

Behind The Scenes of Starting Your Own Podcast with Podcast Coach Christine O'Donnell

SPEAKERS

Christine O'Donnell, Lara Schmoisman

Lara Schmoisman

This is Coffee N.5. I'm your host, Laura Schmoisman. Hello, and welcome back to Coffee Number five. Whenever you listen to a podcast, for example, the one you're listening right now, do you ever stop to wonder what's going on behind the scenes? How do you produce one and how much preparation is needed in order to rock the podcast world? today is your lucky day. You getting all those answers? We're joined by Christine O'donnell. She's an Emmy nominated TV journalist and podcast coach, who covers national and local news. Basically, Christine coaches, solid entrepreneurs, how to develop, launch and grow their own podcast to make an impact. I'm so excited that you're here, Christine. Let's talk some podcast.

Christine O'Donnell

Thank you for having me.

Lara Schmoisman

Well, you're our my podcast expert. So I always go to your with questions. And I want to ask you a question. Can anyone do podcast?

Christine O'Donnell

Yeah, anybody can do a podcast... there is a "but". Anybody can podcast but if you want your podcast to really connect with people, you should work to have a strategy behind your podcast and

Lara Schmoisman

Oh, goody. I love strategies.

Christine O'Donnell

I know that. Understanding why you're podcasting, too, because it can get difficult. There's like some emotional stuff that's sometimes tied into podcasting. So yeah, just knowing your why will help you keep moving forward, even when it gets difficult.

Lara Schmoisman

Okay, so I hear so many people that they come to me all the time, and I'm sure that happens to you too. "Oh, I want to have my podcast. I always thought about doing a podcast. Where do I start?" And my question is, why do you want to podcast about?

Christine O'Donnell

Yes, And why?

Lara Schmoisman

Why exactly.

Christine O'Donnell

Why do you want a podcast?

Lara Schmoisman

Why do you want to podcast Christine?

Christine O'Donnell

I want to podcast and I have a podcast that's called podcast coaching with Christine. Because I feel like there are so many people out there who have amazing stories, and really powerful, impactful messages that will resonate with other people in a way that will change their lives for the better. And with my skills as a TV broadcaster, I was a journalist for over a decade on the national and local stage and top markets across the country. And so I kind of learned over the past few years that I was uniquely qualified to help people with their podcasting goals and started doing it. And then I was like, why not just share some of these techniques and success stories with more people so more people can do it. So my I'm podcasting because I want more people to podcast. I want more women's voices out there on the airwaves, encouraging women to own their power.

Lara Schmoisman

I love that. I love that. I'm also I want this whole new generation. I was looking at some stats today. And there's this whole new generation of people that there's time to really get into podcasts. Actually, my son is 16 years old, just launched his own podcast. Yeah, I'm really proud of him. But what I'm the most proud of is that he listens. He listens to the call every speaking to hear answer questions, and he will love the other person speak. And I think that that's a quality that a lot of people get so in a rush to talk over the other person.

Christine O'Donnell

you know, I have gone to hosting classes. Right? Because being a TV news reporter in like, markets that weren't Los Angeles, in Los Angeles for a while and while I was working in LA, they really wanted the journalist to talk more about themselves and to put themselves in the story. And that made me super uncomfortable it like I was just like, I'm not a broadcaster. I'm not in the news business to be part of the story. I'm here to tell other people's stories. And that's really where I feel most comfortable is telling other people's stories and helping people tell their stories. But I had to learn to kind of figure out how to put myself out there a little bit more. So I started taking hosting classes. And I would say that was one of the mistakes A lot of people made was they felt like they had to keep talking, talking, talking,

where if you really want to be an amazing host, especially if you're on camera and you've got co hosts, is you have to listen to your co host, and you want to make your co host shine, the more you salutely, that the person you're interviewing, or the person who you're collaborating with, or wherever it is, if you're co hosting, the more you help them support them, the better of an interviewer and a host you're going to be. So...

Lara Schmoisman

I agree 100% with you, but also I this is something that I see a lot that I'm so glad that you mentioned this, and you took that class, because it's really important to put part of your personality also into the interview as a host, you learn how to value that. Otherwise, it could be anyone's interview or not yours.

Christine O'Donnell

Yeah, you do that is that was the one of the hardest things for me is like figuring out how to incorporate myself a little bit. And I like to call it my, my isms or my NES where you just put a little bit of your own personality. And this really should just come naturally to so many people, but it can feel so uncomfortable when you're in front of the camera to really sink into who you are.

Lara Schmoisman

Well, I think first is going to accept who you are, and be comfortable with your own skin. But after that is I think, like I always tell my clients, how many doctors are out there. How many hairdressers out there are so many The only difference between you and the other one is that that's you. So you need to bring that up.

Christine O'Donnell

Yeah, you do. Gotta be you.

Lara Schmoisman

That's how you stand out from the crowd in front of the mic.

