

Ep. 57 The Introvert Sisters Share Their Podcasting Secrets - Transcript

Lisa 00:06

Welcome to the introvert sisters, the podcast by introverts, for introverts, hosted by Sharon, and Lisa, two INFJs with a lot to say.

Sharon 00:22

Hi, I'm Sharon.

Lisa 00:23

And I'm Lisa.

Sharon 00:24

And together, we're the introvert sisters, welcome to the podcast. And today we're going to share some of the secrets of how we actually keep this podcast going. And this whole idea came up because we were thinking, you know, there's some things that we're doing differently now from when we started in 2020. We're definitely being more intentional about how we manage our time. Right, sis?

Lisa 00:48

right, right, and drawing drawing boundaries for ourselves, right?

Sharon 00:51

Yes, exactly. You know, as introverts as Black women, as activists, there's a need to do this. Because we have many, many irons in the fire. Yes.

Lisa 01:01

Speaking of which, you know, because we have so many irons in the fire, right, we realized, you know, somewhere in the middle of season three, we realized that okay, we can no longer do this podcast weekly, right? Yes. Because I mean, you have Sis you have, you know, Sharon's anti racism newsletter. Yes, subscribe, subscribe, subscribe, support, support, support, but you have that and you publish that weekly?

Sharon 01:28

couple times a week, couple times a week sometimes, you know, occasional extras,

Lisa 01:31

yes. But that's a lot. That's a lot of content. I mean, that the thing is, is, it's feels to me, like, everything we do could itself be a full time job.

Sharon 01:40

I do believe that. I do believe that.

Lisa 01:42

So you have that? What else do you have? Okay, so

Sharon 01:45

I'm Head of Diversity, Equity and Belonging at Omnis Education. It's a part time role at the moment, might be full time and you know, that involves quite a lot in terms of, of training, coming up with policies or that kind of thing. You know, it's fulfilling, but it is work. Yes, we're both involved in Linked inclusion, you know, I'm going to drop a link to that in the show notes. It's a troll free social network focused on diversity, equity, inclusion, and wellness, very important. And we're focusing on wellness, aren't we, Sis?

Lisa 02:16

We are we are right,

Sharon 02:18

I've got a couple of books in production. And you know, we are and I know you would agree with this Sis more than just the work that we do.

Lisa 02:25

Yes, yes. Yeah. So like you. I mean, you started off by mentioning the work, right? That's not all that you're balancing?

Sharon 02:32

No, I'm in a fitness support group. I attend a quiz weekly. And, you know, friends and family are of course, essential. Yeah. What about you, I mean, you have a lot going on. Because I mean, in addition to everything else you're doing, you have a day job,

Lisa 02:46

I do have a day job. And, you know, it is like most people's day job it is demanding, and I believe in respecting the people who are paying you. So you, you know, you give it your full attention. And and you know, I'm so I'm committed to it, and I give it give it my all give it my best. Right, so I have my day job. I do. I am editor at large for Linked Inclusion. So there's that as well. And I do affirmations on TikTok.

Sharon 03:13

right. Subscribe, subscribe,

Lisa 03:15

follow follow. Daily, right. And that's its own mini production. Right. Right. I am also planning a book as well. And then it's an I don't know, for all of us, really, for both of us. This should be should really have gone at the front. Yeah, right. The front of the list. But then it's, you know, it's my puppy dog. Right? It's

right. My family, my friends, right? Yeah. Because really, a lot of this, a lot of the work that we do is about okay, how do we free ourselves to be able to spend more time doing what we love with the people that we love, in the way that we love to do it? Exactly. And how do we try to create a world where we're free to just be exactly, right.

Sharon 04:00

And also where we can do the things that are important and empowering and impactful while maintaining some, some energy, some time for ourselves. For the things that matter to us in our, that also matter to us in our personal lives, because, you know, we do the work that we do, because it matters to us. Right? Right.

Lisa 04:21

We love it. We love it. And it matters. It's fulfilling.

Sharon 04:24

Yes. But you know, as you know, there we are more than just the work. Yeah, as you said, so

Lisa 04:29

I want to be able to just chill sometimes. And wear pretty things and look at glossy magazines,

Sharon 04:35

fun pictures of baby animals.

