them. How hard can it be? So, yeah, that's sort of the story of where the podcast started. Does that answer the question?

Carl Juneau It does, absolutely, and it answers some of the questions I have later for you. Maybe we could jump right into it. I was wondering, how do you get such high profile guests? I mean, you've had John Carlton, who's one of my personal heroes, Perry Marshall. You had James Schramko twice. As we said, you had Vishen Lakhiani, Bob Bly, Michael Thornton, you had Brian Kurtz, Daniel Levis...I mean, how do you get these guys?

John McIntyre Its...this is one of, like, probably the most common questions I get about podcasting from, like when I meet people at conferences, or people email me, and they say, "I'm really impressed with these guests." And I wish there was some magic secret to it. I wish I could say I was, you know, really cool, or did something special, or had some special, I don't know, ability. But...I'm just annoying. I email the crap out of these people until they either say, "No, I'm not doing it," or they say yes. It's like, well, here's the exact process I follow, alright? I can get most people via email. If I can't, I can usually get them on Facebook. So, if I get them on email, I send

Carl Juneau Let's talk about John Carlton, how does that one...

John McIntyre How did that one...ok. So I Facebooked him, because I couldn't find his email address, didn't know how to do that, so...you know, he's impossible to contact via email. And I still don't have his email address, and you'll find out why in a second. Anyhow, I message him on Facebook, and he says, well...I don't think he replied at first, but Facebook has that little feature where it tells you if they

read your message. So, I think he was reading the message, and- a lot of these guys do read these messages and they don't always reply. There are some other guys I've contacted who I'm still hassling. But anyway, he eventually, so you know, I'd follow up a week later and be like, "Hey man, what about this podcast?" And another week later, "Hey man, what about this podcast?" And a couple weeks later he eventually responded and said, "Talk to my assistant, here's the email address." So I email the assistant, and now it's on email, and I think at first she didn't really reply. I could probably bring up the email and tell you exactly what I said, and then how emails I actually sent them.

Carl Juneau So how many times did you write you John on Facebook? Four, five, six, the way I'm getting this?

John McIntyre I don't know, man. It could have been, I vaguely remember it was, like, 20 or 30 times, with the email...

Carl Juneau Oh my God. Ok.

John McIntyre Yeah, yeah.

Carl Juneau So that's really the trick, is you just, you never let go.

John McIntyre I mean, pretty much, man. You just, like, yeah. Like I said, there's no secret to it, you just email, and email, and don't, I mean, I don't do it every day. I mean, you could do that. But I do it every, you know, there's a thing in my to-do list every Friday, or every, I think it's Mondays right now, it's "go through the podcast label in gmail". So what happens is, say, I email John Carlton's assistant and maybe she doesn't reply. But I've, before I send it, or after I've sent it, I label that email as podcast, and then a week later I come back and I go through my podcast tab, and anyone that hasn't replied to me, I send them another email and just say, "Hey, did you get my email?"

Carl Juneau Ok, so you follow up once a week.

John McIntyre Yeah. Sooner or later they...here we go. Diane, John Carlton's assistant. Looks like I sent her three emails at first, and then she replied, and then I replied with her with the details and then she forgot about me again. So I went and emailed her again, and I was like, "Hey Diane, we spoke on Facebook, here's the details..." And then another email: "Diane, any update on this?" And then a week later: "Diane, can you get back to me on this? I'd love to know if John's interested." And then a week later: "Hey, Diane, any update on this?" A couple weeks later: "Diane? (question mark)" And then another week later: "Diane, any update? I'll keep following up." And then another week later: "Diane, any update on this?" I just kept saying, you know, more or less the same thing. And then, I think it was after, I think it says here, something like 10 emails, 13 emails or something, she's like, "Hi John, thanks for getting back to me. Thanks for writing in, let's see if we can get this interview scheduled." So then we finally scheduled it. So that's...I mean, he was a tough nut to crack, right? That's not typical, but that's how you get some of these guys. Like, John Benson's coming

up. Well, actually, by the time this episode goes live, John Benson would have been live, maybe a month or two ago, or something? And, I mean, he was, I think he was a bit tricky to get in touch with. So, some of them are hard, some of them aren't.

Carl Juneau Wow, well I'm kind of surprised. You know, I said four or five times because that would have been the, probably, the number of times that I would have followed up with John, or anyone. But you're saying you followed up, like, 30 times before you got anywhere.

John McIntyre You just keep going.

