

Transcript

00:00 You're listening to the My Simplified Life Podcast and this is episode number 195.

00:09 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 while taking you on my own journey.

00:37 This is my simplified life.

00:43 Hey friends, welcome back to another episode. I'm your host, Michelle Glogovac. Now, what do you think about someone who went from being a rocket scientist to podcast producer and then had some things in between like, you know, worked for Buzzsprout? Well, you're going to find out because today my guest is Travis Elbritton, who was a rocket scientist and then he was the head of content for Buzzsprout and now he is a podcast host.

01:12 and owns an agency that does podcast production called Honest Podcasts. What I love about Travis is that he is honest. Everything he does includes honesty. From the way he teaches people how to market their businesses themselves, to the podcast content that they create and that he creates himself. You're going to get a whole lesson on podcasts, on what goes into them.

01:39 and to get to hear about Travis's journey from going from rocket science to podcasts. Hi Travis. Hey Michelle. How are you? I'm doing fantastic. When we're recording this, there's a hurricane bearing down on me. But other than that, everything's great. And yet this time you have internet and everything. And like two times ago when we were supposed to talk, there wasn't a hurricane. You just lost your power. Yep. It happened. Mother nature.

02:09 It's hard to record remote podcast interviews when the internet line gets cut to your whole zip code. It's hard to make that happen, but we figured it out. We did, eventually, yes. So before we just dive in, because we just did, can you introduce yourself to everyone, please? Sure, so my name is Travis Albritton. I'm the CEO and founder of Honest Podcasts, which is a podcast production agency specializing in video podcasts for brands and companies.

02:36 But before that, I worked at Buzzsprout for four years, a little over four years as their head of content, working with a lot of podcasters, helping them get their shows off the ground, helping them grow their audience, monetize, you know, the three things that all podcasters want. How do I make making a podcast easy? How do I make it make money? And how do I get more people to listen to me talking, rambling about whatever I'm talking, rambling about? But before that, I had a short stint.

03:05 as a rocket scientist about five years or so. So naturally it was a very clean progression. Just as I continued to grow as a professional going from aerospace engineer to marketing to entrepreneur and everything in between. Threw some different ministry things in there. So yeah, classic millennial can't figure out what they wanna do in life but really wants their life to mean something.

03:34 And I just want to say, like, podcasting isn't rocket science, and yet it is for so many. Well, I think, you know, that idea, well, I love that I am a rocket scientist by trade. So when people say, you know, I could say, yeah, I am a rocket scientist, like, oh, that's really cool. I've even got a couple mugs, you know, just to hammer the point home, in case anyone doubted me. I think there's always a sense of whenever you try something new, especially if it's tech-related, that you can feel this sense of

04:04 complete overwhelm because you're just getting your feet wet and you're like, wow, there's so many things that I didn't know about, whatever it is, podcasting, YouTube, blogging, building website, whatever. And so I certainly think that it's almost like the, it's not necessarily the thing itself is really difficult, but the expectation gap between what you thought you were getting into and what it actually takes to succeed, when that gap is really big, then you can feel that sense of, well, maybe I'm just not cut out for it.

04:33 And the two worlds are so different coming from engineering, corporate to, I call it an online business because essentially that's what it is. You know, we're online, we're doing our business, but there's such different worlds in the language that's spoken, you know, all the acronyms and everything and the way people do things and literally the network that you're a part of. It's so vastly different. Like that's a learning curve in and of itself. So answer me this.

05:03 making money on a podcast, I always tell people there's really not that much money unless you're something huge and get a boatload of downloads and like, I use this as my marketing tool and that's how I make money. What would you say to someone who's just starting, who's like, yeah, I want to make money with my podcast? I think that's great. I think it's great motivation. It's great to have an idea of what you're driving towards. Make money can take many different forms. You can make money with a podcast.

