

E117 - Common Question, Should I start a Podcast or YouTube channel in my business.

Welcome to The Empowered Edupreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators, just like you to create freedom filled online businesses and lives they love.

If you are looking to uplevel your skills, your finances, your mindset, and change the trajectory of your life as an educator and business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you to play bigger with your life and go after your dreams.

We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello, hello. Soo good to be chatting to you today. So I've got a short episode for you today and it's based on a common question that I get all the time. All the time from my clients, my DBA students. It comes up a lot. And I think it's a good time to chat about it on my podcast.

So the question is, should I start a podcast or a YouTube channel for my business to grow my business? And there's a couple of things that I always run through with my clients and students, to make sure that they are thinking strategically around it. And really taking it seriously and then making sure they take the most aligned steps, so they don't go and do something that isn't aligned for them, or that doesn't really work for their business.

So firstly, having a podcast or YouTube channel is a fantastic way to connect with your audience, to share your expertise and to grow your brand and your business. YouTube in particular is one of the most powerful organic marketing machines for particular niches and things like that.

YouTube can be incredible if you can get a following on YouTube. It is a very powerful evergreen machine where you can constantly sell stuff all the time

through your audience. You can get a huge amount of traffic through there. So it can be really powerful.

Podcasting it's the same. It's really powerful. It just depends on the niche, which one's the right format for you. And it depends on many different things. So that's what I want to share with you today is how to know which one to do. Which one's the right move for you. And I'm going to run through five key questions to help you determine if starting a podcast or YouTube channel and which one is the right aligned next step for you in your business.

So the first question I want you to ask yourself is what are my strengths? Because determining which route you go, whether it's a podcast or YouTube, you need to look at what are your strengths? What are you good at? What do you enjoy? Are you more comfortable and speaking ideas through audio?

And does that feel like the path of least resistance to you. Or do you have a knack for being on camera and creating engaging videos and do you enjoy creating videos and being on camera? Podcasts are great if you enjoy storytelling and maybe you have a good way of articulating yourself through your voice and you enjoy having deep conversations perhaps. Podcasting is a good place for that.

And then on the other hand, if you are very much into visually creating and editing and creating videos, and that's something that you really enjoy, and it's a strength of yours. Then YouTube channel might be more of your jam, right? So I want you to look at where your natural talents lie or your natural strengths and what do you enjoy most as well?

Cause that's really important. And once you determine that you then know, okay, I'm going to either go to the podcast route or I'm going to go to the YouTube route. The next step before you decide that is. You need to ask this? What long form content would my audience consume the most?

So obviously you can't make this decision in isolation and think only about yourself. You actually need to think about your audience, the market you're serving. And so, think about them like what type of content do they prefer are they more likely to listen to a podcast during their commutes or while they're cleaning the house or going to the gym.

Or do they enjoy watching videos in their downtime and following YouTube channels. So really understanding your audience's preferences will also then inform you on which platform is the right one for you and your business. Because you need to make sure that your audience hangs out on that platform. They enjoy consuming content on that platform.

So if you're not sure, definitely go and ask your community. Whenever in doubt, ask the people that you're trying to serve, what they would prefer, what kind of content they enjoy more. So that's something that you do need to take into consideration. There are certain niches where a YouTube channel would not be the right one. And then there's other niches where a YouTube channel would be amazing.

For example teaching some sort of instrument, a YouTube channel, because it's visual and you can see it can be very effective for teaching an instrument. Whereas a podcast for that probably wouldn't make sense.

So you have to look at your niche and what makes sense for your niche. Now, the next question is do I have the capacity to create one episode a week for a long period of time. Now I say a long period of time because typically with a podcast and YouTube, it's a slow burn. It takes time to get that machine really working for you.

Now I'm talking like a year, I would say minimum for you to actually get your podcast or YouTube bringing in enough traffic and bringing some ROI into your business. It's not something where you start and then you see a very fast return. It's a bit of a slow return, but when that return comes, it's big and it's powerful.

