

# Angela Kelly Smith

## What's Your Real Reason for Podcasting?

The Marketing Chat Podcast ep.

Podcast Transcript

What's the Real Reason You're Podcasting?

Why do you want to start your own podcast? Or, why are you already podcasting?

It's not because everyone is doing it. It's not because nearly 93 million Americans are listening to podcasts every week. It's not even just in order to boost your business.

That's the basic, most practical reason for starting a podcast. But you need a bigger WHY, something emotional, a vision to pull you forward. It may be that you want to make some kind of positive impact on the world. You may want to raise awareness about a specific issue. You may want to educate people about your area of expertise. You may want to make life easier in some area for your audience.

When you have a vision for where you want your business to go, you can be clear about how a podcast fits into making that vision a reality.

Geek Girl Soup, the pop-culture podcast where I'm a co-host, was started by two friends as a blog then turned into a podcast. They wanted to challenge themselves to put their voices into the world. They had opinions about books, movies, and TV and felt that they had as much of a right as anyone else to share their opinions publicly. They weren't used to sharing publicly. So, blogging and podcasting were a real stretch. Their big WHY was really personal. Now, we continue to podcast because it's fun, because we love chatting with each other

every week, and because we have listeners who enjoy hearing our opinions and insights.

Plus, podcasting weekly helped all three of us get through the early days of the pandemic with more sanity and calm. It was the one thing we all looked forward to. It's not as if we needed a reason to watch movies and streaming TV! But watching the same things by assigning ourselves "homework" made it so much more enjoyable because it was—and still is—a shared experience.

I started this podcast because I love helping people with marketing and anything else I can help them with. I was blogging but realized that some people prefer listening to podcasts instead of being stuck reading information on their screens. You can listen to a podcast anywhere! Maybe you're listening to this while driving or making dinner!

So, my big WHY for this podcast is to help make marketing more simple and more fun. A secondary WHY is to have this podcast support my business. That just isn't an emotional enough reason to keep me motivated. Supporting my business as reason feels too much like a "must-do" instead of a "want to do." But I love sharing information that helps people. So, that definitely feels like a "want to do" that keeps me motivated.

In addition to having a big WHY in order to keep you motivated, having a WHY can help you get and keep listeners.

Simon Sinek says, "People don't buy what you do; they buy why you do it."

Now, you don't have to tell your listeners your WHY or write it out in your podcast description. But, what you do write in your description should essentially tell your why without saying, "The reason I'm doing this podcast is blah blah blah."

You could write, "The mission of this podcast is blah blah blah." But even that isn't totally necessary.

If you've read the description for this podcast, you know that I don't state the reason for the podcast. My description reads:

"Think you hate marketing? Think again! On this show you'll get practical, relatable tips on online marketing for freelancers and new entrepreneurs. Soon you'll find marketing to be simple and fun! Your host, Angela Kelly Smith (just Kelly, please!), is a marketing strategist and founder of the Women Podcasters Academy. She started out in marketing consulting more than 20 years ago. She breaks down challenging topics into step-by-step nuggets that you can take action on right away. You'll end up having an easier time marketing your business more effectively—with way less stress and way more fun!"

It's implied that the reason for the podcast is to help you market your business with less stress, more simplicity, and more fun. That's the purpose *and* my motivation.

So, how do you come up with your big WHY?

You might already have it. As I mentioned at the beginning, you might want to start a podcast because you've got a specific story to share, a cause to promote, or a way to make life easier for your audience. You can go ahead and write down your why into a coherent and motivational statement. This is just for you. You don't ever have to share it. Though you may want to use parts of for your podcast description or tagline.

If you don't have a clear why yet, let's go through 5 steps to finding your why.

The first step is looking at the current state of your business.

- What services do you offer?
- Who is your ideal client?
- What is your business niche?
- What problems does your ideal client have?
- What solutions do you offer?
- And what are your business goals?

Answering these questions will give you a lot of insight into your why because your why may have to do with helping your clients or would-be clients.

Next, you're going to look at the mission of your business. Your mission comes from the current state of your business. It's based in the present. It's essentially the purpose of your business, the why of your business.

Now, the why of your podcast can be different from the why of your business. For example, in my business, I DO the marketing and website design FOR my clients. In this podcast, I show you how to do it yourself.

One of my favorite mission statements out there is Nike's. I've shared this before in at least one other podcast. It's: "Bring inspiration and innovation to every athlete\* in the world. \*If you have a body, you are an athlete."

Isn't that fabulous?! It tells exactly what Nike does—essentially their purpose for being in business.

If you were wondering, Nike has a podcast called "Trained." Here are the beginning and end of their podcast description:

"Mindset. Movement. Nutrition. Recovery. Sleep. Turns out the same five tools that pro athletes use to break records can help us all stay healthy, happy, and strong.... With each episode, they dig deep, offering new insights to help us play a better game, run a better race, or just live a better life."