05:30 Five cents a month? Absolutely, you can make money. So I think when most people think about that, they're either in one of two camps. I want this to be my full-time focus. I wanna be able to quit my job and just be a podcaster. And that's gonna be a very small, like fractions of a percentage point of people that do it. Because what you really need is longevity. So the podcasts that are really big now, unless you happen to be a celebrity that's bringing an audience into it, are the ones that have been around

05:59 since the beginning of time, 12 years ago, when podcasting really started. And so, if you haven't been doing it for 12 years to build an audience, to get to the place where that audience can support you financially, then you have to get creative about how you make it your full-time focus. And I'm happy to talk about what those strategies look like. But the other camp, which I

think is completely realistic, is that the podcast pays for itself and you have a little bit left over. Because, relative to other online endeavors, podcasting's relatively affordable.

06:29 Once you buy the microphone, you get a couple software subscriptions. YouTube can be your best friend for learning how to do everything that you need to do in a podcast. The gear is relatively affordable. Like you can get a \$70 microphone on Amazon that works great. You don't have to spend thousands of dollars on a studio or anything like that. And so the bar to break even and then be profitable is much lower than people think it is. And so for that, it's, yeah, 100%.

06:59 You can make money with your podcast, but it's all about that expectation gap of, I'm gonna be the next Joe Rogan. Probably not, but that's okay. You can be the first you. Do you wanna be Joe Rogan? I don't personally wanna be Joe Rogan. I'm okay not being Joe Rogan. Yeah, but that's, you know, he's kind of the, you know, the flag bearer, so to speak, for when people think about podcasters that have made it big.

07:22 It's really interesting too, though, because as I'm reading more with, you know, we saw Harry and Meghan get their Spotify deal and Michelle Obama had a deal, you know, there's all of these deals that have gone and then they fall flat. And you know, there was a quote not recently that I saw that was like, not every celebrity should have a podcast. I'm like, yeah, just like not every human being should have one. You know, just because you have a following, you're an actor, it doesn't mean that you can interview people.

07:51 I read that the reason Harry and Meghan's fell short was because Meghan wasn't willing to share of herself personally. And I went, well yeah, that's really what podcasts are about, sharing of yourself. So if you're not willing to share who you are, what you know, then podcasting really isn't for you. And I think that's what really separates podcasting from other mediums like television, where there's a degree of separation, where you're kind of just consuming entertainment.

08:21 even if it's a person that you're connecting with. But with podcasting, because it's in your ear, it's a much more intimate medium, and so you develop this really strong connection with the people you listen to. There are people I've consumed hours of their content and I've never met them in real life. And so it'd be really weird if I run into them in the airport, like, oh man, I love your show, I love this episode, I love this interview, how's your dog doing?

08:46 Did your kid get into that college and they're like, how do you know all this random stuff about me? It's like, well, you mentioned it on your podcast, which is my time with my bestie driving to work, right? My commute's a lot shorter than it used to be now, working from home, but I think that's where the power of podcasting really is, is the strength of the connection with your audience versus Instagram or TikTok, where you get three seconds of someone's attention and then they forget about you until a week or two later. And so if you really want podcasting to work for you,

09:15 the more of yourself you can bring into it, the better. Not just because that's what people seek out, but also because with podcasting, you wanna be in a category of one. It's so easy to think, okay, well, there's like 250 marketing podcasts. I just made that number up, but maybe it's true. Who's gonna listen to me? Like, there are other people that are more accomplished, have done bigger things, have bigger companies. Why would they listen to my podcast about marketing?

09:44 Well, it's because I'm the only host named Travis Albritton who has my background and experience that can share about the things that I've seen and experienced in the world and share my values and things like that. And so there are people that choose to listen to my podcast over bigger ones because they connect with me deeper, on a deeper level than those other hosts. And so once you unlock that, if you're willing to put yourself out there and be vulnerable within certain reasonable boundaries, like don't tell people where you live, but.

