

# How to Create a Show That Grabs Listeners and Keeps Them Coming Back

Joe Saul-Sehy

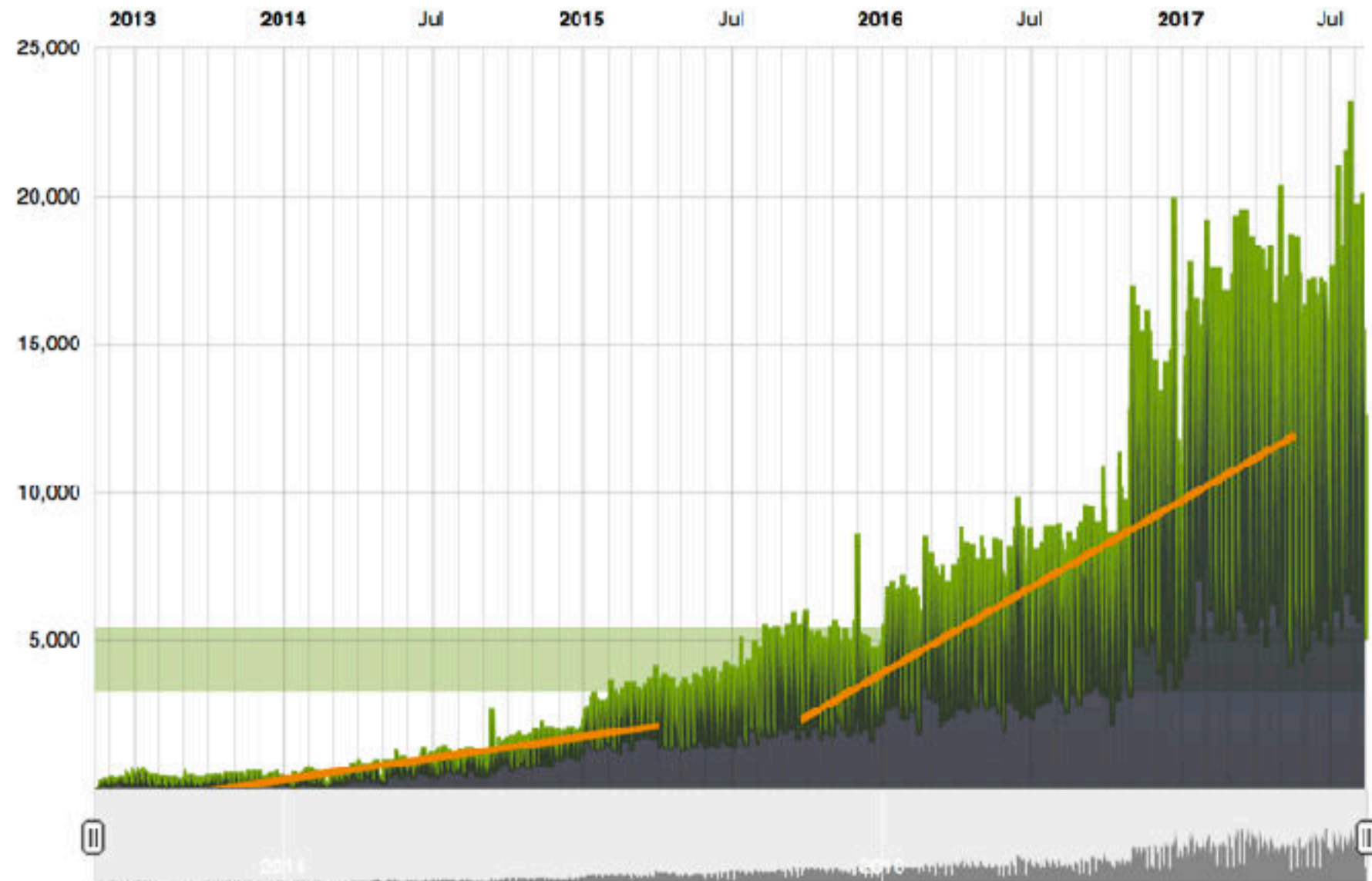
STACKING  
BENJAMINS

## Downloads by Day

Click on a point or select for breakdown by episode:



Total "Downloads" Displayed In Graph: 6,451,559



Custom period: 2013-05-14 - 2017-08-14

Zoom:

