

# Lessons from Life Coaches Who Podcast with Purpose Part 2



## Podcasting *with* PURPOSE

FOR LIFE COACHES

fresh  
new  
episode

Full Episode Transcript

# Lessons from Life Coaches Who Podcast with Purpose Part 2

You're listening to episode 216, Lessons from Life Coaches Who Podcast with Purpose. Alright. Let's start the pod party.

You're listening to *Podcasting with Purpose for Life Coaches*. My name is Kara Gott Warner, the podcasting coach for coaches. I believe that a podcast is a powerful medium for creating connection and community, and inside every conversation is the potential for transformation. So, let's get started on yours. Enjoy the episode.

Hey, and welcome back. Okay, so this is part two of an episode that celebrates how life coaches are finding gifts behind the microphone that go way beyond what they thought when they first began their podcasting path.

So, if you did not listen to my part one, go back and listen to last week's episode, which is number 215. Listen, and then come on back here and get more of this juicy goodness that these life coaches are sharing.

So, this episode is based on a post that I made in The Coaching Posse which is a Facebook group that was created by Jillene Emrich, especially for certified life coaches. This group is free if you are certified by the Life Coach School, and it is such an amazing resource. I don't know how much longer it's going to be free, so you gotta get your butt in this group.

It is a huge resource for so many things, and it is a very special community because I truly feel that without this group we would not have this other dimension of community that we have as life coaches because we can gather together, ask questions, share resources, give, and get help for anything that we need.

In this episode, I will share more insights into the minds of coaches who answered my question in a post that I made earlier this month. So, if you're listening in the future, January 2023, you can go find the post, I think it was January 6th, it was early in January. So, if you're in the Coaching Posse or you're about to join, you can search and find it.

Podcasting with Purpose for Life Coaches  
with Kara Gott Warner

# **Lessons from Life Coaches Who Podcast with Purpose Part 2**

And I think in the show notes I actually link to it. So anyway, you'll be able to check it out that way too. You can search for the Coaching Posse. If you want to join this group, just go to Facebook, and search groups, go into the group's, search, and type in the Coaching Posse. And again, as I said, you need to be certified through the Life Coach School, which was founded by Brooke Castillo.

So, if you want an invite, All you got to do is, reach out to me. That's another option. You can reach out to me in the DMs, and I will hook you up. I will actually invite you into the group, okay? And you can find me on Facebook and Instagram. My handle is @karagottwarner

Okay, so here's the post that I placed in the Coaching Posse ...

**For those of you who have started podcasts over the past year, I'd love to start a conversation about how it has guided your heart to the place where you wear the proud badge of podcaster.**

Okay, so here are some questions that I asked if you want to dig into these ...

**What was the most surprising lesson or challenge that you learned?**

**Is there anything you would do differently?**

# Lessons from Life Coaches Who Podcast with Purpose Part 2

**How would you define meaningful metrics in regard to the impact you've made so far with your podcast?**

**And how are you all in on the process, not the outcome?**

Okay. So, there are your four questions. You can pause and answer those for yourself and then come on back.

I'm going to start with Stephanie. Kirschman, who is the host of Not Your Mama's Midlife Podcast, and she's also a coach for Women in Midlife.

Boy, I gotta listen to that podcast because I'm that edgy, funky 50-something.

Here's what Stephanie said ...

*"Great questions, Kara! I started Not Your Mama's Midlife Podcast in July and my 26th episode dropped yesterday. Surprises: how many people really don't know how to review on Apple Podcasts, the impact it's had on my confidence, and my filter, personal connections that tune in that I never would have expected, support from my dayjob colleagues, how much it has helped me hone my messaging and coaching."*

# Lessons from Life Coaches Who Podcast with Purpose Part 2

*What would I do differently? Record more ahead of my launch. I launched with three episodes and have had to keep up each week since - it's been a lot.*

*Meaningful metrics: when someone tells me they listened or repeats back to me something I said on the show. My downloads and unique listens are growing very slowly, and I have to ask about whether it is "working," "worth it," etc.*

*All-in on process: Hosting a podcast has really pushed me out of my comfort zone and allowed me to grow as few things have. It's been good for me and for my coaching. I know it's a long tail strategy and I'm mostly patient but am interested in finding ways to grow my audience."*

Here are my suggestions for you Stephanie ...

You mention that you wished you had launched with a few extra episodes, and this is for those of you about to launch ... if you are willing to do this, it's magical.

And Stephanie, you can still do this at any time. Have a pod party, do your own "launch" anytime you want to bring more ears on your show, you don't have to do this only when you launch. Your podcast is a long game. Love it and enjoy the process. That will WIN every time.

The coaches who I work with have found the secret to the universe when it comes to podcasting, and it is ... B A T C H I N G.