10:11 you know, apart from just like general internet best practices, you know, apart from just internet best practices, I think podcasting is a really fantastic opportunity to develop really deep connections with the right tribe of people. And if you can get really clear on what each of those things mean for you, then it can be a fantastic opportunity. What would you say when someone's starting a podcast and they're like, you know what, I'm going to talk about this. And then they kind of

10:40 pivot along the way of, you know, I don't know, I want to talk more about this. What would you say about those pivots and changes and are they okay? I feel like, you know, for me, I don't know, it's kind of changed along the way I've done more interviews. And I've had some people say, Oh, you interview only authors. Like, no, I really don't. Um, just so happens that a lot of people are writing books these days.

11:05 But what would you say about someone who is starting down one path and then they kind of change along the way with their show? Should they make those changes completely in their marketing of, oh yeah, I was doing that but now I'm doing this? Do you have to pick a niche? Yeah. So it's always case by case as with most of the advice you see on the internet. It's like always take it with a grain of salt, right? Because as much as there are trends and best practices, every person's journey is different.

11:33 So I think the pivots are easier to make in the beginning. The reason is because no one's listening to you yet. Like that's one of the things that whenever I'd work with new podcasters and they'd have all these questions about episode one or episode two, I'm like, listen, three people are gonna listen to this show. You, your spouse, and your mom, okay? So you can make all the mistakes that you want. You can completely whiff on the most important question you should have asked your guests. You can do everything wrong and no one will remember it.

12:03 And that's totally fine, because you're finding your way. And so the pivots are best to make in the beginning because your audience tends to be smaller. And so you can experiment and try all kinds of different things. Because you may realize, I don't really like the interview format. I really like just kind of riffing on a topic or talking about something at length, or teaching

something, or sharing my personal story, and that's really the lane you end up in. But you don't know that unless you try lots of things, or you test lots of things.

12:31 But the podcast should always serve you. So you never want the podcast to become the person, or become the thing that you are beholden to. It serves you in what you need it to do. And so if you need to make a strategic shift in the things you talk about, or the topics you talk about, or how you do it, do it. Like, you don't have to perpetually feed this machine you created two years ago, because now your priorities are different.

12:59 you can help it evolve and change and grow with you as you change and grow and evolve. So that way it serves the purpose that you need it to serve in the time that you're doing it. So that would be the one thing is don't let fear of if I make this change will my listeners drop. Maybe, maybe not, but it's better to have a smaller audience with a podcast that is serving you right now than a larger audience that isn't helping you get to where you wanna go. So on a philosophical level, that's what I would say is don't be afraid to make changes.

13:28 because it's okay.

13:31 on a practical. I love that you say that. I love that because I always say my podcast is self, I'm selfish. Like I interview who I want to get to know. Yep. Like yes, you listener, you are so important to me. I want you to learn from this episode, but secretly I want to learn too. And I want to meet the person I'm interviewing. Yeah, it's this very interesting kind of like a balancing act where you have to be a little bit selfish. Otherwise it's not going to be something you look forward to or enjoy.

14:00 or want to put time and effort into, long before it pays the kind of dividends that you want it to. So it has to be a little selfish in order for it to be sustainable, which is really the key. So every now and then, Spotify or Apple, throughout the number of how many podcasts they have on their platform, I think four million was the last number I saw to Spotify. But then if you look, there are different places where you can track these stats. Like, last week, there were less than 200,000 episodes published. So of those four million podcasts,

14:30 less than 200,000 episodes published, and some of those podcasts are daily shows, publishing five to seven times a week. So you think about, like, the number of people actually committed to consistently creating podcast content is very small, relative to the rest of the internet. And so, that's the big thing, is just like, you just have to stick with it long enough to gain the traction that you want, and so you have to be a little selfish in order for it to serve you in what you want.

