

#183 The Life Shift with Matt Gilhooly

Wed, May 31, 2023 12:27PM 41:54

SUMMARY KEYWORDS

podcast, conversations, episode, talk, story, matt, people, life, guests, pivotal moment, podcasting, host, journey, listen, money, podcaster, pitch, sharing, moment, therapist

SPEAKERS

Matt Gilhooly, Michelle Glogovac

M Michelle Glogovac 00:00

You're listening to the my simplified life podcast and this is episode number 183. Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life. Hello, friends welcome to another episode. I'm your host, Michelle Glogovac. Today, my guest is such a treat. We have become good friends. He is host of the life shift podcast. He is Matt Gilhooly. And Matt is someone that we actually pitched to for our guests to be on his show. And he invited me to be on his show. So that comes out next month in July. But I had to have Matt on because Matt is a podcast host. And I want to say by accident, I'm using air quotes that you can't see as usual. But he became a podcast host due to a project and you'll hear his story of how that all came about. And he fell in love with it. Like so many people who get into podcasting do like myself. But the way that he approaches his show is very different. And it's unique. He goes in asking about what that shift was in a person's life that changed everything. And he is literally probably one of the best listeners I have ever met in my life. He then asks thoughtful questions that go deep, he made me cry. He likes to say he didn't make me cry. But he made me cry. And you'll see in the interview of me on his show, but he really gets deep into you. He could be a therapist. He is like the podcast host therapist that we all need to hear from. And he's introducing us to stories of other people. He's connecting us to other human beings who are just like you and I. And as you know, that's how I feel all podcasts are I think it's that human connection that brings us together to know that we're not alone. And Matt's show does exactly that. So I want it to get to know Matt better. I wanted to hear about how he approaches his podcast, why he fell in love with it, what his Why is and to show you some behind the scenes from someone who's dedicated to the podcasting industry and to his show and promoting it. And I know you're just gonna adore Matt, we've become good friends. I want you to become friends with Matt too. Hello, my friend, Matt. You're already making me laugh. And we started.

M Matt Gilhooly 02:58

I mean, sorry, I had to riffle it because

I mean, sorry, I had to sniffle it happens.

M

Michelle Glogovac 03:02

I love it. Can you introduce yourself to everyone without sniffing?

M

Matt Gilhooly 03:07

I can. I'm Matt Gilhooly. And I'm gonna just say I'm a podcaster. That's, that's my joy right now. And I have a podcast called The Life shift podcast. And it's a little over a year into it. And I am probably the most fulfilled I've ever been with any kind of creative project and just love what I'm doing with it.

M

Michelle Glogovac 03:26

You have to be the hardest working podcaster I've ever met. But I swear I like I was thinking about it this morning. I thought about you on my my car drive home. And I was like, wow, Matt put so much effort into creating a community talking to other people pushing out the episodes, but sharing it and sharing it and sharing it and just being out there. I was like you're you're crushing it. And it's obvious, but your show is also phenomenal. Because you're a phenomenal host. I could just spend the next 30 minutes singing your praises, go for it. Yeah, we can totally do that. Yes. I'm just gonna direct everyone to you. You know,

M

Matt Gilhooly 04:05

I think I appreciate that. Thank you. I'm not very good at taking compliments. But I think my why I think my why is the reason that I'm so passionate about it. Because truly, I want each episode to find the one set of ears or just one ear that needed to hear that particular story so that they feel less alone. And so you know, I think if it was you know, if I was talking about my favorite TV show, I don't know that I would be as passionate about getting these stories out there. Or you know, trying to build a community around it. I don't think I would be driven as much but because my why is so strong and stems back to my childhood. I think that's probably why I appear maybe a little obsessive set the word

M

Michelle Glogovac 04:53

I wouldn't call it obsessive. No passionate. Passionate. Okay. Dedicated. Yeah, these yesterday Yeah, yeah, I like all of

M

Matt Gilhooly 05:02

it and scared at the same time.

M

Michelle Glogovac 05:04

You don't if you're scared? Yeah, it's you don't you don't appear you're a great listener, you ask really good questions. I want to use a word that's better than good, because they're thoughtful, and they're intuitive. Here I go. Again, I'm a matt fan, if you can't tell already.