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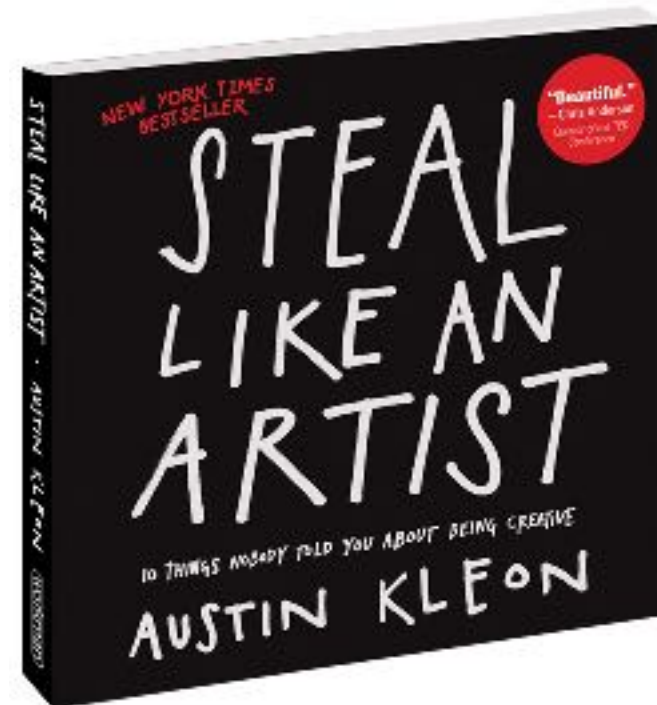
1 Y

MAX

# Experience That Doesn't Matter



# Experience That Does Matter



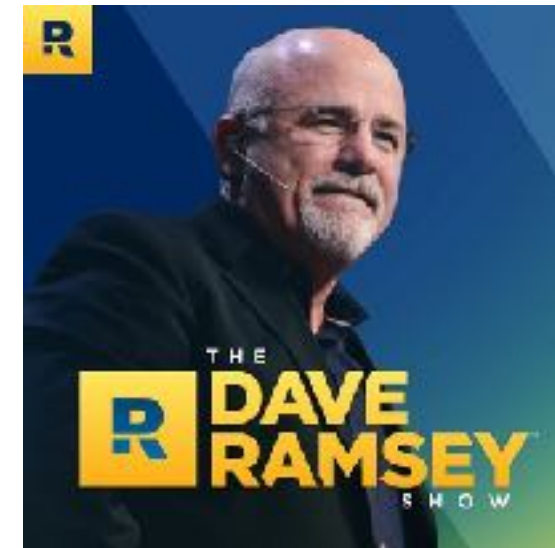