Lisa 04:36

pictures of baby animals. You know, just let me be right. So with that in mind, toward the end of last year, you know, we were both feeling a bit burned out and so we started streamlining even more. Even more,

Sharon 04:52

there were a few things that we had already done. For example, seasons one and season two were weekly. Yes. Right. When it came to season three, as I think we've mentioned before, you know, things have ramped back up, yes. You know, with the world, world world, and so we publish twice a month rather than weekly. Right? And then now we have started doing some more things, for example,

Lisa 05:16

yes. So we also decided, and those of you who follow us know that we've gone back and forth on this several times, yes. But we finally decided to stop doing video. Yes, for a multiplicity of reasons. But in the framework of what we're talking about now, in terms of streamlining, it literally is just one less thing to do. It is it is one less thing to do and to worry about and to have to produce. But it also means that in some ways we put less energy into into each episode by which I mean each episode takes takes less out of us. It gives us the space to put more focus into the episode, but not focusing on how we look, not focusing on lighting, not focusing and all of that - focusing on the content focusing on the message. And so from that perspective, cutting out that gives us more energy for the real message.

Sharon 06:12

Yes. And, you know, as you were saying about your affirmations channel, you know, that is, you know, the video itself is a whole production task. Yeah. And, you know, you know, as we'll get to later, we divide up some things, but you know, neither of us and you more than me, you are more, you have a video production qualification. I do not. But I'm the person that does tend to do the video. Yes. And that, you know, but I don't consider that I'm necessarily operating in my zone of excellence. There have been a couple of episodes there, have been a couple of episodes where something went wrong, and things had to be cobbled together.

Lisa 06:46

And oh, my gosh, I felt so bad, because you were so stressed. And what people? You know, I mean, a lot of our friends and contacts and connections actually have their own podcast, so they will know. But for those of you who don't know, so much goes into the post production. Yes. Right. The post production is its own thing. And it is very stressful, right? Because, you know, a 20 minute episode, you know, the backend of that is hours. Oh, yes. Hours upon hours, hours before hours after? Yes. Right. Yes. And so speaking of which, we also got ruthless, about episode length. Yes. Because, again, the longer the episode, the longer the production, right? It's a ratio, it's a one to one ratio.

Sharon 07:30

It is it is and, you know, we have to be mindful of the time that we have available, we want you know, we want to put out good content for you. We want it to be valuable, we want it to be well done. And part of that is managing our time. Yeah. So that we can do the best we can with the time that is available. So you know, we can't really have a lot of double length episodes.

Lisa 07:53

Right, a one hour one hour episode. So

Sharon 07:55

you know, we have had a few people have enjoyed them. We have enjoyed them even, but it does make it more difficult on the back end.

Lisa 08:03

Okay. It's hellish. Sharon, you know, you know, Sharon is the diplomatic one, it is pure, pure hell on the back end, if the episode is longer than 45 minutes.

Sharon 08:14

And given all the things that we're involved in, we had to say, okay, is this the best use of our time to have as many episodes that run over and we concluded that it wasn't right, it's much better for us to be able to, for us to do our whole season of fairly regular length of episode where possible, you know, there may be exceptions. Yes, yes. Yes, there may be exceptions. And we can then we can do the best we can for you. Right. subscribers and listeners, right?

Lisa 08:41

Exactly. Yes. Again, without burning ourselves out. Right? Yes. And we also another thing that we started doing that we're going to be doing going going forward is we gave ourselves grace to not have perfect audio and transcripts. Right? We are not audio engineers. Now, some of you might know that I used to do another podcast, right? That was managed very differently, also also well, in its own way. And one of the things I loved about that podcast is that it was done in a studio. So you know, we me and my co hosts, we would go in, record, and then we would receive, like magic, we would receive the audio and video. Yes. And it was done. So we didn't have anything to do with that. Right? It's very different if you're doing everything yourself. It is and I'm holding down a day job and holding down a day or two plus several side jobs and several side jobs. Yes. Right. And so we decided, okay, well, we're not audio engineers that we're not going to pretend to be or try to make ourselves into that. Yes. Right. Similarly, we've given ourselves grace. Yeah.

Sharon 09:44

Similarly with the transcripts, you know, you know, transcripts to do transcripts perfectly takes time.

Lisa 09:53

hours, right. Again, getting that altered episode length, because of course, the longer the episode, the longer the transcript.