But you need to be in it for a while. So you can't be starting a podcast and then stopping it in three months. You can't be starting a YouTube and stopping it in three months. You're not going to see any results from that. And the other thing that I mentioned is, do you have capacity to create an episode a week?

Because, when it comes to podcasting and YouTubing, consistency is really key and coming out with a consistent episode of some sort for them to consume. And typically that's one episode a week, but I know a lot of podcasters and YouTubers even do two episodes a week, but that's like their full-time job.

I don't think it's necessary. You can do an episode a week, but you need to be consistent with it and you need to be committed to the long game. So ask yourself if you have the capacity, the time, the resources to produce a podcast an episode a week. Whether it's a podcast or a YouTube video. Knowing that it will take time and energy and capacity to create either one of these things.

And actually, if it's a YouTube video, it's could potentially take more time depending on how you want to do it, right? Audio versus video. Video often takes a bit more time. And sometimes people do video podcasts as well. So you can also do a video podcast. That's also a thing. But typically with YouTube videos, there's a lot more editing.

So, you need to check in with yourself, because I've had clients who are so stretched capacity wise. And they're barely even touching sides with what they've currently got, because they're juggling so many different things. And then they ask me, should I create a podcast? And I'm like, well, I don't know if that's the right call for you right now, because you're barely even surviving your current workload.

Why would you then add more to your current workload? This is a commitment, right? This is a commitment in building an audience and maintaining an audience for a long time. So really be honest with yourself. What is your current capacity?

And can you sustain this effort over time? And I'm not talking two, three months, I'm talking year, two years, three years. It's a long-term game. It's long form content, which takes some time, and it's a long-term game, and it's something that needs to become a something you just do every week in your business. And that's important because otherwise if you're going to be inconsistent with it and you're not going to sustain it, it's not going to bring the ROI to your business.

The next question is do I plan to be in this business for the foreseeable future for a couple of more years, for some time at least? I don't like to give a timeline, but at least for the good foreseeable future. Now consider like the long-term vision of your business and where you want to go.

Are you committed to your business as it is the niche for the foreseeable future? Because starting a podcast or a YouTube channel, it's an investment in your brand, in your business, in all of that, but it requires time to see results.

Maybe you'll be an anomaly where you start a podcast and within six months, you're seeing incredible stuff, maybe even less. Most people it's after a year or so, they maybe start seeing some results from their podcast or their YouTube channel starts actually churning and getting decent amount of traffic on it and things like that.

So, yeah, I had a client who was wondering whether to start a YouTube channel for her niche. And it would have made sense for her niche. Her niche definitely would have been on the YouTube and consuming YouTube videos. But her long-term vision, which wasn't even that long term, it was within a year or two, was to actually change businesses completely.

And she wanted to go into a different business. And that was really something she wanted. So I was like, you're going to start a YouTube channel on your current business. Which she was really strapped for time as well. She was working a lot in her current business. And she actually needed to free up time to create her other business that she wanted to pivot into.

And so she was trying to cut time down. And then she asked if she should start a YouTube channel. I was like, well, you're actually adding a lot more time to your plate in your current business. And by the time that YouTube channel is churning a year or two from now, you're going to quit that business and pivot to the next.

And so is that worth it. And, I asked her a bunch of questions and she had to come to a conclusion herself. But ultimately, these are important questions you need to be asking yourself. What's the long-term game? Do you want to be in this business for a couple of years? If not, I don't know about starting a whole YouTube slash podcast. And you know, it's not the end of the world if you do start it, you're learning skills along the way. Which I think is super valuable. But in terms of business growth, it takes time, and you might not see a result and you might quit before you end up even seeing big ROI.

So definitely check in with yourself on what's the vision for yourself and, if this is going to fit into that vision and then the final question, and I think it's important to ask yourself this. But will you actually enjoy the process of doing it? And I'm talking about the process of doing it, not the result of it, not the byproduct of it. Not what it's going to give you. Because obviously we're doing

podcasts and YouTube and we're doing all these things because we know it's going to build our audience.