# Designing a Show





# Money Niches Already Covered

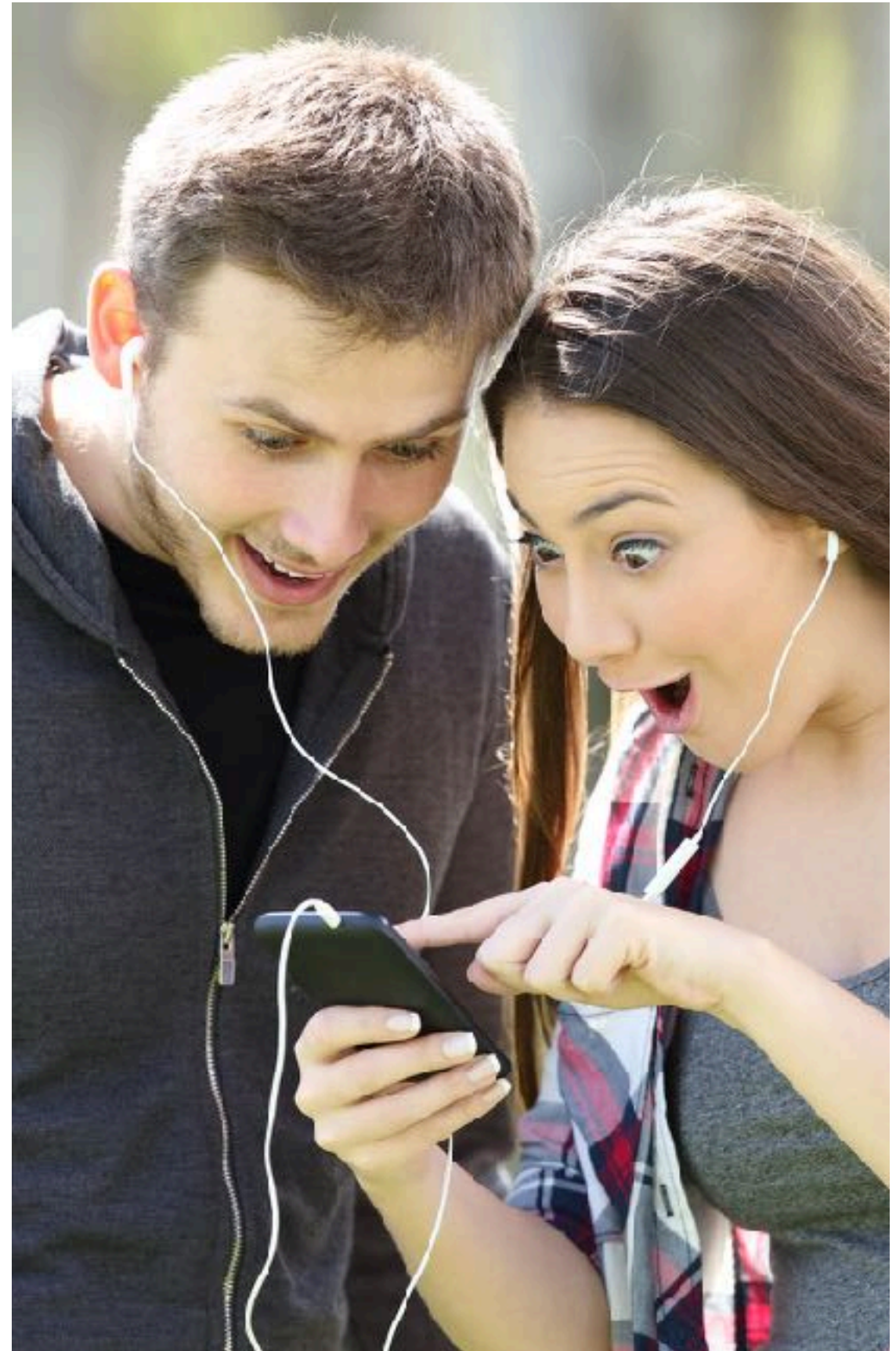
- Advice
- Gurus
- “Get rich”
- Technical
- “Hot” stock tips