Christine O'Donnell

Yep. 'Cause nobody else can be you. You can sell the same product as someone else. But as long as you're you and they are them? . It's still gonna be a little bit different because of the personalities of the people behind it.

Lara Schmoisman

that's so right. You said, okay, taking that class was difficult for you.

Christine O'Donnell

Oh, for sure.

Lara Schmoisman

What about the pre production that sometimes is something like where do you start? For me, it's like when I write the slide, okay, you start from a white canvas. And you need to plan something that's going to be different, because you are in each episode to bring something else. And I know that your

episodes are super well produced, and that you have a whole planning process. And this is what you come to so and also you're launching your own coaching cars that we're gonna talk about that in a minute. But where do you start? Because to make each episode different than the one before?

Christine O'Donnell

So when it comes to producing an episode, I first think about my audience. And I'm, I asked myself, or I asked them, whether it's a you know, through my coaching calls, or if it's through emails, or if it's through a Facebook group, or whatever it is, where my clients are, or my listeners are, I asked them, or I look at what they're interested in learning more about. So I start with them. And then I think, how can I serve them? Is there a person that I can interview that will answer their questions? Is there something that I know that I can share with them and in a single person episode that will help them? And so it's always figuring out how can I serve my audience in the best way? And if I'm going to be interviewing someone, making sure I know about that person enough. So I can ask really interesting questions. And also questions that maybe they haven't been asked before. Perhaps they've been interviewed on their podcast, I can listen to those podcasts episodes, and maybe I'll even get ideas of something I heard that the podcast or the host didn't ask, and I was like, Oh, I want to know that. So. So kind of doing research on the person who I'm interviewing, asking my audience what they're interested in or researching what they're interested in, and then putting that together in a show format package, and then letting it kind of go out the window because I don't want to be completely scripted. When I'm in front of the microphone. I want to still sound like me and like a human so then I kind of you know, just jump out of the plane and go for it.

Lara Schmoisman

Of course and what's your thoughts about putting your guests on the spot?

Christine O'Donnell

Oh, I love it. Put your guests on the spot. I would I would get to know him. I would put that on the spot. Like questions towards like the middle or end of your interview. And this is how I worked as a journalist as well, no matter who I was interviewing, always start with those softer questions where people feel more comfortable answering. And then as they loosen up, and they feel more comfortable with you in front of the camera or the microphone, so much so that they might even forget that they're on a podcast. And that's when you then ask them. Yeah, so I mean, respectfully, of course. But yeah, I think it's really important to ask questions that are going to serve your audience. And if asking something that's going to put somebody on the spot is going to serve your audience, serve your audience.

Lara Schmoisman

Yeah, it's like too bad. You need to be prepared to answer those questions. But they see the other side of being in a podcast like it's happening to you. Now you are the guest. Mm hmm.

Christine O'Donnell

I know my uncomfortable place.

Lara Schmoisman

I know, and you need to prepare yourself for that too. Because as a podcaster, you need to be prepared to put yourself out there not only to your picture, your voice also to share your thoughts. And now we gotta I can ask you something that I always talk to each one of my clients, which you I know that, you know, this is like, you are a journalist in front of a camera, huge audiences, you're also have your personal life, you're a mom, your wife, how much of your personal life you really share with your audience.

Christine O'Donnell

So I would say this depends on who you are. So for me, it's going to be different from from someone else. So I wouldn't say that everyone has to overshare and put too much of their personal life out there. If you're going to put something out there on social media or on the internet, make sure it's something that serves you and maybe serves your big picture, your goal, understanding your why once again. So for me, I share stuff that I think will connect to my audience, and will empower other women to put themselves out there and really own who they are. So you're, you're probably gonna see things on my social media that, you know, are not always beautiful, right? Like, I don't use filters. On every single picture. I talk about things that are uncomfortable and weird and maybe even gross about being a mom. I talk about how hard it can be to try and run your own business and be a mom and try and figure things out. And I'm just really real about it.

Lara Schmoisman

Whoever reads my my newsletters and listened to my podcast, can know everything about being uncomfortable. And yeah, my last newsletter, while the time that we're recording, this was about moving to this house and realized that I was in the bathroom and I had glass doors when my son passes saying hi, mum.

Christine O'Donnell

Yeah, well, that's not even that bad. Because I still take showers with my son, my

Lara Schmoisman

Well, my sons are teenagers....

Christine O'Donnell

My son is

Lara Schmoisman

My son is 16, not the same!

Christine O'Donnell

not exactly but when does that change? I'm not quite sure. Like when I was wondering that the other day because I have a newborn as you know, and and Asher keeps asking to nurse because I nurse her and I think it's just you know, a jealousy like thing.

Lara Schmoisman

I gotta tell you something. There's at some point in the life that they stopped being cute and found that they try to keep doing things that they weren't vute, but now they're not cute anymore. That's when he changed.

Christine O'Donnell

Yep. Well, okay, cool.

Lara Schmoisman

it's way before the acne kids.