Carl Juneau And that's probably the secret, then.

John McIntyre I reckon that's the total secret, man. You just keep following up and never stop.

Carl Juneau Right, and it doesn't, like, you don't have to write three-page letters. Just "Diane? (question mark)", you know? It seems...

John McIntyre Exactly, exactly. Like, if you keep, I figure that, you know, you treat them like people. So if you reply and you give them this long-winded sales pitch about why they should get on the podcast, you sound like a freaking needy, you know, 16-year-old dude who's trying to persuade some girl to sleep with him. You really just need to be like, "Hey, look. I sent you an email, did you get it?" So, I've still been going on Harlan Kilstein. I think we've had, you know, 40 or 50 emails, and, you know, he won't reply for 20 emails, and then we'll have a bit of banter for a few, how he's telling me he's not going to do it, he's never going to do it, or whatever. And then we go back, you know, and then he disappears for awhile, and he eventually gets back to me. I'm working on him, so.

Carl Juneau Good, ok. That answers it. Ok, let's zoom out a little bit, because the first set of questions I wanted to ask you was about podcasting in general as a strategy to build your business. You know, I'm a business owner. Will starting a podcast make me money? Or should I be doing something else? What's the most effective thing, you know? Because everybody wants to do the 40 hour work week, so what should I be spending my time on? Do you think podcasting is one of the top strategies for growing a business?

John McIntyre No, not at all.

Carl Juneau Are you serious?

John McIntyre I'm serious, man. If you want to be at a link, if you want to make, like sales today, or make money today, podcasting is a terrible idea. But...and I found, in my case, I found it really hard to connect the podcast to ROI, in terms of, like, I can't really track how many people are coming to my site, and signing up to my list, and buying my products via the podcast. You know, because people just go and type in, you know, the mail URL. And I could have a coupon code, and there's some tricky things I could do, but, for the most part, it's quite difficult to

track the ROI. With that said, however, you know, a year and a half into it, we're coming up to episode 81, or 82, whatever just went live, and from, like, a long-term business point of view, it's absolutely incredible. It's opened doors for me in ways that I had no idea. It's getting me access to guys, and networks, and groups of people that I would never have thought I'd be able to get into, you know, unless, you know, for like, five, ten years, something like that. Because people see me as this, you know, people listening to this, this is kind of like the magic source of podcasting, is, if I can get on the phone with John Carlton and talk about marketing with him, or Perry Marshall and Bob Bly, and hold my own, and you know, have a bit of banter back and forth, and build rapport with them, that's me showing the listener that I know my shit. And it's not me persuading someone, it's not me using sales copy, it's not me, you know, using tricks to make them think that. I'm literally demonstrating the fact that I know what I'm talking about, and that's what makes podcasting so powerful. It's not, you know, that, the catch is that it's not an instant thing. If you want money today, or this month, go and do, you know, take some money and go and do paid traffic, and build a sales forum and test it. That's probably the fastest, if you're willing to risk the money, that's probably the fastest way, I'd say, to get money online. But from a long-term perspective, podcasting is freaking awesome.

Carl Juneau

Ok, interesting. Alright. Let's get back to podcasting itself, and the interviews you do. How do you decide which questions you ask you guests?

John McIntyre

I, I mean, I told you before this, I actually, when I first got started podcasting, I used to plan things out. You know, I used to, I'd do a, like, a 15 minute, half an hour, you know, research on the guest. These days, I don't do any of that. I don't prepare, I don't do research. And this applies to everyone. I think what I've realized for myself, what works for me, and this is not going to work, this is not necessarily going to work for everyone else, but what my groove is, what works for me, is I get on the phone and I have, like, a five minute chat with the guest about something. I usually have an idea of what they're about, or what their thing is. Like yesterday I spoke to one of the guys from Kajabi. And I knew it was a membership platform, but I've never used it, and I don't really know much about it. So I just sort of got a bit of handle on what to talk about first, got a couple ideas. And I don't even make questions, I just write a couple bullet points. And then we do a, you know, it's just like, alright, let's hit record and let's have a conversation and see where it goes. And that, to me, has led to more interesting podcasts than planning it out. You know, an interesting one was Bond Halbert. We did, a couple weeks back, you know, a month or two ago, something like that. That was a very casual podcast, I didn't plan that out at all, but I had a number of people come back to me after that and say that that was one of the best podcast episodes they'd heard. So, it's, and..you know, I've had other times where I've, you know, put all this effort into it, and really planned it out, thinking about the questions, and it doesn't really resonate at all. So I've found that what really works is being really honest, being vulnerable, getting onto topics, like, getting deep into stuff, like, getting really, like, authentic. Talking about, like, dreams, and goals, and feelings, and emotions, and all that, instead of just talking about here's how to optimize a landing page.