# **We wanted**

Casual, funny, relaxed,  
professional, helpful

“If you learn something...”





# Big Question 1 & 2

1. What does the landscape look like?
2. Where do you fit?







**Hindsight:  
Something we  
did *right***



**[THE  
WORST OF]**

**the  
freefinancialadvisor.com**

*Financial advice for the rest of us.*

# Recap

- Read/watch/listen
- Know the landscape
- Decide where you fit
- Launch!







# **Creating your best show**



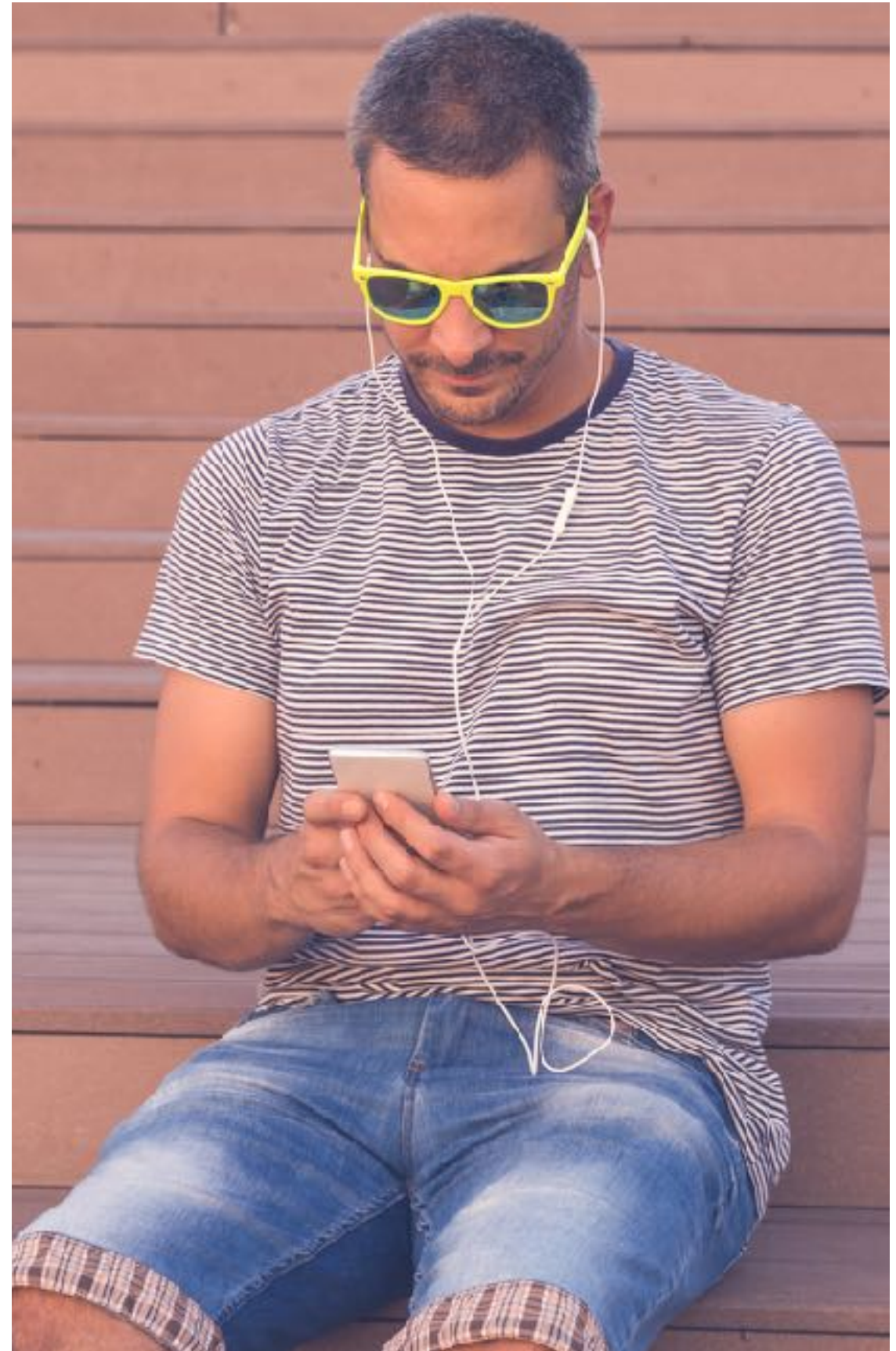
# Her Money Matters

- Jen Hemphill -- episode three



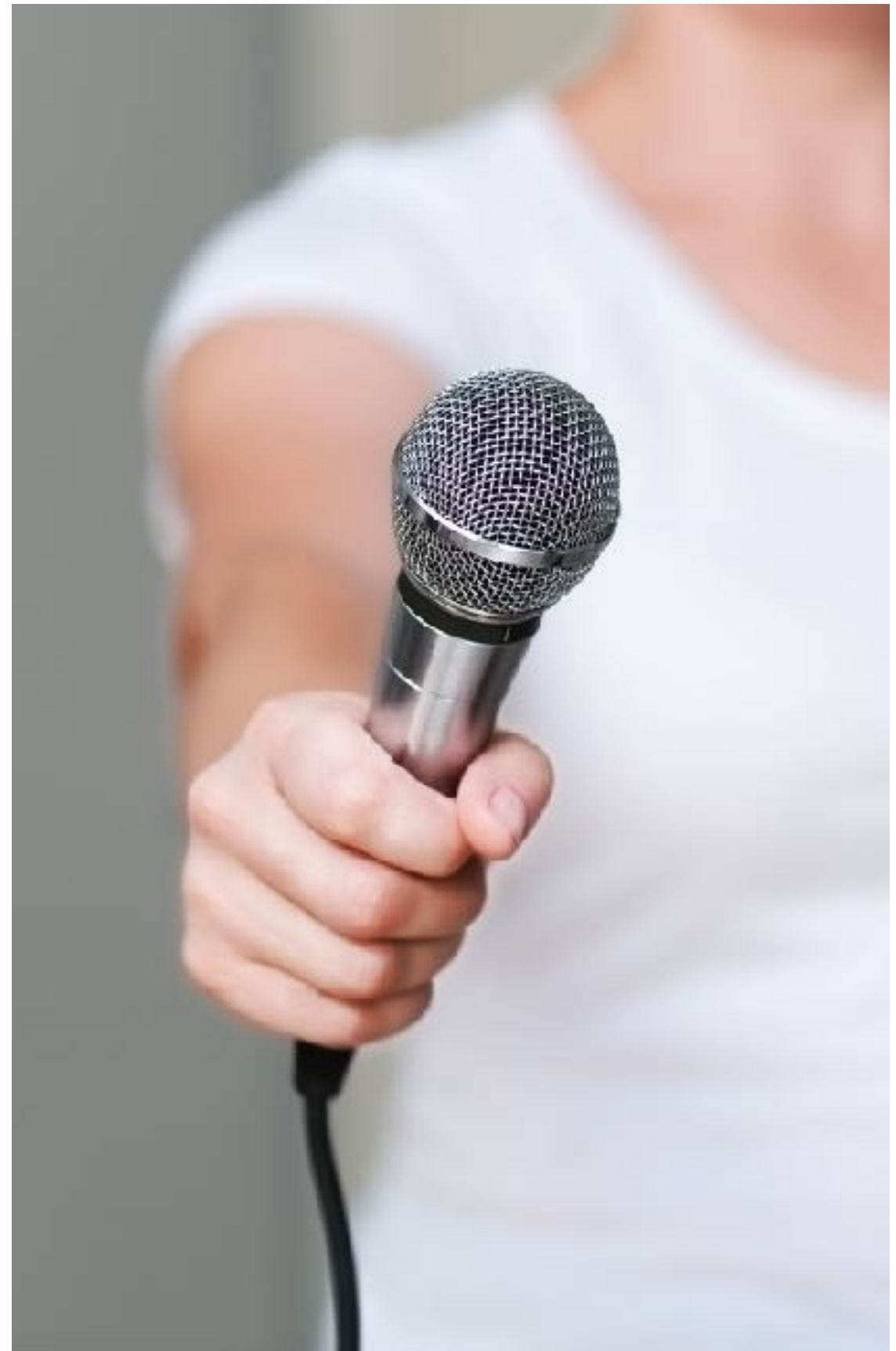


# Top Podcast Opens



# Opening Guidelines

- Goal: Get to the “meat” as soon as possible
- Use cheesy announcer dude ONLY if he serves a purpose



# Steal Like an Artist

GOOD THEFT	VS.	BAD THEFT
HONOR		DEGRADE
STUDY		SKIM
STEAL FROM MANY		STEAL FROM ONE
CREDIT		PLAGIARIZE
TRANSFORM		IMITATE
REMIX		RIP OFF

STEALLIKEANARTIST.COM



# The Tonight Show



# What does it emphasize?

- Dark to light
- Fun and quick/punchy
- Distinctly New York



Some good info, terrible SNR ★★★★★

by tecn1k – Apr 14, 2017

Pros: there are some hidden nuggets of useful or insightful information. Things are generally clearly described.

Cons: you have to dig through more than 50% of horribly unfunny dad jokes, in-chat, and low signal high noise filler. This podcast could be edited down to remove half the waste of your time and still even retain the ads (I understand they're a part of the podcast business model)

Was this review helpful? Yes | No | Report a Concern

Success of the podcast went to the hosts' head ★☆☆☆☆

by Blessyourhearts – Apr 15, 2017

When I first started subscribing to this show a few years ago, the worst thing about it was the hosts and their "humor." They seemed like two bros who didn't realize that they were not that funny; however, I put up with it because the financial information and guests were excellent. However, once you reach past the point of learning about the basics of personal finance, there's no reason to keep subscribing to this as you can get most of the information from a good personal finance book or heck, even the r/personalfinance and r/financialindependence.



# Use the Open to Address the “Problem”

- Introduce the show as different
- Give it a sense of place
- Know right away that this podcast won't be guru/technical