M

Matt Gilhooly 05:22

I don't know, I think I learned a lot starting out my podcast. I mean, it was a project for it was an assignment in a bonus master's degree that I got during the pandemic. And we didn't have to do anything, we just had to create two episodes of a fake podcast, and I was like, I'm gonna take a class that scares me. So I'm going to take that one. And then I was like, Well, I'm going to make this real. And then once I started having these conversations, I was like, Oh, this is this is serving me, as much as I think it will serve other people. And by that time, the class was over, I think I had released like, eight or nine episodes, and it was like out into the world and doing its thing. So it's, it's been a journey,

M

Michelle Glogovac 06:04

but you're also doing something that every podcaster wants is monetizing it, whether it's big or small. You're monetizing it. And like, how does that work for you? Like, well, or because, you know, that's the question, I get that all the time, like, how are you making money on your show, and I don't, the way I monetize mine is really, that it brings me business, in some cases, but I don't collect money from sponsors, or Patreon or anything like that. But you're managing to do that as well.

M

Matt Gilhooly 06:34

Yes, and it's not anything that I would write home about. But also, it's a step in there. So I think, I think I launched the Patreon, maybe eight months into the journey, I set up a Patreon page, probably like three months into the journey, because what was happening is you take this class, and it's 15 weeks along, most people don't take podcasting classes. But what I was finding is that there's not one right way to do a podcast. But when you're early, it's like drinking from the firehose, and there's 1000 recommendations, and you're like, I gotta do this, I have to do this. So I set up a Patreon page, and then I was like, Well, I have to provide value, I'm not just gonna, like, put this here and like, oh, you can get them early. And you know, that is an incentive on there. But it didn't feel like it was worth me putting that up there where he was at the only thing. And so it took me about eight months to kind of figure out what I wanted to do. And it kind of just stemmed from loving having these conversations that now what I do is offer like a bonus episode, in which I go back to a previous guest. And we talk about the experience of recording the experience of sharing the story, the feedback, what's changed those kinds of things. So I get that, you know, touch base again, but then people that actually liked the show, and have listened to those previous episodes now can hear like a follow up with someone that maybe they really attracted or attached to their particular story. And so you know, I get a couple \$100 a month, which is great, because it covers the cost of hosting and the software that I use, and that kind of stuff. I don't have, it's a lot of people wanting to have a podcast as a, like a sales funnel. I mean, I think yours is like kind of on the line of that maybe not exactly that. But the way that I mean, my stories, I don't think I've said anything, but basically, they're

conversations about pivotal moments that have changed people's lives forever. And I try to figure out that specific moment. And so if we think about that, there's really no sales funnel that I can bring that into. So these are just people that like what I'm doing and want to support me, and move forward. So the Patreon, it's it's fun, but it's extra work. So you have to make sure you're ready for it as well.

M

Michelle Glogovac 08:43

Let's talk about your show, though, these pivotal moments. And I feel in my show and the guests I've interviewed, everyone has a journey. Everyone's had a pivot at some point, career wise, all kinds of things. But I know that you had you had mentioned to me before that not everybody can really pinpoint that pivotal moment, and then utilize it. So how do you come up with these guests went share with everyone like what you're talking about on your show, and how the conversation kind of veers itself?

M

Matt Gilhooly 09:15

Sure. So I guess it would be helpful to share just a snip of of my own life and why the life shift exists. When I was eight years old, my mom was in a motorcycle accident. And from the moment my dad told me to the moment after my life was 100% going to be different than it ever was going to be the day before. And growing up. I didn't have the tools for you know, like nobody was really talking about therapy. Nobody was really doing any of that it was just like make that feel better. And I always felt really alone in that circumstance. And so eventually therapy and all that stuff and analyzing how my whole life was being led by that young version of me. I was curious if other people had this like a moment to like something that like triggered something like change something. And so that's kind of how the life shift idea came up. It was like, what was that before moment? What was that moment? And what have we learned from that moment? And to your point? Not everyone's really analyzed that, because that journey, they're like, Well, one day I was working in corporate, and then suddenly I was like, I'm gonna start my own thing. But I go into the conversation like, but like, Was it an email? Did someone say something to you was there like, because there has to be a trigger, right? There has to be something that we wake up one day, or we wake up, we open our eyes, in the middle of the day and go, Oh, I'm done. There has to be something I think what I found is that, that a lot of people that really like therapy, they like things like that. They're more in tune with a specific moment in their life, because they've been forced to analyze, they've been asked a lot of questions that maybe other friends around them wouldn't have asked. And so those people, I think, have a little bit more of an understanding of that particular moment to kind of talk about it. So I think that kind of answers your question and a little bit maybe not in the structure way, but in kind of what I look for and why that exists.