Sharon 09:58

Right and you know, we want to do the transcripts? We want to have that available for our listeners, we do have some yes, that need the transcripts. And we want to do the transcripts for them. But we don't need to be you know, we can't,

Lisa 10:13

can't make every we can't make it into like the Great American Novel every time we cannot, you know, we are

Sharon 10:18

we, you know, sometimes done is better than perfect. It's something that you will hear me say often I'm sure I've said it on this podcast before. Yeah. And this is one of those cases, right? Yes.

Lisa 10:28

And, you know, we're sharing this because there are a lot of we, you know, we're connected to a lot of people who are earlier in their podcasting journey, and who have sometimes asked us for tips. Yeah, right. So how do you do it? How do you do manage it? So this is also this is for those people who have asked, How do you do it? How do we do it? This is how we do it. Right? And a big thing is being feeling free to have these discussions, feeling free to say, hey, this has become a little too difficult for me, Hey, I've don't think I'm able to handle this. Is there a way that we can start a process that makes it easier? Yeah. Right. And having those discussions and being honest enough to admit if you're struggling? Exactly. Right, exactly. Okay. So we've also streamlined our graphics template, which, again, these are things that we both knew to do. I don't know why we didn't do it earlier in the process. Yeah,

Sharon 11:23

right. We had a lot of times when we launched April 2020, right in the middle of a pandemic, both had time on our hands. And also from a marketing point of view, it takes time to figure out what works. Yeah. Because because, you know, part of that early phase was also experiment testing and iteration testing and iteration. Exactly. And so once we, once we found out what worked, we were able to focus Yes, on that. And then that also cut down on the graphics production, right. And similarly, template template template. You can exactly and you know, we also cut down on the number and variety of graphics that we put in a post, yes. Because, you know, it really became obvious to us at some stage that you needed a header for your show notes. Right. And then you needed graphics for your social media, but they didn't need to be within the show notes post. Right. So we stopped doing that. Yeah, right. We're still making the graphics, but we're using them differently. Yes. And they're now following our graphic template. Right. So we have a coherent visual identity. Yeah. Right. And that is very important from a marketing point of view. Yes.

Lisa 12:25

Branding, branding, branding. Okay. So, um, we also made a post a post template, right. With, with all of our calls to action. Yes. And that both both for the blog, the show notes, as well as for social media. Exactly. And so because you don't want to have to recreate the wheel every time, right? You know, you're going to ask people to, you know, follow us here. Right, subscribe rate review. Yeah, make that into a template, it's easiest thing that you can do. Right. So we've we've done that. And also just using, you know, reduce, reuse, recycle, which includes, like, you know, if you have written a summary of the episode, yes, we use that a version that for your social media posts. Exactly. You know, unless you really want to, there's no need to recreate the wheel. Right? No,

Sharon 13:19

I agree. I agree. I agree. And, you know, we also and me, this is more you than me, because you're the one that manages our Instagram, right? Gave ourselves grace, not to be Instagram superstars, to post less if needed, again, the cadence that we that we maintained at the start of the podcast, when we both had less work is not the cadence that we can, we can maintain now, you because

Lisa 13:43

yesterday's cadence is not today's cadence right?

Sharon 13:47

Well, no, it isn't, because because, you know, as we've talked about on the podcast, before, you know, the things that we are being called on to do have multiplied, yes, we're grateful. We're very grateful. And you know, there are things that we want to do, but you know, they're still only 24 hours in a day. And you know, one needs ones, six to eight hours of sleep. And depending, yes, 10

Lisa 14:08

I never get I never get 10. But, you know, yeah, one could even get it. But no, yes, you try. You try? And yes, again, getting back to being able to have conversations. I mean, if you are a podcaster of one, you know, that's great, because then you know, you are the person with whom the buck stops, you know, if you if it's a partnership, like like the two of us, yeah. Then of course you have, you know, respect your partner, and then you don't just stop doing stuff, like, you know, you have a discussion, you have a

Sharon 14:35

discussion, and actually one sometimes, sometimes we've had a discussion, you know, certainly during the last season where, you know, I just can't manage this today. Can you do it? Oh, yes, yes. Yeah. Can you do the graphic for this? Or, you know, I know that you're struggling with this, but you know, here's five bullet points we can use to record the next slide salutely I know when we jump into support each other,

Lisa 14:55

yes. And yes. Okay. I know I said make sure you have a discussion, but There are also times as Sharon mentioned just now where if you see your partner struggling, yes, and this goes this is for podcasting, relationships and our relationship. Somebody don't like jump, sometimes there are times where you don't have to actually ask a question. You see them struggling, you know what needs to be done, jump in and do it. And give them the gift of saying, Hey, I saw that you were having difficulty with this. I took care of it. Yes. So many,

Sharon 15:28

admittedly, it helps that we're sisters, we know each other very well. Yes. So there, you know, there can be times when sometimes just the absence of a message tells you that the person is struggling.