Christine O'Donnell

Okay, got it. Any day now

Lara Schmoisman

Okay, so what was the hardest I always love to stories. What was your hardest experience with motherhood and work and combining both? I remember that I had to do like a very difficult interview. It was very entertainment back then. And to a musician, and I just had to go and I was still breastfeeding. My kids would not take the bottle so I had to take the baby with me. That thing was so awkward to an interview with the baby on my lap.

Christine O'Donnell

One of the hardest things you know I have found, thankfully, in these past few months, because, you know, I had a new baby during the pandemic, and was pregnant, you know, for most of the pandemic. So thankfully, a lot of people have been understanding when like, I'm like nursing, right before I do a podcast interview or, or if I have to reschedule a podcast interview last minute because my baby is screaming and crying. There was one interview I had scheduled and my husband was supposed to watch the baby. I mean, this was like three days after I had Ava and I didn't cancel the podcast. And, and my husband was supposed to take her and he forgot, and that we were at our neighbors, they were the only other people we were seeing in quarantine. And he was swimming with my son. And he they were supposed to have come back to the house. But he had gone swimming, wasn't looking at his phone. And so I was texting him texting, texting, like, where are you? And he didn't come. So I ended up taking the meeting with her. And she just was so upset, and she was crying. And I was so embarrassed because I was so excited for this podcast guests. And I wanted to be really respectful of him and his time, and I just couldn't believe that, like I didn't reschedule earlier and that maybe I should have put myself in check. And been like, Christine, really, you can reschedule this interview, it's not the end of the world, your business isn't gonna make it or break it on this one interview, like it's okay, why are you pushing yourself so hard?

Lara Schmoisman

Because you want to show to thr worldthat you can do it.

Christine O'Donnell

I don't know, I think I just kind of like I'm constantly thinking and churning. And if I'm not doing then I feel like I'm, I'm missing something. And so, but then I try to remember to apply that to my life as a mom

as well. And so there are times where I feel insanely guilty, because I'm thinking about things I feel, I feel like I should be doing with my business, when I should be spending time just focused on my kids. And so that's the story of my life. There's just this like, weird, unbalanced way of living and me, you know, working through it, and, and thankfully, we I did end up rescheduling with him, but there is a really funny recording of him. And I like just kind of like riffing, I'm like, a second away from crying and the baby's crying, and he's just trying to like, support me. And and I have that video of that video and audio recording somewhere because I actually think I incorporated incorporated into my episode with him as a blooper at the very end, just to be like, hey, this happened to me, it could happen to you too. And just don't, don't let it get you down. You can reschedule an interview, it's not the worst.

Lara Schmoisman

Talking about this which happened, you created a program for anyone who want to have a podcast happen.

Christine O'Donnell

Mm hmm. Yes. So if you're somebody who, in the back of your mind, you've been like, I want a podcast, I have this idea. And I think that it can really go somewhere. But you've been waiting to pull the trigger. This podcast course it's called podcasting with impact will help you through that process. I guide you through the through figuring out what your special topics should be, what your podcast should be about how to survey your audience, and then how to structure your show your episodes whether you want to do a seasonal podcast or an ongoing podcast, what kind of guests you want to do, how to shoot bright outreach, email, emails, what kind of tech you should have, how to edit how to all and all that jazz. So we dive into all of that and and we go even a little bit further to talk about interviewing techniques and how to really be bold in front of the microphone and how to take ownership and of yourself and of your, your brand and your business so that you can be impactful and effective when you're in front of the mic.

Lara Schmoisman

That's amazing. And we'll put the information in the chapter notes and episode notes. I do some of the things after episode so who knows anymore? Anyway, I have one more question because a lot of people think that there is a lot of money in podcasting, and there's a lot of sponsorship in podcasting.

Christine O'Donnell

Mm hmm. So there is money to be had in podcasting. podcasting is growing super fast. There is room for you to grow and be a part of it and also make money and when it comes to being that person who's going to get sponsors. Yes, there are ways to do that, but I wouldn't recommend that being the reason. And you start your podcast. And that may be a long time goal, you'll be able to monetize a lot more quickly with your own product, your own service, perhaps some affiliate relationships that you have with friends of yours, who are selling things. And you might make a percentage of what your friends are selling. So there are a number of different ways that you can make money with your podcast, but podcasts are not going away. They're projected to continue to keep growing into 2023 at a really fast rate. So I would just keep that in mind. Audio is a really powerful medium. Netflix now is thinking about getting into audio in a powerful way. So there's room for you. And if you have questions, let me know. I'm happy to answer them.

Lara Schmoisman

Yeah. Well, thank you so much, Christine. And thank you for being there. Because so many people have a lot of things to say, and they don't know how to get through it. So please follow Christine and her incredible podcast too and you get a lot of information from her. So she is it whenever in talking about podcast.

Christine O'Donnell

Thank you, Lara. Appreciate that.

Lara Schmoisman

Okay, thank you again, to all of us for having coffee with us. And I'll see you next week. It was so good to have you here today. See you next time. catch you on the flip side. Chao chao