14:59 The other thing that helps you with though is you are more personally invested in the interviews. Especially if you're doing an interview format. Because then you're asking the questions that you want answered. And so you're gonna be much more eager, you're gonna be a much more attentive listener. You're gonna ask the right follow up questions because you're actually engaged with the person, you're not just checking the box of the seven questions I ask

every guest and I get to the end and call it done and ship it off to my editor. But it's actually for you. And then if you've aligned

15:29 what the podcast is about and who it serves with your interests, then you actually serve basically as a muse or a stand-in for your listener, where they see you as representing them in the conversation, asking the questions they would ask to this expert or this person that you brought on. And so the better that you can model the people that are attracted to your podcast by being them, and attract, you know, but you also have to make sure that you're

15:58 making a podcast for those people, then it actually pays to be selfish because they wanna know what you would ask the guest because that's what they would ask the guest. So that's why being selfish is actually good in a really tangible way. But you do also have to make sure that you deliver on the promise that you make to your listeners. Because typically when people subscribe to follow a show to get every new episode downloaded as soon as it comes out.

16:26 is because they're looking for a certain kind of content. And you can usually bucket in education or entertainment. So either they wanna be entertained, they wanna laugh, they wanna cry, they wanna be scared to go to sleep at night, which is the whole true crime genre. Or they wanna learn something about the world, about themselves, about a new capability or skill that they want, right? So my podcast falls in the education bucket because I'm teaching people about marketing and online marketing and sales and different things like that.

16:56 and I'm interviewing people on those topics. So that's what they go to learn. They go to learn how do I better market myself, my business, my company, whatever I'm trying to do to gain traction. And so when they go to an episode of my show, that's what they expect. They don't know exactly how it's gonna be packaged, they don't know exactly what I'm gonna talk about that week, but they have a general sense of an idea of when I go to listen to Travis' podcast, this is what I'm expecting to get. So I also, while I'm being selfish and making the episodes that I want,

17:23 I have to make sure that they fall under the umbrella of that promise that I've made to them That if you follow my show, this is what I'm gonna give you and this is what you're gonna need every single time So there's a consistency there, right? like it'd be really weird if every Thursday you penciled in time to watch Seinfeld and Then you show up and the characters of Seinfeld are instead Doing an episode of friends and it's like the same actors and everything but it's like a different show. It would be really weird It's like that's not what I wanted

17:52 I wanted this and you gave me something else instead. So that's where you also have to be mindful of delivering on the promise that you make. And the promise that you make isn't a format, it's not an interview podcast, it's what's the experience, what's the takeaway, what's the reason, the core reason why someone listens to your show versus somebody else? And are they getting that core experience in whatever way that you package it? And if you can say yes to that, then it's fantastic, go for it, and that's how you can experiment within the

18:20 boundaries of the podcast that you've created to try different things, to try different formats, to try and bring on different guests. But also always running it through that filter of is this, does this deliver on the promise that I've made to my listeners? Is this what they can expect to hear? And then am I being slightly selfish with it? So that way I'm personally invested in making it as great as possible. If you can have those two things, then you can have a fantastic podcast. And how many people do have those two things?

18:48 You know, I think that we saw during COVID, oh my gosh, so many people, everyone, their mother was launching a podcast and it all spiked up. And then as we all left our homes, it came down in the shows that were being released in the listeners. I think we've now seen another uptick. You know, people are back into their routine, but are people creating new shows as much as they were before? Or are we, are we seeing that trend coming back?

19:17 Certainly not at the velocity we were seeing before, because it was ubiquitous. Everyone's stuck at home in quarantine, get a microphone and start recording a podcast. It just became this meme almost, having a podcast, where SNL started doing skits about it. That's when you've reached peak meme, when you get SNL skits. You can hear my dog in the background, so I'm definitely recording from home here. That's one of the joys.

19:47 the sidebar of being a podcaster, working from home, and having a hound dog, all three of those things put together lead to some really interesting interactions. But aside from that, the velocity has certainly come down quite a bit, but what has shifted is that, whereas before people saw podcasting as like an experimental medium, nobody was really sure if it would stick, if it would last, if it would be worth investing in, and they were kind of treating it like the newest social media kid on the block.