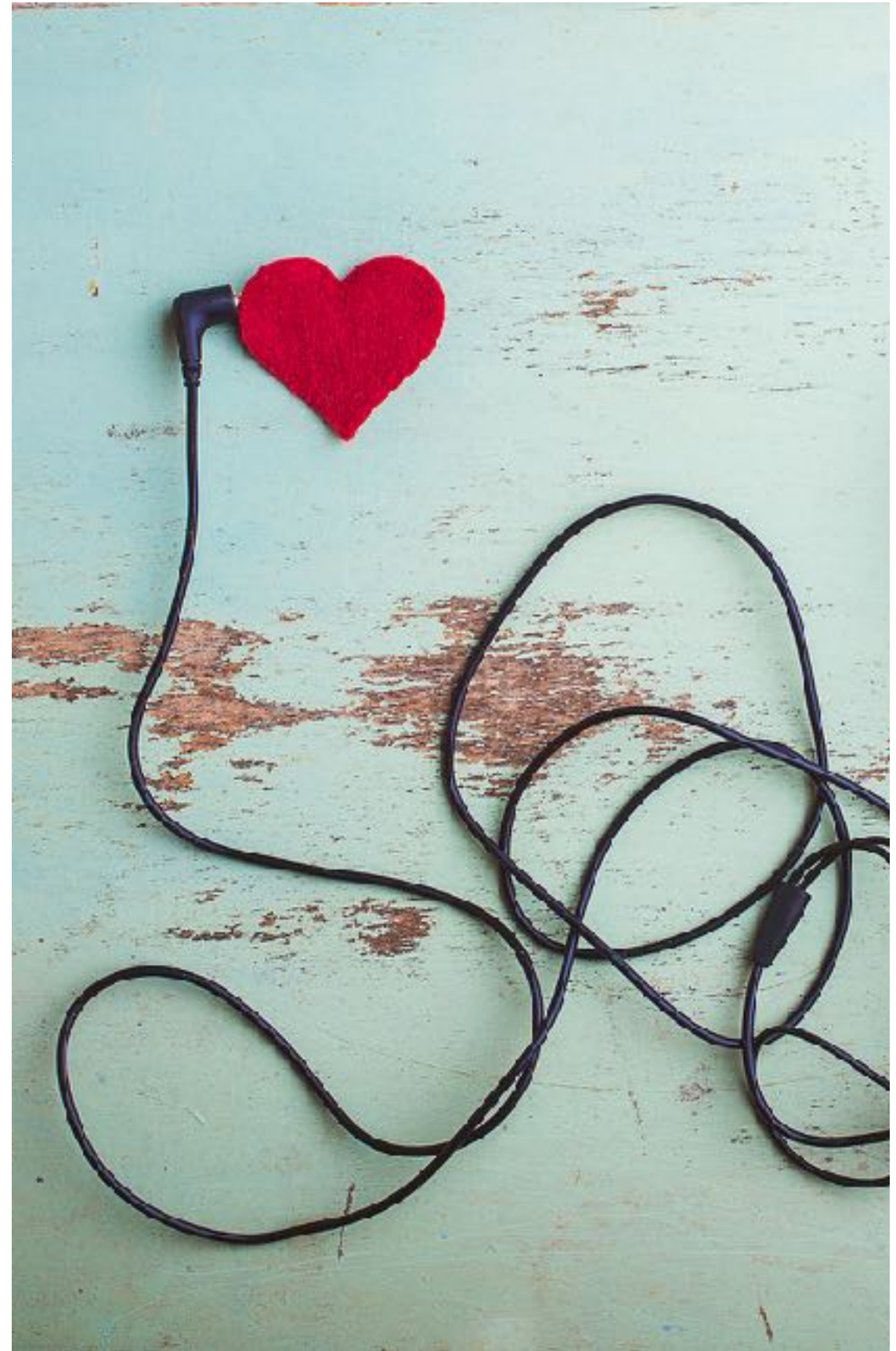
# Stacking Benjamins Opening Sequence





# Big Question 3

How are you making  
people fall in love with  
your show QUICKLY?



**“I don’t want the public to see the world they live in while they’re in Disneyland. I want them to feel they’re in another world.”**

*–Walt Disney*





# Our Scene:

Joe's mom's half-finished basement

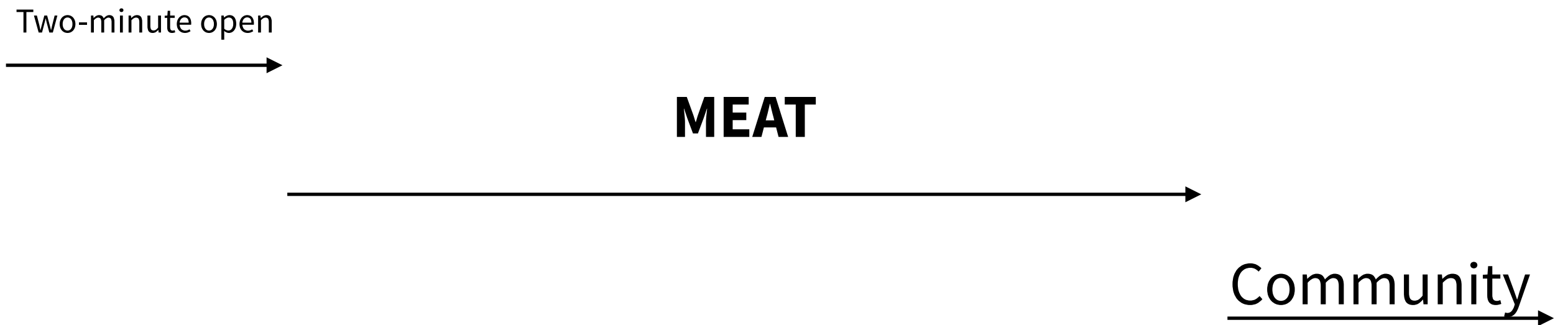


“I play, pretend, imagine, scheme and dream like it’s my job. I never stop. **I can’t stop.** I don’t try to stop. I find it impossible to take anything for face value and am always turning everything inside out and upside down in my mind to make it appear more interesting.