M

Michelle Glogovac 11:15

Well, hearing you say that it makes me reflect back to we've had our conversation, I'll be sharing the interview, you know, when that comes out of my pivotal moment, but as you speak, I'm like, Oh, wow, I have a lot more pivotal moments than I recognize or realize, or even, you know, lay something concrete towards because my father passed away, as you know, too. And that was certainly a pivotal moment. I can remember the first time I used my voice to defend

someone else, and ended up actually being wrong. Because I had been lied to. But I know that that was a pivotal moment. And I think that if we reflect back on it, the fact that we can remember these moments, as young children stand out as these pivotal moments where there was a switch or a trigger, as you said, that could

M

Matt Gilhooly 12:05

change, for sure. And I don't think that there's most people have one, right. But you know, for my show, I asked someone to pick the one that they feel is most impactful on who they are, and what's changed in their life. Because I think there are a lot of people you even say it on your show, there's a lot of people that just need to hear someone else went through this or did this particular thing to know that it's possible to either move through, or do what they're dreaming of doing someday. And so yeah, we try to highlight that. But I mean, for myself, I don't know that my mom dying, like if I was to pick one moment that changed my life the most, to this version of me. Sure, that was probably like the first trigger. But truly, I think it's either when my therapist was like, you realize that everything you've done since you were eight years old, you've been doing out of fear as that eight year old and like that was like mind blowing, like my whole life where like, oh, I wasn't even making decisions for myself, it was like all fear based. So that was one moment or when I watched my grandmother die when I was in my 30s. Like, seeing that life go away, triggered another thing. And I think those, weirdly, were more impactful than a kid losing his mom. But that's kind of where the shows, before I had all these conversations and learn more about myself. You know, it's so interesting how we can learn about ourselves through other people's stories.

M

Michelle Glogovac 13:28

So share more about your journey and how you came to taking a podcast class, like, what was your what's your career been like that has brought you to this because you're a fascinating person. I like you a lot. I like you, you were like we just are whether you like it or not, we're friends that we are. But I know you've had a journey. You know, again, like I said, we all have these pivots along the way in our careers and what brought you to where you are today on that career path. Because you're a natural, you just are.

M

Matt Gilhooly 14:01

Thank you, I might. So I talk to people on the show a lot about the checklist life. Like I feel like, I think a lot of it comes from losing my mom, as a kid, I was trying to impress the people around me that I was okay. And so that led me to do what I felt society wanted me to do. So that's do very well in school, graduate high school, go right to college, do very well in college, go to grad school right away, do very well in grad school, get jobs, get promoted, do all those things, you know, so, you know, I went to college, I pick the easy route. I picked a business degree, because for me, that was easy. And I could do well. It wasn't it wasn't something I wanted to do. But it was just like I was still in that mentality because I hadn't had that therapist yet. And then I got my MBA because they had a program. They were launching a a 10 month MBA program and they were like, we're starting it. We need good people in it. You want to do it for free and I was like an MBA for Free I was 22. You know, like, Yeah, cool. Okay, looking back, I would never recommend that for anyone. One because it's 10 months. But to you don't know