20:16 Like threads came out and everyone gets excited about threads and then two weeks later it disappeared. And there was, for a long time, this sense that podcasting was gonna be similar, that it would be overtaken by YouTube or somebody would innovate on top of the audio platform and then that would take all the attention. But it's been around long enough and gone through enough of those kind of end of medium kind of events, whether it's Clubhouse or TikTok or things like that, that now people see it as

20:45 not just like a single app, like a Spotify or an Apple podcast, but as basically the audio platform of the internet. And so because of that, you're now seeing a lot of larger companies and brands and players, like a lot more celebrities, taking it seriously because they see that it's gonna be around. And that if they wanna get in still on very much the ground floor, that they need to start now. Because five, 10 years from now, it's gonna be exponentially larger than it is now. So that's the shift that I've seen is more people taking it seriously

21:15 Which also means that you have fewer people just kind of dabbling with it and throwing stuff up and hoping that it gets found. Because in the past you could get away with that, now not so much. You really do need to be strategic about what you do in order to stand out. Tell me what's behind the name Honest Marketing. I love it because there's so many gimmicks out

there, right? Yeah. So how did you come up with this? So originally the podcast was called Marketing for Humans. And the ethos behind it

21:45 I think it's summed up in the tagline I made for the show pretty well, which is, proven strategies to grow your business without selling your soul. And it really came from my own evolution as an entrepreneur and somebody who does marketing online because initially, when you're first getting into it, you have no idea what works and what doesn't. You're a complete beginner. As most self-made entrepreneurs will test, it's like, I didn't know how to write an email, what's a headline, what's copywriting?

22:13 Am I copying someone else's work? Is that what that means? How do I earn money? How do I convince someone to give me money for something? And so everything is, you have no idea what's working and what isn't. And I think a lot of people, not so much now, but definitely five, six years ago was the case, that you would have people taking advantage of those people and promising the world and then delivering very little because, you know, let's face it, if you can convince someone to give you their credit card.

22:43 there's not a lot that you can do if you discover that person isn't telling the whole truth. Or you'd have these webinars where they promise that you can get rich and quit your nine to five job with this new fancy thing called Amazon or affiliate marketing. Oh, and the \$2,000 course has no refund policy. So you just have to take my word for it that it's legit. And it's like, oh, well.

23:10 Now I actually have to build a website too, and I gotta have all these other things that you didn't tell me I needed. I just thought you're gonna teach me how to make money. I didn't know it was gonna be this whole thing. And so kind of being a bystander to some of that, but then personally experiencing quite a bit of it, it just puts a sour taste in your mouth. You think, man, is this really what online marketing and sales is? It's just conning people out of money? You know, and then certain online tribes and people that pop up and...

23:40 different slogans that take on a sour taste in your mouth over time. You know, like it used to be, uh, you know, your one funnel away was like a rallying cry for success and, and, you know, seeing all of your goals met. And now it like puts a sour taste in my mouth. When I think about the survivorship bias that goes along with that, which if you're listening and you're not familiar with that, it's, uh, when companies show you case studies of success, but they don't tell you that it's like 1%.

24:09 or 2% that actually get that kind of success. And the rest are people that failed spectacularly and they don't share those stories. Like they don't share the stories of the people that went all in on something, had it fail, had to sell their house to clear bankruptcy because that wouldn't be a case study that would bolster their claims about why their product or service is gonna make your life better, right? And so there's a lot of cloak and dagger stuff with online marketing. Oh yeah.

24:35 And so coming back to like what is honest marketing about, it's you know, what if you don't wanna operate your business that way? Because I don't. Like being on the receiving end

of that, I don't want that to be people's impression of me when I do business with them. I want them to feel like, wow, Travis really is invested in my success, not just his. Like clearly, it's very easy for somebody to understand how it benefits me. I make money because I gave you a product or service. But how is that gonna actually make your life better?

25:05 and how do I make sure that the claims that I'm making are actually reasonable and realistic and grounded in reality? And how do I really serve you at a human level so that regardless of whether you do business with me or not or if my product or service does what you hope it does or not, that at the very least you feel like I treated you with dignity and respect and I didn't lead you on and try and persuade you to do something that wasn't in your best interest. But that's not.