Lisa 15:36

Yes. Right. Or has or maybe has forgotten something

Sharon 15:39

or Yes, yeah. And you know, you jump in Oh, you know, forgot to update the link in the, in the show notes, show notes, right? Yeah, I did it,

Lisa 15:48

take care, take care of it, take care of it right now. So, okay, other things that we have done, or are going to begin to do more of is, you know, batching is your friend, it is right really is a batch, record your episodes, batch, record your episodes, batch, record your episodes, right. And then on the back end of that batch, produce them as well set, set aside a couple of hours on the back, like, I don't know, whatever your schedule allows, whether it's a weekend or whatever, set some hours aside and decide, okay, I'm going to do the back end of two or three episodes,

Sharon 16:24

one of the things that we have done for a couple of years now is that, you know, we tend to, you know, we tend to get together as a family around the Christmas season. And because, you know, for most of the early season, Lisa and I are in different countries, but because we're in the same space, we will take the time to record some episodes together. Yeah, you know, we've tried different tools to do that some with greater or lesser success. You know, I'm pretty sure that some of the videos that we did last year, were pretty horrific trying to be in the same room that didn't really work. No, you know, but you know, it's very, you know, that really helped. And we've really, you know, every year we get a little better at this, we get a little better at saying, Okay, here's our plan for the next season. Here are the things

that we can record. Now, here are the things that we're going to record later. And we actually, you know, we started, when we were started thinking about season four, we actually had it planned out. Yeah, we knew what we had to do. We said, Okay, here's what we can record. Let's record this number of episodes while we're together. And then let's do the batch production. When you know, we are in our separate

Lisa 17:32

in our separate spaces, then yes, yeah. Right. So again, batching. Then more back end production stuff, basically, minimize and streamline your back end production, right? You aim, aim for quality is a balance between quality and what you call the MVP, right? Yeah, it says yeah, minimum viable podcast. Right. So So what do you what do you use? Because you do a lot of our back end production from the like, tech audio?

Sharon 18:05

Yeah, I do. I do a number of things. I use an online tool called Audio Joiner to put in our intro and outro after we've done our recording, right, that works seamlessly. It is a wonderful, wonderful tool. I use either Otter or Designrr. To do the transcript, you can just upload the audio, I happen to have accounts on both of them, right? This is not necessarily free. Right. Okay. But I have accounts because because I you know, in my day job, I have had to use these tools. Right. And so I use them to create the transcripts. The problem that we have, not really, you know, we've talked about biased AI before is that they don't recognize our accent is easily they would an American or UK accent. So

Lisa 18:51

racist [sings]

Sharon 18:52

just so that's why the transcripts aren't always perfect. But we've decided, well, you know, we have to go with that. Right? And then you of course, do backend, right for our for social media, social media. So what do you use?

Lisa 19:07

I use Later. Later is your friend, right? It has basically a scheduling tool, right? Does it work with? Um, how do you mean? Which,

Sharon 19:17

which platforms? Can you Oh,

Lisa 19:18

oh, everything every Well, when I say everything, everything? Well, everything that we're on? Right. So LinkedIn, Facebook, and Instagram. They're probably they're probably others. But those those are what we use. And what's great is, let's see. So our episodes drop on Wednesdays. Yeah, right? That's correct. So we're overwhelmed. I am overwhelmed first and third Wednesday of the month is the third Wednesday of the month, right. And so you know that you're going to be posting on those days. Yeah, you go into your later, right. There are the three icons at the top and you can you can get a free account

and use it right. It's perfectly fine. It's free. Right. You again, you repurpose your show notes summary. Yeah, as your post, you use your calls to action template that we already talked about as the bottom half of your posts. For Instagram, in particular, you should have some hashtags that are saved that you repeat here, right? Side note, don't just constantly only use the same hashtags, or you will get shadow get shadow banned to have some that repeat. But then very the others.