I do the same to find funny where it seems to be missing. I conjure up wild stories about the lives of strangers I pass on the street and, if I met you, an entire life you probably didn’t lead would flash before my eyes as I shook your hand. I am never bored.

While I’d love to wax poetic about my philosophical approach to children’s programming, I can’t. I don’t think that hard about it. **When I’m hosting my show, I still feel like I’m playing radio and I truly believe that my listeners feel like they’re playing with me.”**

# Your Show Timeline





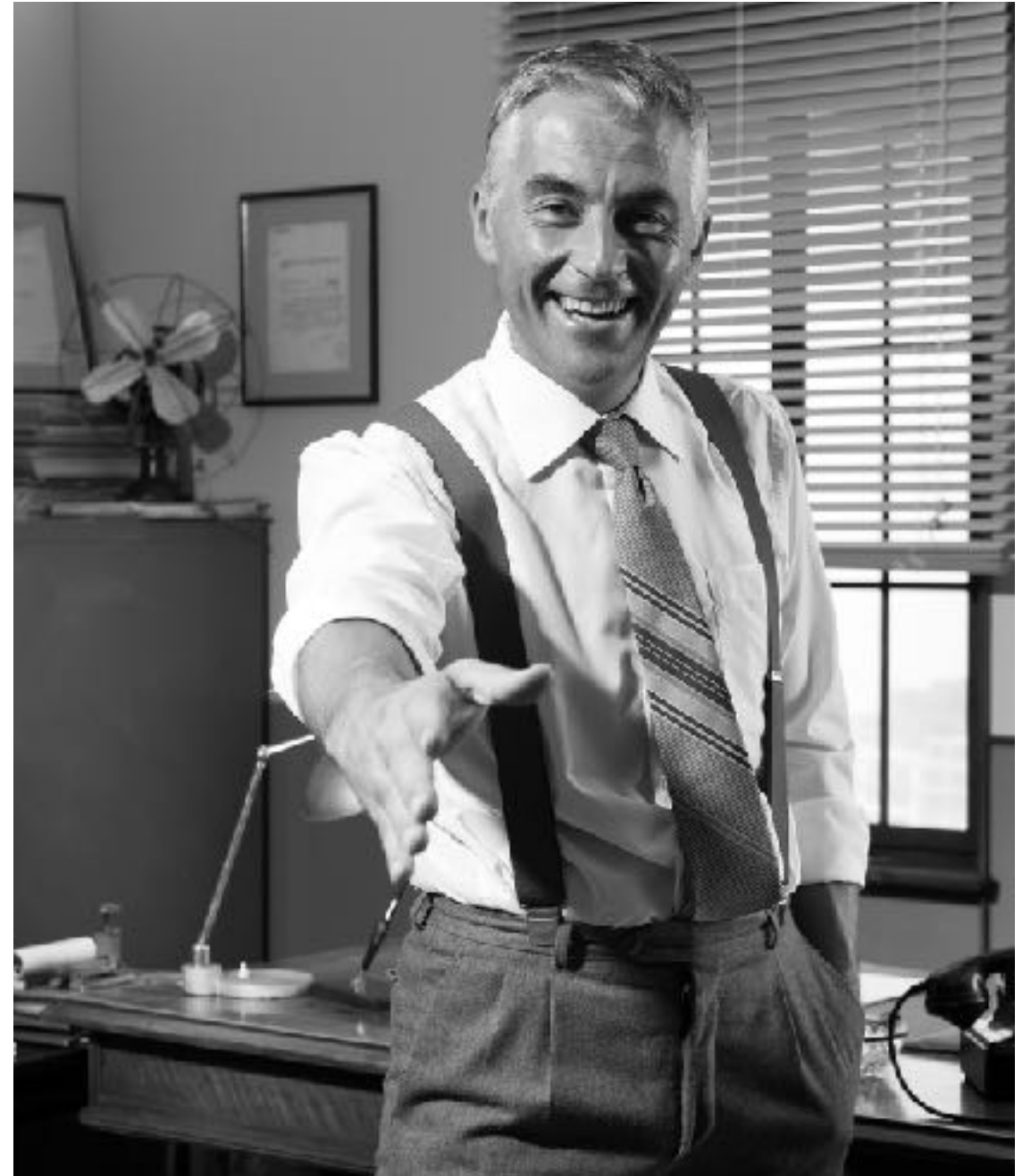


# **The Meat of the Show**



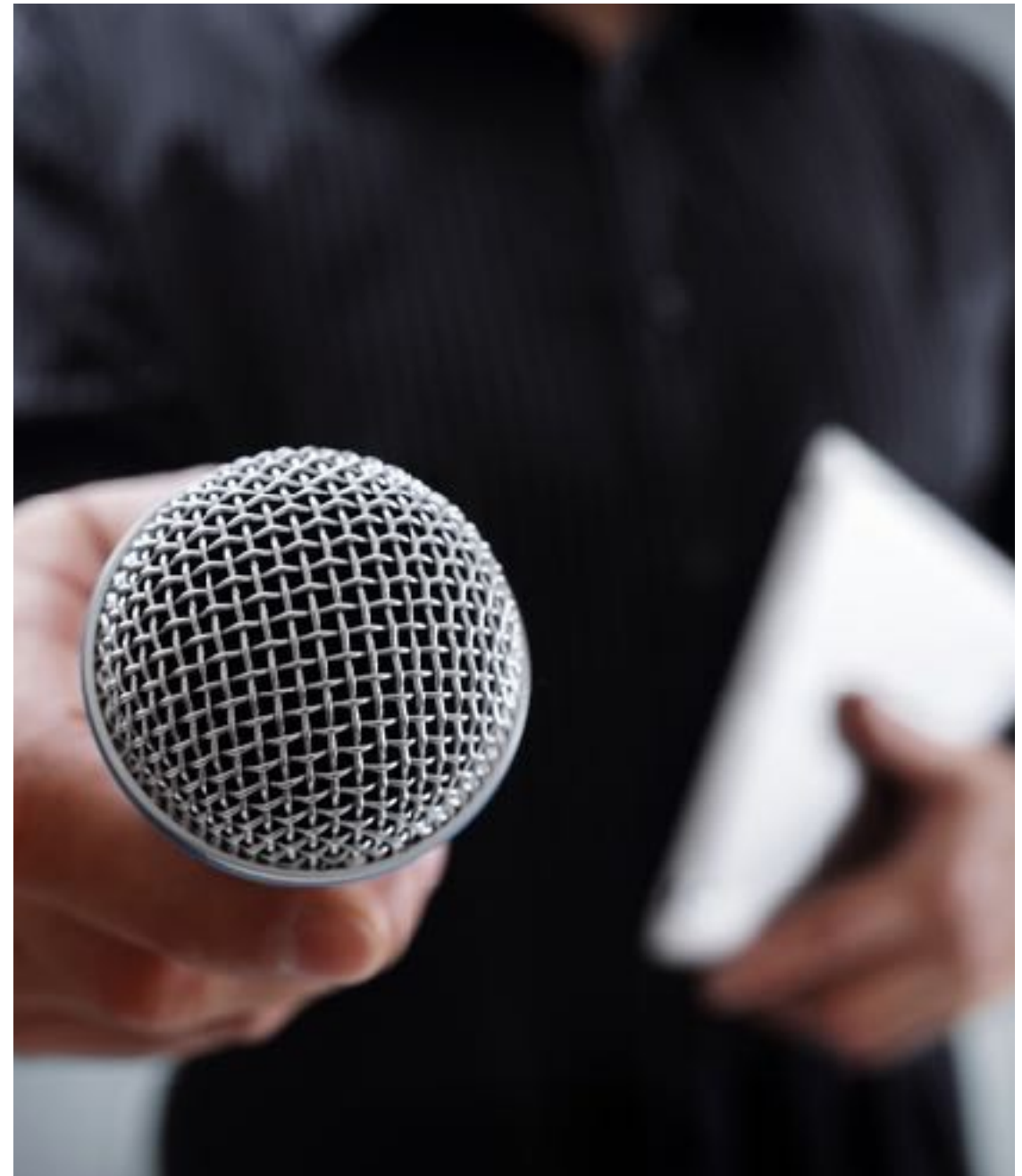
# People Aren't There for Your Guest

- Your audience wants to know — and like — YOU
- Audience wants either celebrity or story
- David Bach, Shannyn Allan



# Practice Your Interview Style

- Open: car chase at a movie
- This American Life: find a story with an ending you didn't expect
- Somebody does something because <<>>, but <<>>.





# Building Community

Answering letters, meet-ups, giving stuff away, talking about your website and offerings... all at the end of the show.

# Big Questions 4, 5, and 6

4. Celebrity or story?
5. What's the hook?
6. How are you building community and talking about yourself on your show?





# Your Show

- Open quickly and authentically
- Interview well — remember the hook
- Build community at the end
- My final tip



# Don't be a Stranger

- Visit [stackingbenjamins.com/podcastmovement](https://stackingbenjamins.com/podcastmovement) for a copy of the slides and other special things