anything you haven't worked in the real. I mean, you've probably worked more jobs, I worked more jobs. But I graduated from that worked for a bunch of startups kind of doing everything kind of wearing a lot of hats, operations type role, project management type roles, and getting promoted and doing good things, interesting things. And then I moved to Boston to be closer to my family, again, from Florida, and worked in operations job there and just got really bored of the job. Like it was just like, I could do my 40 hour a week job and like 20 hours, and then this was before much of the social media and things that could take up my time. And so I wanted to go back to Florida, and I ended up working, ended up getting a job teaching at a for profit, private institution, I should call it a university, and I was teaching business classes, it was something I'd never done before I did fairly well got promoted like, three or four times in the first three years, four years, and ran the first semester of all undergraduate students and doing all that, but like, my trajectory was, like, just so weird and random. And just like whatever was next was kind of whatever fell in my lap. But then we had the pandemic. So I was really bored. Because at that point, I had gone back to just teaching because I didn't like what was happening in the position that I was in. And so I was like, I'm gonna just gonna get a degree in something that interests me. So I did a mass communications degree, that focus in PR, which that's a different story. And every semester, because my undergrad I like I said, I tried to do that. The easiest thing, right, I tried to do whatever seemed easy. And so this time, I was like, well, I'll do what they tell me to do. The core classes. And then every semester, I'm going to take a class that when I read the description, it scares me, like that, which was weird. For me, that's like, not my MO like, but it was my opportunity to do it plus, who cared. It was just like this bonus master's degree that I was taking. And so that's how the art of podcasting, it was spring 2022, I took the art of podcasting. Never would like, I mean, I thought about it, but I was like, who's gonna listen to me? You know, like, do I know how to do that. So I took the class, which was nice, because you were forced to do the target audience research, you were forced to come up with a million names and see which ones were available in all these different places, you were forced to think about a theme, you were forced to do a lot of things that I think a lot of podcasters that jump into this space, don't put ahead of recording, which I think was a nice thing for me, it gave me the opportunity to really hone in on something that I could at least call my own. And not just be like another storytelling podcast, or just another one of these things, at least I had somewhat of a theme to stick to. So I'm thankful for that. But, you know, this is a little weird journey to fall into. But podcasting itself has taught me way more than any of the other journeys that I've been on, just by doing it.

M

Michelle Glogovac 18:10

And what about the people? What, like the people I talk to you, the people you talk to you like, has that been a whole teaching learning more so than the jobs you've worked?

M

Matt Gilhooly 18:21

Oh, yeah. Well, here's, it's so interesting to me. Because, you know, I've always been kind of, well, not always, but once I started, you know, grieving my mom properly and whatnot, I was more open with everything that I would talk about, you know, how I was feeling whether that was good, bad or indifferent. But I never thought that I would have the opportunity where complete strangers would want to talk to me about the deepest, darkest moments of their lives in a comfortable way. And then trust me to edit that to put it out there to you know, like, have my name attached to it. And so that were there was a lot of responsibility that came with that,

right. Like, just like, like, who am I? Who am I to do all this stuff, but, but I'm leaning into it a little bit more, I feel that, like you pointed out, like, I try really hard to listen to their story and to ask the questions that I wish people would ask each other. Because I think we naturally as humans, kind of shy away from something that gets a little hard, gets a little difficult. And I want to be the person that like kind of pokes the bear, if you will, you know, if someone doesn't want to answer that's fine. But usually they do. Usually they've been aching for someone to ask them that question. So these people I mean, I've recorded over, I think 75 episodes now and just to think that 75 People trust me with with these stories is it's pretty fascinating. Not all of them have been mind blowing. But

M

Michelle Glogovac 19:47

but the fact that you recognize this, I think that's part of the problem with the wild wild west of podcasting is that people jump into it, you know, it's just it's a free for all. And sometimes they don't take it seriously. Eat the fact that you are connecting with people sharing their stories that is going out to tons of people. You know, that is a big deal. It's not to be taken lightly. You know, in a way, you're almost like a therapist, because we're pouring our hearts out to you. And you ask those questions, therapists, but you made me cry. Yes, it wasn't Yes. No, you did. You made me cry. But then you followed up with these questions that literally our conversation has stuck in my head. And it's been a couple of weeks now.

M

Matt Gilhooly 20:28

It might be a month or more, really,

M

Michelle Glogovac 20:31


I'd have to check the calendar. I'm like, Yeah, cuz we've been talking so much that I don't know where the time is. But you've really made me think about, you know, just my life in general. And with the questions that you asked, or even some of the comments. The one that stuck out the most to me was when you said that, as I released things, and I got pushback from adults, you said, Well, they're very, not very empathetic. Like they, they didn't get it. And I was like, oh, yeah, even though they knew what I had been through, they still wanted me to continue on as if nothing had happened. And so it's truly it's taken me your comments of that the statement, and I'm looking at people totally in a different way, if you all of you out there who I've been now like, kiss it, that's Matt's problem. No, man.