This description really fits in with their mission. Giving insights on mindset, movement, nutrition, recovery, and sleep in order to help us "play a better game, run a better race, or just live a better life" aligns with Nike's mission of bringing "inspiration and innovation to every athlete." And, remember, according to Nike, "if you have a body, you are an athlete."

Okay, the next step for determining your big WHY is looking at your business' vision. Your mission statement is present-focused and essentially tells the what and how. Your vision statement is future-focused and tells where you want your business to go.

Your business' vision statement actually contains the big WHY of your business. This is going to be different from the big WHY of your podcast most likely since your podcast is probably supporting your business. Of course, you may be podcasting as a totally separate thing—as in creating a limited series, story-based show.

So, for your vision, you can look ahead at least one year into the future to see where you'd like your business to be. Ideally, look ahead 5 years.

If you haven't already written your vision and mission statements and need help doing so, you can check out my blog post called "[Best Vision and Mission Statements and How to Write Yours](#)"—link in the show notes.

The fourth step in determining your big WHY for podcasting is to see how podcasting fits in to make your business mission and vision a reality.

Back to Nike: They want to inspire athletes of all kinds. They know that not everyone is going to buy their products—at least not right away. I've shared in other podcasts that 92% of first-time visitors to a website won't buy on that visit. They need time to get to know the brand before buying. So, Nike's podcast allows them to inspire athletes and gives athletes time to get to know the Nike brand without being pressured to buy anything.

In my case, I know that most visitors to my website aren't going to hire me. Most solo entrepreneurs start out doing everything themselves. My business vision is "To inspire bravery and to provide the marketing tools for women stuck in unfulfilling jobs to make a career change to entrepreneurship so they can live the life of their dreams on their own terms." To help them do this, I share tutorials on my blog and guidance on this podcast. And, of course, I'll do the marketing strategy and website design for them. But, if they don't hire me, they can still get lots of free information to do things themselves. And I've still fulfilled my mission and vision.

The final step is putting it all together and writing out your big WHY for podcasting. This is a short statement that combines your future vision and how podcasting fits in to make your vision a reality.

For example, "I am creating this podcast in order to make marketing more simple and more fun for solo entrepreneurs who normally do everything themselves."

Or, "The purpose of this podcast is to make marketing more simple and more fun so that solo entrepreneurs can create the business and life of their dreams on their own terms."

Your turn!

When writing your big WHY for your podcast, look at everything you just did. Now you're going to add in something else: Heart. You're going to put some emotion into it.

No goal or WHY in the world will motivate you if it doesn't have some emotion attached to it.

The part of my big WHY that triggers my emotions is "create the business and life of their dreams on their own terms." I feel like my mission in life is to help other people blaze their own trail or choose their own adventure. I'm all about freedom and choice. So, this part of my why is essential to me and is super-motivating.

I'm not podcasting just to help you market your business more easily. I'm helping you market your business more easily so that you can create a business and life on your own terms. It's that part that drives me—helping you live a life of freedom and choice.

When you write down your big WHY, make sure you've got something in there that feels absolutely essential to you. Does it trigger a strong emotion in you?

It's okay if you put in a "because" phrase. For example, instead of writing "so that solo entrepreneurs can create the business and life of their dreams on their own terms," I could have written, "because I want to help solo entrepreneurs create the business and life of their dreams on their own terms."

So, play around with your phrasing and word it however it feels most inspiring and motivating to you.

When you've finished, create a document or an Apple Note where you can easily refer to it any time. I love Apple Notes for this. I have all the basic info for my podcast written on one note so that I don't have to open that document all the time. Yes, it's saved in a document, too. But it's just so quick and easy to refer to the Apple Note. I've got the link to the podcast page on my website, the link to Apple Podcasts, the description, the link to record with guests, and my big WHY. Whenever I need to copy a link, I see my why sitting right there.

I should have mentioned this earlier, but you can go through this exercise even if you already have a podcast. You don't have to be new to podcasting to create your big WHY. It's never too late to do it!

Thanks so much for being here today! I really appreciate your listening.

And, wherever you're listening, I'd love it if you'd leave a positive review and subscribe.

I'll be back Friday. See you then on the Marketing Chat Podcast!

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Links mentioned in episode

["Best Vision and Mission Statements and How to Write Yours"](#)

[Trained by Nike](#)

[Link to this episode](#)



Angela Kelly Smith is a marketing strategist, Squarespace website designer, and the founder of the Women Podcasters Academy. Her mission is to help women entrepreneurs create the successful business of their dreams through strategic marketing that establishes them as authorities in their field and helps them attract more of their ideal clients.