What is going on Rutter Nation. This is Jerry from Beyond the rut and this is another installment of Jerry's short. So Beyond the Rut is that show that brings you encouraging stories and practical tools to help you create a life worth living in your faith, family and career. It Jerry's short segments, the shorter episodes just past the halfway mark in the week to give you a practical piece of advice to carry you into the new Week. This time around, I just want to share with you three big takeaways I got from attending podcast movement in Denver, Colorado. Yes, I went to a conference that was like attended by over 3000 podcasters. We talked about what are the trends, uh what are sort of the best practices happening. And from that, as I reflected on my trip, it turns out there are three big things that I wanted to share with you about how you can get the most out of conferences in general. Doesn't have to be podcast movement. It doesn't have to be about podcasting, it could be about anything. I mean, they have pot, they have conferences about just about anything and uh Here, here are my big three that help me get a lot out of a, a conference that uh are enriching for me and, and they just grow my mind. So the, the first thing is to be curious, I went to podcast movement thinking I kind of knew everything.

There was a no. And then they did a thing where they introduced brain dates. It was an area in the conference uh venue that allowed for small groups to get together. And they were from two people up eight people where they can get together, ask questions of each other best practices. There were topics to each meeting. I led two of them. In fact, uh one was to help somebody define his avatar for his show and to get really detailed with it. Another one I led was around workflow. What was uh the best practices of the people at the table to go from the idea of an episode to the publishing and marketing of an episode.

And it turns out a couple of showed up there and I wound up teaching them what I knew. But I also 10 attended two different brain dates where I got so much out of it. One of them was a one on one where I learned about starting mastermind groups and you know, charging what they're worth and, and thinking about value based pricing. It was mind blowing for me and the other group talk around marketing in a way that wasn't sleazy. So, uh if you've met me on linkedin and you got one of those immediate pitches from me, the moment you accepted my connection request. I'm sorry, it happened. Um We could still be friends, right? So be curious because on top of all this, I attended a session about uh like some trends with youtube in the podcasting space. And I thought, well, I'm not there yet. I don't need youtube, but I went anyway because a friend encouraged me and, and he was right to drag me into this thing because the session alone opened up my eyes. I didn't realize how many people were using youtube, uh that were discovering podcasts through youtube and that to get involved with youtube wasn't as hard as I thought, as long as I could be consistent with it. So be curious, you'd be surprised with what you learn and how you apply. What you learn is kind of up to you, but you would never learn these things if you never opened yourself up. So the second takeaway about attending conferences for my, my trip here to podcast movement specifically was and is to put yourself out there. You know, it's, it's already kind of nerve wracking, especially if you're somebody who's introverted to go to a conference that's filled with strangers. It's probably even more nerve wracking to go to the iheart Radio and iheart Media booth and sit down at the couch where they have a microphone set up and they want you to pitch your podcast to see if they would include you in their network. This isn't like their service where they, they share your uh your show with anybody who subscribes to iheart Radio. This is to be in their network where they collaborate, they do cross promotions like this would be a boost for beyond the I've been, this is my sixth podcast movement. I never got into this booth before. I always avoided it because I thought, why do I need to pitch my show? Well, not only did I pitch beyond the rut in the moment while I was sitting there at that couch recording what my show was about. I found myself thinking about another show idea and I just spit that out there. And I thought, wow, what am I doing? If, if they accept this, I've got to produce this. What if they don't accept this? I may have to produce that show anyway. It was a really good idea I think. And it's in line with what I've already been talking about with Beyond The Rud and with BT R impact doing leadership development. So put yourself out there. You never know. Now, the other way I put myself out there and this might make a lot of you just cringe where you are. But uh there was one session out of the, the many sessions they had, there was one in particular that offered to do a live critique of the 1st 30 seconds of your show and then decide on a panel of four judges if they would continue to listen or not into the rest of your episode. And then when they made that decision, they also gave you the, the critique why they would or would not. So I put my name in the hat. I, I put beyond the right in there. It was one of the seven shows they chose to roast, I mean critique on uh on stage. And that was the third show that, that popped up there. And I had friends who showed up and they were like, oh yeah, we're here to support you. But when I saw their social media, they also were like, hey, the roasting of Jerry Dugans show is about to begin. This is exciting. So I think part of them wanted to see blood. I think they got a blend of both because uh they came out strong about the 30 seconds they heard on one of my episodes and I took just a flurry of notes right after that. It, it was very uh I cringed initially like, oh no, not that episode. Uh oh no, that, that didn't sound as little as I thought it did. And then when I heard their critique, I was like, oh, this is gonna hurt so bad. But once I got past all that emotion, the critique that came was very constructive, very helpful. And you, you, it's a subtle shift. I don't think you'll, you'll notice right away what that change was, but I've already implemented it. By the time you've heard this episode, I have already implemented that idea on two episodes. That's right. And that, those are episodes that are already there and, and now as we go forward, I'm gonna keep it going. It, it seems like it's gonna work and uh the data is not lying so far. So that's the second thing, put yourself out there. Uh Whether it's to be critiqued or to try a new opportunity, put yourself out there and putting your there also leads me to the next uh takeaway and that's build your tribe. So as you put yourself out there and you meet new people, build this network of connections where you're helping them, they're helping you, they're helping each other. And what you find is that years later, if not sooner, you've got a community, you've got a tribe that is gonna help you succeed. As you're helping them succeed, they're gonna send clients your way for your business. They're gonna send listeners to your show. If you got a podcast viewers to your social media channel, whatever it is, and I just want to share with you like the middle of 2023 be on the run broke into the top 1% of podcasts on listen notes. Uh Now, what does that mean? For downloads. Small thing, my, my downloads have doubled over the last 12 months. Uh But that ranking depends, not, not a lot of people understand how listen notes does their calculation. Uh There is some vanity metric but I mean, if your show is still alive, you're already in the top 30%. So not a whole lot to be said there, I guess. Uh However, I got there and my downloads have doubled and the engagement score has uh on social media. My engagement has increased. All that is because of you, those of you listening in the email subscriptions, uh the people who have bought the book on the rut, all those things are because of you. Not because of me. You know, I've shared myself with you. I've shared my ideas and thoughts with you, but it's you, you've, you've come forward, you've supported me. You've, you've shared your thoughts, your questions, your ideas, your struggles, and you've trusted me with these things. And I've joined communities that have helped me grow the show, like cap show the Capos the group over at Memento, um The Phoenix Club, Total Life Freedom. And of course, I cannot forget uh the, the Christian Podcasters Association gold membership. Uh So all of you have poured into me to help me get to where I have come in the last 12 months. And oh, self publishing school, gosh, Chandler Bolt, uh Andrew beer. Uh Gosh, Nate Hamrick can't forget about you guys because you were the team that brought the team that supported my dream to have a published book. So it takes a tribe. So you gotta put yourself out there. You gotta be curious, learn about people, learn about subjects. And as you do these things, you build this tribe, people are gonna support, you, encourage you and lift you up to get to where you want to go. It, it's not an individual sport. Uh Success in life truly is a team sport. Um So those are my big three takeaways. Uh So yeah, again, be curious yourself out there and build your tribe. And I think that applies in just about any aspect of life. You don't have to necessarily go to a conference to appreciate that. Uh And to get more information, go to the show notes at beyond the rut dot com slash Js 022 A and just go to wherever you listen to podcasts and keep listening and keep soaking in this information, share it with people, you know, and I'll be back guys. So it's been great spending this time with you on this episode of Beyond the Rut, specifically this Jerry Short and I look forward to joining you again. But until next time, go live life beyond the rut, take care.