M


Matt Gilhooly 21:27


I don't know. I feel like I'm learning so much from my guests as well, like through your stories and being able to kind of take them and go, Okay, how does this relate to my life? Is there something that I can do with this? Is there something that I've done in the past that I'm like, Oh, I probably shouldn't have done that. But also, I think we need to give ourselves grace as humans. And I think so many of us punish ourselves in ways that are inappropriate, right? That, you know, we're gonna make mistakes, we're gonna do things wrong. And I think we need to be okay with that, as long as we're learning from that. And so, you know, hearing like your story,

like, there's a lot of pieces in there that's like, I don't need to take on those extra projects. I don't need to always I can still be a people pleaser, but not a people pleaser. 100% of the time, because I also need to please myself in what brings me joy, and what brings my family joy, you know, and so that's kind of what I got from your story is that it's still okay. To not say yes to everything. Yeah. Yeah,

 Michelle Glogovac 22:26
just sit on my hands.

 Matt Gilhooly 22:28
Yeah. And just be selfish, right. Like, I think life is too short to not be selfish. Once in a while.

 Michelle Glogovac 22:35
I had a conversation this morning, that also remind me of you. Where the individual was saying that they were getting feedback of, we love how normal you are. And that's why we want to listen to you. And you get a lot of listeners, you've got great ratings. And I said to this person was it's not really that you're, you're normal, per se, because that's like saying you're authentic. I think, I hate that word. You know, I even said that this morning. I'm like, I hate the word authentic and normal. I think it's just being comfortable with who you are. And showing up as you are, because you're showing up as you are you found that comfort level, and you're bringing that out of other people, and its listeners who might not be comfortable with sharing their story or figuring that out. And that's why they're drawn to listen, because we're all just people at the end of the day, but some have figured out, you know that it's okay to be who they are. And others are still working on that journey.

 Matt Gilhooly 23:35
Yeah, well, there's a lot of people I'm finding, like this is one of the things I'm learning, the more I go through is that there's a lot of people that just want to talk on podcasts, they don't really have a purpose. They might, you know, like they're trying to sell something, but they really haven't analyzed like just being a human, right. And so they come in very, like, here are my six bullet points that I want to make sure that I get out. And I do all I can. At first it was all I can to just like, get them out of that when we're talking live. But now I've learned that like, this is my show, I need to be confident enough to tell people no or tell people, you know, I need you to think about this more if you want to be a part of this. And that's very hard for me, because these are personal stories that a lot of people are coming on to share and who am I to go sorry, your story is not compelling enough. You know, like, I don't want to do that. But I do want people to analyze those moments, because that's the only way that I think I can show up authentically. Show up, you know, like show up and leave that out. Yeah, it's the only way that I feel like I can show up and do or feel as as real as possible and like as human as possible in these conversations. When someone starts rattling off their bulleted list of things. I'm like, it takes me out of the conversation. Because I'm like, this is very performative. This is something you might do in a work meeting. You You know, and not in a coffee shop chat.

M

Michelle Glogovac 25:03

These are the same people that pitch themselves to you and are like, here are the questions you can ask me.

M

Matt Gilhooly 25:07

Yeah. Yeah, that's been hard too. Because when I first started, right, I'm in this space of like, what is podcasting? How do people get guests? How does this work? Nobody knows who, what my show is. Nobody's listening, you know, like, at first year, like, refreshing the downloads every day. So, you know, once I went through the friends that I knew that had stories that had these moments, I was just saying yes to everyone, because I didn't, you know, because it was like, I need get, you know, it's just this weird space. And now I'm getting pitch all the time. And to your point, it's like, sometimes they're just like, do you do this? And I'm like, no, or I don't know if you interview people. And I was like, have you looked at any of my episodes, or listened to anything, there really aren't too many solo episodes on my show. And those if they are, they're just little short, little bonus pieces. And so you know, that's been a weird space to see more pitches coming in now that my show is growing more and, and I can immediately see the ones that are like, I just sent this to 400 people on a blind copy. And then

M

Michelle Glogovac 26:13

they're the ones who don't personalize it. They have no relation to your show. They haven't listened to anything. It is literally a copy and paste. Yeah, my favorites are the ones who try to pitch me on minimalism and organization, because simplified isn't the title. And yet, show has nothing to do about that.