Sharon 20:27

Yes, I want to I want to just mention an Otter hack. There is a free version of otter that comes with 600 minutes. But you can't, you only have limited uploads. So right now I can't upload. But the way that you can, what you can do is if you have a recording tool on your phone, you can record to Otter while you're doing your podcast. I'm sure they would not approve of this.

Lisa 20:50

I'm sure they will not. Never heard it from us. No, right? Yeah. So basically, you know, you drop your post into, into Later, you and you upload your graphic, you schedule it for the date and time that you want. Each, each platform has different times that are better or worse. Yeah. And so there are times actually where I will just like schedule, let's say Facebook and Instagram in advance, but I will do LinkedIn manually. Yeah, I have found a couple of times that okay, when I when I do it automatically, tanks completely. Yeah. You know, but still the template is there, the post is there. Yeah. So I do that. It just makes things easy, you know, and then, you know, eight o'clock at night, you get you get a notification saying your post was automatically published,. Hip, hip, hooray. Right? Or you could have scheduled that, you know, days and definitely weeks in advance. Yes. You know, there were times where I used to schedule out an entire month in advance, it's possible, and then it frees you for everything else.

Sharon 21:52

Exactly. Exactly. So you know, we're definitely getting even more intentional about doing that for for this season and any seasons to come. Right. And you know, the other good thing if you're working with a partner, right, is that you know, each of us operates in our zone of excellence. Yes. Right. We have things that we all have things that we do well. And so we do those things. Yes.

Lisa 22:17

Which means that we are not struggling. I mean, and you know, bless you, Sharon for taking care of the audio and video. Well, no, we're no longer doing video. But when when we used to do it, because I know that you're you're much better with those. But there were times when even for you it was a struggle. Yeah. Imagine me even trying with those. Yeah, still be trying. Right. Yeah, still be trying, you know, I don't have

Sharon 22:39

the I appreciate you doing, you know, you're you're an IG girl. You know, I appreciate you taking care of that.

Lisa 22:45

Because you don't you don't want to be bothered. And that's perfectly fine. You know.

Sharon 22:48

And so we've you know, great thing is, you know, we know each other well, we know what we're comfortable with and so we can do the separate things. You know, Lisa will, you know, write up beautiful show notes. I will post them to the blog. Yes, yes. Yeah, exactly. You know, we you know, we divide we divide and conquer. [muffled] podcasts? Yes, we do.

Lisa 23:07

Yes, we do. And so we're hoping that these tips will help whoever needs them, you know, give you a bit a bit of an insight into some of the behind the scenes of what we do. But it really is with a view to also helping helping anybody who is early in their podcasting journey and maybe want want a couple of tips

Sharon 23:27

on how to how to manage and make it easier to manage the podcast and manage your energy at

Lisa 23:31

the same time, your energy, because it really is about living your full life like your full life can't be either your job or the podcast or your side hustle. You have a full life. Yes. So it really is about okay, well, what is what do you want to prioritize? And how do you make room for what you want to prioritize while also doing this? Exactly. Right. Exactly. And so yes, and the last thing is building in breaks. Yes. Right. Yeah. And so with that said, by take a break right now. Yeah, you go ahead.

Sharon 24:07

But seriously, you know, make time make time for yourselves. One of the things that we thought about as we were doing season four is, if we get our batch production, right, we can actually claw back some time later in the year. Yeah, you know, and that gives us more time to be intentional about plans going forward and other things that we do, and not feel like you're always, you know, running to catch up with yourself. Right. So that is that that is the plan that, you know, that's why you give yourself breaks. So that's how we're managing our time differently in 2022. You know, for all of you who have asked about what we do to get the podcast out consistently now you have some idea, right? You know, feel free to follow up with us on social media. And you know, if you have other questions, we'd be happy to answer. Yeah. And yeah, thank you for listening, and we will catch you on the next episode. Bye bye

Lisa 25:07

you've been listening to the introvert sisters. loved what you heard. You can catch all our episodes on Apple podcasts, Spotify, SoundCloud, and all other major platforms. subscribe, rate and write a review. Find us online at the introverts sisters.com And follow us on Instagram and Facebook at the introvert sisters. See you next time. Peace