25:35 the most effective way to make money online. So there's always this tension of what quote unquote works and what you feel good about, right? What you can actually put your name behind and stand behind is like, yes, this is the kind of business I wanna make and this is how I wanna make money. The ends don't always justify the means. And so the ethos of the podcast is how do you not sacrifice either? How do you implement strategies that actually work but without having to resort to the kind of tactics that the internet has become?

26:05 famous for. So I interview people, I share my own learnings, my own lessons, what I'm doing that's working, not working, and just sharing as much as possible because I want that to be more part of the conversation about how can we actually redeem internet marketing and online marketing and the reputation it's gained as an opportunity to serve people outside of our local geography but do so in a way that's human oriented.

26:34 I love that. Yeah, I couldn't agree more because the whole online world and everyone's a coach. Everyone's a coach and you know, you need a coach for this and a coach for this and then you have to buy all these courses. And I was just seeing on the podcast I was on before this of, you know, you don't have to go buy a course on storytelling. Like, you don't need to learn how you can tell your story just fine without paying 1000 or \$5,000 to learn how to tell your story.

27:02 There's so much of the nonsense that's out there. There's the people who, their rise to fame, there's a couple that come to mind who did stages and then it was like, oh, they're the network marketing like gurus, you're going, oh no. They definitely sold their souls. But there's just so much garbage out there. And the claims, the case studies, I love that you bring that up because I have.

27:29 prospective clients want to know my case studies, you know, show us what you've done. And I do not give them the client who's gotten the most podcasts. I just don't because that's, you know, it's like the rear window of objects and mirror are closer than they appear. Well, it doesn't mean that you're going to get as much as this client did. I will give you the average and I'll tell you that the average is really what the lowest is getting and it's really darn good.

27:57 But I'm not, I'll tell you, yeah, here's the best, but it's not reflective of everybody. And that is the honest part. And I feel like there aren't enough honest people or they're afraid to be

honest. And that ugly word that I hate, the authentic stuff. Don't call yourself authentic, just freaking show up and be who you are. And I feel like that's exactly what you're saying. Be who you are, show the truth in what you're doing.

28:25 the money will come. It always does. And I think, again, the hard part is, sure, philosophically, it's easy to say, oh, I wanna be completely upfront with people, I wanna be honest. And then you have like one or two sales walk away as a result of it, and you think, did I just make a mistake? Did I make a mistake? Because I really would like to pay my utilities this month. I would like to not be evicted. And that's a big part of, especially if you're a solopreneur.

28:55 you're thinking, I gotta provide for myself, I gotta provide for my family. Am I leaving money on the table? I certainly could've embellished one or two things to try and close the deal, and still serve them and deliver them my promise of the product or whatever, but there's always this sense of, man, I wonder if I left money on the table that I wouldn't have otherwise. And so you really have to start from a values-centric place, right?

29:26 whether your business succeeds or not, what do you want your legacy to be, and what do you want to remember about that experience? Because the other truth is that most entrepreneurs that are successful are because they had several failed businesses before. Just statistically, that's true. And 90% of businesses go out in five years or less. So, more than likely, if you're starting a business, it'll probably fail. But what are the lessons that you can learn for the next one to help you

29:56 build on the success that you're getting incrementally to eventually get to the place where it's become the thing that you want it to become. And so it's much more, it's about much more than just did I make this sale today or not. It's about what kind of person am I becoming, what kind of business am I building, is it one that I'm proud of, and one that if it fails, it's not because, it's not in spite of my lack of integrity in trying to make it work.

30:26 And everyone has to decide that for themselves, right? Every person has to decide what they're willing to do, not willing to do, and what kind of business they want to make, but for me, I ultimately decided if the business fails because I have to be honest with people, then I'm okay with that. I love that, and I would also add that you have to be okay with the people you work with. That, you know, I have stuck to my gut where I'm like, oh, I don't really want to work with that person. And it's for the better, you know?