M

Matt Gilhooly 26:32

Well, I will say I will commend you for what you do and what your company does, because I think originally, I was someone reached out to me from your team. I don't know if we're naming names. Here

M

Michelle Glogovac 26:43

we can it was Jenny, Jenny was a shout out. And I loved having the

M

Matt Gilhooly 26:47

conversation with Jenny, because honestly felt and this could be a complete lie. But it felt that that someone there had listened to an episode or two understood what it was about, guys. Like it wasn't quite where I needed it to be. But but the opening was, I felt like I was heard and that it made me want to go okay, yes. But can we narrow this down a little bit more. And I think

originally, Jenny reached out about one person. And then when I was like, explained it a little bit more and kind of was like trying to shape my pitch back. A couple more people came to mind. And it's those were amazing conversations, including you. I don't even think you were on the original kind of conversation about that. And that's what I appreciate, because I don't mind having to clarify things. But if it's like, totally off the wall, I just, what benefit is that going to give me right? Yeah.

M

Michelle Glogovac 27:43

And after being interviewed by you, we've had further conversations of other clients. And there'll be ones that I'm like, No, it's not that they're not worthy of coming on. But I'm like, That person needs to work a little bit more on that story before they get some out. Like it's just it's not gonna mask and say no, I'm just gonna tell you right now, like, that's not, it's not about one, this one look at this one instead. And so we do we listen to every podcast that we pitched you because I want it to be personal, I want us to relate to it. And my guidance is that you send a pitch that either relates to the client or yourself and Jenny has been phenomenal and sharing her personal story, you know, with hosts of this is why this episode related to me specifically. And that's what I love, because that's what I built my my business on. And so to find someone who understood that and can carry on that mission, yes, it's exciting.

M

Matt Gilhooly 28:43

It's such a compliment to right because we do we put this out into the world not knowing what's going to come of it right. You don't know who's gonna listen, nobody could listen, or everyone could listen. And you to know that someone is like, Oh, I listened. And I think I have someone that can do this. And here's why. I like takes all the legwork out of of what we do as podcast hosts, you know, like we don't I mean, truthfully, I haven't had to find a guest in a while now, which is wonderful, but also like super weird. Like, it's just so weird. But you know, I love this journey. I can't wait to see where it takes me and what this show becomes, but I I've never been more fulfilled with a project that I've created.

M

Michelle Glogovac 29:26

I love it. And that shows through and through in everything that you do. I just adore you Matt.

M

Matt Gilhooly 29:32

You know what the irony of this is it's like you're like this is my show, right? I'm in like 15% of every episode like I it's this show is not me and right like but I also feel like it's me because you know, I mean I created it but at the same time these shows this is all about other people it's all about my guests you know I people are probably sick of me saying like checklists life and and my own story, but that's how I relate to people if I can can find how my journey kind of either parallel someone else's or intersects in some way. I bring those up. But yeah, these show these episodes are a majority of my guests like your episode, I think when I look, when I edit it and I look at it, it's like little blips of me. And then mostly you because that's what it should be.

M

Michelle Glogovac 30:21

Should be a transcript and see oh, did I do more than 10%? of the talking? Because then I probably did too much talking.

M

Matt Gilhooly 30:27

Yeah, I would say so. I mean, sometimes, I mean, I don't know if you've had this where, where someone is very convinced that they're ready to tell their story. And you're like, Okay, I think so. I think we can do this. And then as a host, you get in there and the wall goes up? Yes. And that's very intimidating. For me. It's like, what do I do? How do I, you know, normally people kind of will ease into it. But so those have been like challenging moments. And so sometimes those are a little bit more of me talking because I'm trying to dig. I'm trying to ask the right question that might open that door.

M

Michelle Glogovac 31:02

Well, I think we talked about this to probably I think it was offline about you don't go like deep into the person before they come on the show you want to fresh everything or is breaking the rules, I stalked the crap out of. And I've had the guest where the wall comes up. And I'm like, Okay, let's think about what else did I read about them? Oh, let me ask you about this. And then you see that change that moment of oh, yeah. Okay, I can talk about that, too. You know, so I can get how hard that would be if you haven't, you know, to stop playing out my flaws. No, no, that wasn't a flaw. No, I'm saying they're different. Because I love it be your your conversations are very organic because of that. Because you haven't, you know, you haven't gotten down that road of let me find everything else about you. Whereas I'm like, I want to know everything before I talk to you. Because I have to be uber prepared, because that's my Type A craziness that comes out.