I'm sorry if this word is offensive to some of you. We hear it all the time, but you know what that looks like, and I love how some of my past guests have illustrated this in what keeps them going is that sometimes it all it means is have one episode ahead.

Just be a little bit, like a couple of steps ahead so that if you have something coming up or if you have a vacation coming up, you have an episode in the bank.

So let me tell you a little story about a guest that has been on the show multiple times. Her name is Jill Angie, host of Not Your Average Runner Podcast.

Podcasting with Purpose for Life Coaches  
with Kara Gott Warner

# Lessons from Life Coaches Who Podcast with Purpose Part 2

And what she does, it's so simple. You guys, you ready for this? It's so simple. She does solo episodes, but she also does interviews. Her interviews are the episodes that end up in the bank for those episodes that need to be slotted in so that she has something in reserve.

So, what Jill said was that she loves to show the week ahead, which is what a lot of my clients do and record. But if she's going away or if something comes up, she always has an episode in the bank to pull out. So, I think that this could be a great practice.

What I enjoy doing is I record in the week of, but it works for me. You have to find what works for you. It works for me because I love to be enveloped in the topic and what I'm talking about that week, so that it blossoms into all the other things that I'm doing.

But if you are recording a week ahead and something comes up, and you're like, "oh, no, I can't, I don't have time, or next week I'm going to be away." You've got an extra one in the bank. So, take that piece of advice from Jill.

And if you want to listen to, I have two episodes with Jill, you can just search in the archives by going to [www.karagottwarner.com](http://www.karagottwarner.com) click on podcast, and then just search for Jill Angie, and you'll find the episodes with her.

We go behind the scenes and she talks about what keeps her going because in the beginning, and I've seen this happen with some of my other clients, where in the beginning they struggled and they lost a little bit of the fun, and it became a little bit of a chore quickly.

But then they went back to the drawing board, and they found little, tiny tweaks that changed everything. And then we're talking years later and they're still doing it and they love every minute of it.

Let's talk about meaningful metrics ... because downloads are only part of the equation. They're not real humans, right? Humans telling you that

# Lessons from Life Coaches Who Podcast with Purpose Part 2

they listened, or they shared feedback about something, but you may look at the downloads and have some arbitrary number in mind, or a number that someone with a very different audience and experience has and you think that's the number you should have even though you are in a very different place.

Allow these primitive brain thoughts to be there and keep moving.

OK ... that's some thoughts for you, Stephanie, keep going. Keep moving on your path.

And just a little tip about growing your audience. I've said it many times in many different iterations on other episodes, but really, if you want to find ways to grow your audience, it really is about collaborating and connecting with others and growing your community around the podcast itself.

And what I mean by that is, ask your, ask coach, ask other people. And what that means is you are getting, on other podcasts, you're finding those shows where your people. Listen, where your people also hang out. And then also you are bringing guests onto your show that are really going to add value, that are really going to be interested in the same vision of helping to, move the ship.

I almost imagine like the ship moving or something moving this and that wave, I love that analogy. I love that metaphor of the rising tide lifts all boats. We need to band together in this to help grow all the things that we're doing. And it's about finding those strategic, I like to call them partners, strategic partners, and creating those relationships and getting on those Zoom "coffee chats" with people and having those conversations.

Okay? Alright, So, try those, Stephanie. Try those little ways, get a little bit scrappy in there and really dig into how you can collaborate. Create a community around your podcast.

# Lessons from Life Coaches Who Podcast with Purpose Part 2

Next up is Meg Gluckman, host of Welcome to The Other Side Podcast, and she is a coach for divorced moms. Here's what Meg had to say ...

*"Love my podcast! Just re-branded it recently and did the transition without any fuss. One of the things I love most about my podcast is how my current clients use it to go deeper into the work we do. So often they will bring up something in the week's episode in our sessions. I love hearing from random people that are listening to and sharing my episodes."*

So let me talk a little bit here about rebrand. Meg rebranded and let me tell you something about this because I have clients who have asked me should I restart my podcast? Should I just start a new feed, like all that backend stuff.

That would have to change, which can be very confusing for people, especially if you want to bring your current audience with you to the next podcast. So, the best way to do this is to rebrand your current feed, your current podcast. And it's super simple. I've done it already three times.

All you do is, you start telling your audience, here's what's coming, here's what's new. Maybe you change the naming convention or the numbering convention of the episodes.

Also, many people have just changed the show art, change that, what that looks like. I see people do it all the time, and it is such a smoother transition for your audience. So please consider that before deciding to cut one feed, cut the cord, and start another, because we're always changing and evolving and rebranding. Our brand is us, and we're always evolving, and so will your podcast.