Carl Juneau Good tip. Awesome. Next question: what's your strategy, what has been your number one strategy to get more people to listen to your podcast? How do you draw your audience?

John McIntyre Hmm, I mean...

Carl Juneau I mean, you ask people for reviews on iTunes. Is that the best strategy?

John McIntyre I honestly don't know. I haven't put that much-- I don't put that much effort into promoting the podcast, and I know I should. What I do do is, from the start I released three episodes at once. That gets you into, that usually gets you into new and noteworthy, because someone listens to one, if they like it they're going to download the other two, so you get a bump in downloads. But other than that, all I've really done for the podcast is publish it each week, made it really easy to find on the website, and every week I email the list about it. That's, yeah, that's pretty much all I...I know what I want to do moving forward, is set up a Facebook campaign and just rotate a different podcast every three days to them. I just haven't, and spend, you know, I don't know, 10, 20, 50 bucks a day. Maybe track the email conversions on it. It's going, like I said, it's going to be quite hard to track. I mean, you can sort of correlate that to ROI, but it's a little bit tricky because it's, you know, it's like a front end thing.

Carl Juneau I've seen Ben Settle set up a different website. You know, he's got bensettle.com, and he's got bensettlepodcast.com, I think. So now, on his podcast, he tells people to go to bensettlepodcast.com, so I'm guessing that any signups that he gets on the lists over there, you know, he attributes to his podcast. That would be an easier way to track ROI.

John McIntyre Yeah, there's ways to do it. Like, if I did a Facebook campaign, I could use, you know, tracking links, UTM codes, in the links, and I could find out how many opt-ins the Facebook campaigns are getting. But it's not, it hasn't really been a priority right now. Like, right now, what I'm doing day-to-day when we're recording this is sort of setting up some technical stuff, like moving a separate payment processor, the sales funnel, some affiliate tracking for the community, McMasters, the community that I have. So once that's all done, then I want to...that's when I want to go back. Right now, all the Facebook stuff's paused, I haven't been focusing on it, but I'm getting all the backend stuff. So once that's don't, I'm going to go back to Facebook and fire up the campaigns for the sales forum, for the podcast. That's another cool idea. This is not podcast related, though. Here's what you do. Let's say you get into, like, trafficking conversions, or any of these, like, I went to a conference recently in Bangkok, and one thing I didn't do this time that I think would be great for a conference is, let's say you go, and maybe you're a speaker, maybe you're not. But you want to find a way to get yourself known among the guests. You find a way to scrape a list, or maybe just go through the guest list and find everyone on Facebook, get a VA to do it, create a custom audience on Facebook, and then create five, you know, really strategic pieces of content that make you look like a freaking bad ass, and then rotate five, you know, these five pieces of content to them every three, four, five days, or whatever to this audience one or two months out from the

conference. And then when you get to the conference and you introduce yourself, they're like, "Oh, yeah. I saw you on that podcast. You're that guy that did X Y Z." Something like that, I'll try it.

Carl Juneau Good one, good one. I think you can do all sorts of crazy stuff with Facebook, but, maybe we should start another podcast about this. We're, I think we only have a couple minutes left, so I'd like to ask you a few technical questions. My first one was: what microphone do you use to record your podcast, and where did you buy it?

John McIntyre I use a, oh, we're not doing video, I was going to show the video thing, but I use a Logitech, it's like a, it's literally a \$20 Logitech headset that, like, a USB headset. And I've done podcasts in, on the side of, like, busy city streets. I've done podcasts with motorbikes going past, and you can hear the motorbike in the background. The first time I did one with Ben Settle, you could hear chickens in the background, and he's like, "What the hell is that? Is that a rooster?" And I'm like, "Yep, welcome to Thailand." So, yeah. I mean, the reason I mention it, and the reason I sort of emphasize it is people think you need this, like, big microphone or, like a boom stand and all that crap, and like, I'm using a \$20 mic. I've done this for every single episode I've recorded, and it, you know, you whack some compression on there, and some, a bass booster. You can do this in Audacity, or any sort of radio editing. Audacity's a free one, so, like, free software, you can make yourself sound like a radio voice in a \$20 headset. It's pretty easy.