30:54 I think it goes for podcasts too. Oh, I don't want my client on that show because my client deserves better. And being okay with that. And I think that when you're honest with your client, like I've been, you know, I'm not gonna pitch you to that one because this is really what is going on over there. They appreciate it. And I think that being honest and just being who you are is what's gonna get you further ahead. You won't fail. I don't think you'll fail. You'll learn something. You can't fail. Yeah.

31:24 Well, and the ironic thing is that when you adopt that approach, you actually tend to make more money because people can connect with that. They're like, oh, this person actually cares

about me. You know, so like for me, I was I was talking to somebody. I was I was talking to somebody in about a potential partnership where they would refer business to me. And I mentioned that I turn away more than half of my prospects. And they're like, that's crazy. I've never heard of a production agency doing that like ever.

31:54 That's odd. That seems pretty self-explanatory to me. I'm not always the best fit for everyone. So why should I take their money? But what ends up happening is that I'll also get people that come in and say, I'm not ready right now, but when I am, I'm coming right back. Because you've helped me to see where I need to get to in order to be able to make this kind of an investment in myself and in the marketing of my business. Or.

32:22 I just say, hey, I know this person, they're gonna be a better fit for you, let me connect you, and I pass it off as a referral. But again, what ends up happening is that now it feels like there's actually a selection process. It's not just any warm body with a credit card can do business with you. And so whenever it goes from just a faceless order form to, oh, I actually have to apply, I have to be accepted, I have to qualify.

32:50 Now there's an onus on me to show up as a client to do what I'm supposed to do to make sure that I'm fulfilling my half of the bargain. Because especially if you're in any kind of agency world, you can't do 100% of it on your own. You need the client to be actively engaged. And so if they're checked out because they just signed up on an order form somewhere, it's like that's not helping you serve them. And that's not helping them get the results they want. So all these things are intermingled. And this is obviously a lot easier to do in a B2B setting.

33:20 where you have higher ticket offers than selling graphic t-shirts and things like that. But the principle, I think, translates that when you do adopt this approach, you end up attracting the kind of people that you wanna do business with. Because they're the ones that appreciate you going that extra mile to do that for them. And it makes you a lot happier as a business owner. Yeah, it makes you wanna get out of bed and go to work.

33:46 Yeah. Yeah, I have client expectations. How do I escape from this? Yeah. I have client expectations in my onboarding packet. I'm like, welcome. We're so excited to work with you, by the way. Here's what you have to do. I'm very upfront and honest. Like it's a reciprocal thing. You show up, I show up, and that's how we make it work. But yeah, oh, I just love it all. I love it all, Travis. Where can everyone find you since you're the honest man? Sure. Well, so honest marketing.

34:16 is the name of my podcast. You can find it anywhere you listen to this podcast, also on YouTube as well. And then my company, Honest Podcasts, just [HonestPodcasts.com](https://www.honestpodcasts.com). So if you're a business or an entrepreneur that wants to start a podcast and you want some help with that, I'm always available to help. You can schedule a free strategy call, sit down, look at your situation, where you're at, and help you decide if a podcast makes sense for you right now. Thank you so much for coming on. I love getting to talk to you. We're having too much fun lately.

34:45 Thanks Michelle. Happy to be here.

34:52 I could talk all day to Travis about podcasts. It is so refreshing to get to know another human being who is a podcaster who has the same ethics and values around the content that we create and how you can be honest with people and still grow your business, still grow your following and stick to what you believe in. I think that's so important for all of us to be doing in the content we create no matter what form it is.

35:21 social media, podcasts, blog posts, whatever it is, you should always remain honest to what you believe in and that is ultimately what's going to attract your clients, your friends, your listeners, the people who have the same belief that you do. And let this be a lesson that you too could go from rocket science or any other career to podcasting. You can find success in doing what you love.

35:50 and it will be so, so worth it.