That's going to bring us more business. It's going to bring us more income, more impact, all of that good stuff. That's the reason people start podcasts and all these long form type of content things, right? But the only way, and I have a podcast, and I can vouch for this. The only way that you will be able to sustain it long term and be consistent with it.

The only way is if you will enjoy it, you will actually enjoy doing it. If creating it feels like a chore, and you have a heavy ish energy to it. A little bit of dread feeling to it, then no, I don't recommend it. I don't think it's the path that you should be taking right now.

Maybe later if you feel ready for it. It's important for you to enjoy doing the thing because that's going to help you keep consistent. So for me, Podcasting is something I enjoy. I actually think it's probably one of the few things I love most about my business is podcasting.

Yes, some mornings I wake up and I don't feel like doing it. Some mornings I wake up and I don't have any inspiration. And I have all of the things like it's a full spectrum of things that I experienced. But ultimately, I love my podcast. I love connecting with you through my podcast.

I love it. It's my favourite form of content. I love it a lot more than Instagram. It's my favourite place at the moment. And I'm also open to that potentially changing in the future as I evolve. Maybe I will fall out of love with it and then I'll have to evolve and do something else. But for now, this is working for me.

And because it's working for me and I enjoy it, I am able to keep consistent and I've been able to do it for two years now with an episode every week without missing any episodes that includes Christmas and this and that. So this is what I want you to think about.

Will you enjoy it? Are you going to enjoy creating a YouTube channel? Are you going to enjoy creating a video every week? And of course with the editing and all of that, maybe you won't enjoy editing. So then you have to outsource editing to someone else. I have outsourced my editing.

I'm not going to edit anything. That's not my zone of genius at all. So I outsourced the edit of the podcast. And you can do that with your YouTube and podcast, but then that's going to take some team or a contractor and you're going to have to pay for that. And so you need to take all of those things into account, and you need to ask yourself, am I going to enjoy this process?

Am I going to have fun with it? Does it feel light? Does it energize me? Because when something energizes you, I think you should pay attention to that. Pay attention to your energy when you think about the thing. Think about it, visualize it creating a podcast an episode a week for the next year. Feel into your energy, what does that feel like?

And then think about creating a YouTube an episode every week for a year and feel into how that feels for you. So that's about it. Those are the five questions to help you decide if starting a podcast or a YouTube channel is the right next step for you for your online business. And remember, there's no one size fits all answer.

It's really just about finding what aligns with your strengths, your audience, your capacity your long-term goals. What you will enjoy the most. All of these things are factors that will help you determine what is that right next step for you. And maybe it's neither of them and it's okay that it's neither of them.

Don't do anything that you should do. You should really enjoy it, and you should really want to do it. Not just because you have to do it, or you should do it. I don't recommend that. For years and years and years I had resistance, and I had no interest in creating a podcast. And then one year came, 2022, and I was in Portugal, and I was like, I want to create a podcast.

And I was like, this thing is happening and the energy just moved. And I just birthed this thing like six weeks later. So you got to own where you're at and it's okay if you don't feel like it right now, later it might change. So that's my recommendation. And I hope this episode helped you have a bit more clarity on which path is the right one for you, if not neither of them.

Make the right decision for you, for your business and make sure that you align with it. I think that's really important. Make sure it feels good to you, and you are not going to be all resentful about doing it or stretch yourself beyond your capacity.

Okay, let me know if this helps you and gave you some clarity. Send me a message on Instagram or send me an email. I love to hear from you. I love your feedback, and I'll chat to you again next week. Bye.

Thanks so much for listening to today's episode. I have an amazing on demand training that will show you my proven strategy for launching a course or group program online and filling it with students so you can drastically increase your income and impact without trading all your time for money. You can hit the link below and register for free and you'll get access to that training immediately.

I appreciate you so much and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.