M

Matt Gilhooly 32:01

Yeah, no, I get I almost get mad. I've made my intake form small enough that people can't give me a ton of information, which is good. I even have one coming up where I kind of know a little bit about her story, because she's written a book. But in the intake form, she's like, I'll tell you that when I get there, but I kind of already know a little bit. So that one that I kind of approved. But yeah, it was like I want this to unfold just like you do. And I was like, Oh, is this a challenge? I'm here for it. Right? Because at the end of the day, I don't have to release it if it's there. If I fail, nobody will know.

M

Michelle Glogovac 32:37

Have you not released an episode? Tell me Not yet?

M

Matt Gilhooly 32:39

Not yet. There was there were a few that I was fearful of. And here's where I think there have been times where I know that I have failed in my episodes. But there's a there's a but to that. So when I fail, I feel like I haven't really narrowed down that specific moment for the guest. Or haven't we haven't had that conversation, we weren't able to get deep down there. And so, you know, if you picture I like to think, you know, you picture a line, and then there's some kind of break in the line, and then the line starts somewhere else. Because there's that life shifted, something's changed. And I feel like some of the episodes might have been more of a straight line across the board, maybe a little bit of a bump, but nothing that was really detailed enough. I have a really good friend who likes to tell me on every episode, like, didn't quite hit it there didn't you know, and it's good. It's helpful, right. But I've had to actively take him out of my head, because of the butt part that I mentioned. Every story has something that's going to connect with someone. Right? And so I that's what I've learned. And that's why I haven't not released an episode, right? Because I feel like if I can edit it enough where it sounds, okay, you know, in the case of the person that kind of put up the wall, I was able to edit it where it didn't sound like we were hitting a wall. Right. And that episode has like more lessons in the first seven days than like, all the seven episodes around it, you know, and so people are connecting with it people are you know, who am I to say if I don't connect with a story? That's okay. You know, like, I'm not the only voice out there are the only one listening. And so there's, there's a part of someone's story. I think that will hit at least one other person out there. So that's why I haven't not released something.

M

Michelle Glogovac 34:25

I think we're also our own best worst critics. Oh, yes. Because I felt like I've failed plenty of times. And then I'll get feedback like, Oh, that was really good episode and like what really? I need to know I wish I would have asked this or they would have said this and

M

Matt Gilhooly 34:40

yeah, like they don't know that part to like, the listeners don't really know, all of that and what's going on or how much you've cut out or whatever. I it's a very interesting world that we live in. Right now with the podcasting space. You know, like it's just very interesting how consumed podcasts are but also or how little people know about like, all the things that go on with podcasting,

M

Michelle Glogovac 35:05

right 20 years from now, it'll be very intriguing to see what has happened or transpired. And if it's still a free for all? Or if there are suddenly laws and, you know, guidelines?

M

Matt Gilhooly 35:17

Yeah, I don't know, I hope not. I mean, I like what it is what, you know, what frustrates me, you mentioned the monetization before, it frustrates me a little bit that it's so hard to make money in podcasting. You know, I don't know if that's true of other entertainment genres, but it's really hard, because people have always expected it to be free. And so it's really hard to convince

someone that like, each of my episodes, I would say, Take from beginning to end, probably 10 to 12 hours of of my work, right, from the initial conversations, to recording to editing both the audio and the video, to creating social assets to promoting to doing all that stuff, it's, you know, so there's all that plus the equipment, plus the hosting, plus all these other things. So that part's a little bit, like frustrating. I mean, it's not, it's not going to stop me from doing it. But that part is like, I wish there was a way