Carl Juneau Excellent. That was my next question. So which program do you use to record your podcast, and you seem to be doing some editing with them afterwards?

John McIntyre Right, so what happens is I do, the recording happens with something called Scribe Recorder. It's made by a company called eCamm- E-C-A-double M. So if you go, like, eCamm call recorder, I think it's eCamm.com, you can download, like, it's like a little plug-in or an add-on for Skype. It's, like, \$20 from memory. And that will allow you to record Skype calls. One quick tip, though. If you do download that, one of the crazy things is that it records in, like, .mov format, which is, like, a single track or something. So when you first listen to it you can only hear the other person's voice, and it's like, man, I think I messed up the whole podcast and only recorded one side. But if you convert it to mp3, it actually works ok.

Carl Juneau Oh. So you're manually converting every podcast into mp3?

John McIntyre Well, yeah, so what happens is, the software that you get, the Skype call recorder, you have to, it spits out an mov file. It must be a mono or something, I'm not a tech guy when it comes to audio stuff. It's some sort of file where you can't hear both tracks at the same time. But if you convert it to mp3, it makes it all into one track and you can hear both voices. So that's just typical. If you go do it, don't freak out when you can only hear one voice. And then, as for editing it, you know, I'm on Mac. I use Audacity, which is a free software. You can use, I mean, Audacity does the thing, I used to use-- So what I used to do, the work

flow, is you get the mp3 out from the call, jump into Audacity, and add, you know, you edit out the umms and uhhs if you're a bit neurotic like that, and you want to get rid of the uhhs and the umms and make it sound real professional. And then also add, I add EQ, so you get the bass boost, turn the bass up, and then put some compression on there. It really makes you sound real professional. Like, that's where, that's you get the radio effect coming in. And then I'd go into Garage Band and just sort of align all the different components, like, here's the intro, and here's the sound transition here, and here's the actual interview, and here's the outro. So you know, you can use this, there's paid software as well. I think one's called, my friend runs a podcast editing agency, and I think they use an Adobe software. I can't remember what it's called. But, yeah. It's paid or free. It's really easy. And podcasting, you really don't need much at all. And, what's great is, I don't even edit the podcast now. John Manning actually, he's here in Thailand, Chiang Mai, Thailand with me, he actually edits it. So he'll be editing, he'll be listening to this at some point, and he's going to be editing out the umms and uhhs, and putting the base and the compression in there, too. So what's great about podcasting is that you can, you now, write up a pretty, just, an SOP, a process document, and then you don't even have to do it. So, basically, outsourcing is pretty easy, too.

Carl Juneau And then last question. How do you post your podcasts on iTunes? Is it any complicated?

John McIntyre What you have to do, you get an RSS feed, and...so what you do, so you set up, because you have to set up your podcast on your site with, like, a podcast, like a podcasting Wordpress plug-in. And what happens with that, that creates an RSS feed for the podcast. You create a category, like a Wordpress category, called podcast. That creates an RSS feed for that category. Then you submit your RSS feed to iTunes. And then what happens, you go back to your, you know, blog, and every time you post a new post in the podcast category, there'll be a section to add the mp3 in Wordpress. And then when you, you know, publish that post, the RSS will update and then that will ping iTunes, that will ping iTunes and iTunes will just update the feed. So iTunes doesn't, they don't host any of this stuff. They just index, they're really just indexing RSS feeds of podcasts.

Carl Juneau Great, so that sounds pretty easy.

John McIntyre Yeah, super easy.

Carl Juneau John, we're right on time. Thanks. Yeah, I know you say this to your guests all the time. Seriously, thanks a lot for answering these questions. I had a few surprises on the, you know, finding high profile guests, where just persistence is the key, and not, you know some easy-peasy persistence, there's some hardcore persistence for that. I'll apply this, and then how podcasting is not a short-term strategy, but like, you found it doesn't really make you money on the short term, but really opens your doors for the long run. So, I guess that kind of puts it another way in my mind. Thank you. I really see you becoming one of the top email marketing experts in the world. I think you're doing a great job with this podcast, so keep it up. And I hope other business owners like me listening to

this interview were able to make up their minds, or at least help them think about starting their own podcast. So thank you, thank you very much, John.

John McIntyre

Thanks, Carl. Man, it's been good to be on the show. Thanks for having me.