We are always in flux, and we're always changing who we are. And our podcast is going to change too. And the way that I love to look at my podcast is that it's like a tapestry. It is a mark, it's an imprint of the body of work that I have created since 2014.

# Lessons from Life Coaches Who Podcast with Purpose Part 2

I like to think of a podcast like a piece of fabric, a tapestry. I'm a knitter, like a knitted fabric that just keeps going like a knitted scarf and it keeps changing colors and it just keeps going and going and going.

And when I think back to some of the experiences that I had, because my podcast was once a knitting podcast. A podcast that talked about creative confidence and then now it is a podcast that talks about podcasting with purpose and how to do that, how to live your purpose through a podcast.

So, it's just a beautiful experience, a beautiful thing and it just keeps growing and getting better and better.

So, I'm so happy, Meg, that you decided to rebrand, and I would love to know how you feel about that, how it's going, and how your audience has responded to it.

All right, next up is Mariah Wickham, host of The Story of Self Podcast and she's a coach for women who want to live their best lives.

So, here's what Mariah has to say ...

*"I started my podcast this year! I have loved it even more than I thought I would. It's called the Story of Self. I wish I would have started sooner; I wish I wouldn't have created so much drama about it for so long. I love seeing who's listening & do check in on my stats often. I like seeing what episodes are being listened most often. I have 1 episode that has been listened to 3x more than any other! I have gone with a very organic approach— I do one take & I don't edit. This pushes me to know my material & work on the flow of it, as if I'm actually in front of an audience. I'm looking forward to more episodes & more growth this year. Today I published episode 20."*

Congratulations, Mariah! I'm so excited and so happy for you that you finally made this happen and you found your own very organic approach. And one thing I want to say about the episodes that get, 3x more listens than the others-- is there something that you could parse out of that?

# Lessons from Life Coaches Who Podcast with Purpose Part 2

Meaning, could other topics morph out of that? Another idea that you may want to consider is taking that episode and at a certain time of the year, you can do a “best of” collection.

This is great, if you're like going on vacation and you want to take a break, you could do this way. Easy Peezy.

Or, you could call them “encore episodes.” You could take that one or other podcast episodes that also got a lot of listens, and you can call it an encore episode because it's so popular and it's worth listening to, and you can add a little bit of new commentary at the beginning, then drop in the new this episode and play it as an encore episode. And it's a brand-new episode in your list.

This is something a lot of podcasters do to give themselves maybe some wiggle room, maybe some breaks, but also, it's so that this episode that is really like one of the best episodes that people are loving, that you can give it new life because a lot of the times, Mariah, what happens is that people will listen to an episode, and they won't go back to it.

Or new people will come in and they won't go back. It's that unique person like who will binge it from episode 1. So, see where that episode that got 3x more listens, how could that become more episodes, how could that morph into other topics or how could you add that to maybe creating a best of encore list of episodes?

Way to go. Awesome, Mariah!

Okay, moving on to Trina. Dorrah, who is the host of Diet Culture is BS Podcast and she is a binge eating coach, so here's what Trina has to say ...

*“I love it. Wish I had started sooner. Surprised that it wasn't as hard or technically complicated as I thought. Best solution I learned was about noise gate so mouth sounds and breaths wouldn't be picked up. Since I've started re-recording when I make a mistake in real time my editing time has dropped a lot so would have done that from the*

# Lessons from Life Coaches Who Podcast with Purpose Part 2

*beginning. I love it when people tell me my podcast helps them. It's what keeps me going, knowing I'm helping someone."*

So go check that out because I think I need some sound gate! But another thing that can help you with your mouth sounds is a pop filter, which takes out the breathy "P" sounds. So, you wouldn't have to necessarily worry about noise gate. It might be an option for you if you are interested.

Way to go, Trina. I love it!

Okay, next up is Cristina Roman and she is the host of the Half-finished to Done Podcast, And she's also a productivity coach. Here's what she said ...

*"Ooh love this question!*

*I relaunched my podcast this year—it used to be hard, overwhelming, and a drag, and I made it easy, fun, and simple. So, it was REALLY fun to have proof that I can turn something around completely.*

*I don't pay much attention to metrics but two things I love: 1) When someone I've never met or interacted with mentions that they listen to the podcast and 2) When I record an episode then have a convo with someone who needs that exact episode."*

Oh, I love it. That's amazing. And this goes back to what I said a few minutes ago. She relaunched her podcast this year and she just changed her thinking about her perspective about it being hard.

And because she made it overwhelming, she made it hard, and she made it a drag. And now it's fun. It's easy, it's simple.

There you go. For any of you guys struggling, those are the keywords. Easy, simple, fun. "Really" in caps.