M

Michelle Glogovac 36:13

it's a blessing and a curse. Because I know that it's great that you can literally put headphones on and listen and be educated, entertained, inspired, motivated on any topic that you want. And that's a beautiful thing, where is it the same, and you can actually host a show for, you know, a little amount of money, and put your voice out there. But at the same time, you know, you're you're right, that this is costing ours and it costs us money. And it's still looked kind of as like a hobbyist type of thing. Unless you know, you have a name that you are a celebrity and then oh, your show is sponsored. And yet even then it's like you either are the Joe Rogan, who goes on forever, and you know, has the money behind him or you get, you know, one season out of something. And then it's over after 10 episodes. You know, I it really it pains me when awards cost money to apply. And so therefore, why would I spend \$350 to put my name in the hat for an award to go up against, you know, people? Yeah, it makes no sense. I think that's nonsense. So when these awards come out, I'm like, what, like, they they mean nothing to me personally, because of that exact thing. And, you know, unfortunately, it's, you know, I don't know, if you have to do you have to pay money to get an Oscar to put your film up? I don't know, like, does it work that way? It would be interesting to know if there are similarities or probably have the money, right? You have the money. Obviously, if you can produce the movie, then you have the money. But here we are, you know, we're regular people doing this in our homes in our closets. And yeah, it would be it would be great to get paid at least have the editing and you know, your time paid for. But you know that that's why I look at the alternative of like, okay, well, I'm going to be selfish and get to talk to people that I want to talk to, you know, I'm getting free books to do it. You know, business might come out of it. And so I have to, and then I just write it off as a tax thing. So

M

Matt Gilhooly 38:14

yeah, right now, the value that I get from doing my show is worth the money that I'm putting out the effort that I'm putting into it, I'm learning a lot to write, I've taught myself how to edit both audio and video, I've taught myself how to interact with people that are pitching to me. I've taught myself active listening, right by just by doing this over and over again, trying to pay attention. So I'm getting a lot of value out of it. I hope someday to transfer, what I'm learning to help other people feel like I do when I put my show out there when I have these conversations. So you know, I think it's a good journey. But you know, if I had to pinpoint like a little frustration that would that one would be it for all the reasons that you mentioned

M

Michelle Glogovac 38:58

somebody it's gonna rain down on you. Make it rain.

M

Matt Gilhooly 39:02

Yeah. Well, and you understand podcast, other people that don't do podcasting don't understand it's a long game. It's a long game, you can't like most people will not find success in that first year. Or you maybe even that first or second year. Sometimes it's three years of consistency. I haven't missed a week yet. I've released every single week since I started and I don't plan on missing right now. I'm way too far ahead. And that's a good problem and a bad problem for me.

M

Michelle Glogovac 39:29

Yeah, I get it. I was releasing the episodes from the hospital. So if you can do that, then you you're you're golden. You know, that's why that's why we batch.

M

Matt Gilhooly 39:39

Yeah, I don't batch but I do have way too many, which is good. It's a good thing. People want to be on the show now. And so I'm excited about it. You know, I'm fearful because I never know what I'm getting into. But it's also a good journey to go on.

M

Michelle Glogovac 39:53

It's a fabulous show. Can you tell everyone where they can find you and listen to your show, please?

M

Matt Gilhooly 39:56

Sure. I think the easiest is probably just the life shift. podcasts.com and that will take you kind of to any, any platform, the videos are also on there. And but it's on Apple, Spotify, Google, all the ones you don't even know what the names are. It's everywhere, basically. So yeah, connect with me on Twitter. That's fun. I've enjoyed the little Twitter space. I never thought I would be a Twitter kind of person. Yeah, but but the trick is to curate your group of people that you're, that's the trick, you know. And so you just got you just build this community of wonderful people. So that one that on Twitter, it's the life shift pod. But everywhere else, it's the life shift podcast. And please connect with me and listen to the show. I love every second of it. So

M

Michelle Glogovac 40:39

thank you so much, man. I'm so glad to now call you friend. Yes. All right, friends, as soon as you finish listening to this episode, you can then go over to the life shift podcast and listen to Matt's interviews because they are truly life changing. They're going to bring you in touch with other human beings who are just like you and me. They will make sure that you feel like you're not alone. And Matt will ask questions that you can ask yourself to really comfort yourself to think even deeper about certain things that happen in our lives. So I encourage you to go listen

to Matt, go follow him. It is so worthwhile. I promise you he is an absolute joy in our world and the podcast community is so lucky to have Matt in it, and I hope that we get to continue hearing more and more from him.