And its proof, I'm going to say this again. So, she says it was really fun to have proof that I can turn something around completely. Podcasting,

Podcasting with Purpose for Life Coaches  
with Kara Gott Warner

# Lessons from Life Coaches Who Podcast with Purpose Part 2

just like everything we're doing in the online space. Podcasting in my opinion is different. It is not social media. It is totally its own animal. But like all the things that we're doing that are in that digital medium, it's not like a tattoo. You get to change it around. You get to morph it. It's like clay. You get to mold it; you get to delete old episodes. You get to record two or three episodes in one week if you feel like it. You can do whatever you want.

You can do that. There are no rules. There are no rules to podcasting.

Hear that again -- There are no rules to podcasting.

Okay, so finally we have our last, but not least, Rachel Baum host of making Midlife Magic podcast and a coach who helps women in midlife to reach their dreams. Here's what Rachel has to say ...

*"I started Making Midlife Magic before even finishing CCP and it has been transformative to my growth as a coach. I learned that committing to a weekly podcast is a great way to build trust with myself and my own creative process.*

*The surprise is that I podcast to figure out what I think, not only to share things I already know. Things might have been easier if I recorded a few before jumping in, but then I might not have learned how to trust myself & my process, so there isn't really anything I would do differently.*

*People telling me that an episode helped them is the most meaningful metric. Also meaningful, being booked. I do look at downloads, etc, but since I'm only doing 1:1 coaching right now, and have another job, I don't need huge numbers to make a significant impact on my business. Having a podcast has helped me to fall in love with my business. It would be one of the last things I would ever consider giving up because it's so central to my process as a coach."*

Again, there it is, that word: humans. Humans are the meaningful metric. not download numbers. Rachel also says, "I do look at downloads, but since I'm only doing one-on-one coaching right now and have another job, I don't need huge numbers to make a significant impact on my business."

# Lessons from Life Coaches Who Podcast with Purpose Part 2

That's a such a great outlook, right? You're sufficient already. You get to have fun. You get to have that white space, right? and then she says, "having a podcast has helped me to fall in love with my business. It would be one of the last things I would ever consider giving up because it is so central to my process as a coach."

Oh my gosh, that was amazing, Rachel. So, I just want to say really quick, because this brings to mind an episode that I created, called Less is More. Look it up at [www.karagottwarner.com](http://www.karagottwarner.com) and click on podcast.

In that episode, I talk about how our podcast is like the nucleus of our business. I like to talk about podcasting and our business as having a "podcasting business," a podcast-driven business.

The other analogy that I give you in the episode is to imagine a wheel, and your podcast is that center of the wheel. And then all the other things that you're doing outside of your podcast are spokes on the wheel. They all matter because they're spokes, and we need the spokes.

But your podcast is the driver, and everything blossoms and blooms from the podcast.

Thank you to all the coaches that have left the most inspiring answers to my questions. So how about you? How would you answer these questions?

Find me on Facebook and Instagram. I'm @karagottwarnner Let's connect in the DMs. I love the DMs.

I haven't said this for a while, but please rate and subscribe this podcast on Apple Podcasts. And when you leave me a review, it lets me get seen by, life coaches. So, I know you already know this, I know you know this is the case because a lot of people say this on podcasts, but it really, really does matter.

# Lessons from Life Coaches Who Podcast with Purpose Part 2

And I'm going to take this a step further because this is how much it means to me for you to do this, okay? So, I want you to stop after you're done. This is the drill, okay? You know the drill right now when you're done. When you're done, go click on your phone. Let's make it easy.

**STEP 1:** Go click on that purple app that looks like a microphone. Go to *Podcasting with Purpose*, and then step one is to leave me a 5-star rating and review, okay?

So, what you want to do then is leave me that review, screenshot your review and send it to me in a DM or through email, okay? And then what I'm going to do is give you a shout out, and then you're going to be placed in a monthly drawing to win a private one-on-one, ask the podcast editor anything session just for you.

So, nothing is silly, nothing is off limits. Pick the heck out of my brain. I'm all yours for like a half an hour.

Okay, but you got to leave that review, then I'm going to enter you into that drawing, but you got to send me the screenshot and then I'll let you know I got it.

You're going to be entered in a drawing and you can send it to me through the DMs, or [kara@karagottwarner.com](mailto:kara@karagottwarner.com) and then you'll be entered in my monthly drawing for this free session.

**STEP 2:** Be sure to subscribe to the show so you don't miss a single episode.

**STEP 3:** Meet me back here next week for part two of this episode.

Okay. Whew. Alright. I think we did it. So, one more thing. Oh, yes, I already mentioned to join me in The Coaching Posse, or you can ask for an invite, and I will hook you up.

# **Lessons from Life Coaches Who Podcast with Purpose Part 2**

Okay. So, we did it. I covered all the bases. You guys have an amazing rest of your week, and I'll see you next time.