

My Favorite Podcast and Why 2022

From the schoolofpodcasting.com/859

David Jackson 00:00

At the end of the month, I asked a question of the month and at the end of the year well, I guess we could call it the question of the year. And that is, what's your favorite podcast. But more importantly, why hidden ladies, the School of podcasting with Dave Jackson, podcasting since 2005, I'm your award winning Hall of Fame podcast coach Dave Jackson, thanking you so much for tuning in. If you're new to the show, this is where I help you plan, launch grow. And if you want to monetize your show, the website is School of podcasting.com. You go to school of podcasting.com/listener, that'll save you on either a monthly or yearly subscription again, that website School of podcasting.com/listener. And that's it for commercials. In this episode. This is something I've been doing for quite a few years, where I asked you, what's your favorite podcast, and why and I have quite a few responses. It's a little bit like a family reunion. Some names and voices in here that I haven't heard from for a while. And for the record that makes my heart go pitter patter when I hear somebody like rich Palmer, or the many other names, I shouldn't really list names, because I'll forget somebody but a lot of names you've heard before, and some you haven't heard in a while. And I just want to thank everyone, for tuning in for this. And chiming in a great way to a find out about new podcasts that you might want to check out. But also understand why people are listening. In the show notes at school of podcasting.com/ 859, that school of podcasting.com/ 859 you will have links to all the shows. So if it's someone who left an answer, and you gave me your website, I will put a link to that. And also links to the show that they thought were their favorites. So without further ado, you know what it's like I said, it's kind of like throwing a dinner party, a Christmas party. And you know, the first guy that's going to show up is the one and only Steve Stewart.

02:11

Hey, SOP family, it's Steve Stewart from Steve stewart.me. And don't have a podcast I retired back in 2015. But I'm a professional podcast editor and founder of the podcast at our academy. And my favorite podcast is the same as it was last year the same as it was was the year before the Say, Hi, Dave, how many years have you done this? I think I've responded to each of them. And it's always been the same answer. So if you want to know what my true favorite podcast is, go back and listen to the previous years that David's done. And I'll

David Jackson 02:38

link to those at school of podcasting.com/ 859. But for the record, Steve's favorite show is Stacking Benjamins.

02:45

So instead what I'd like to do is share one of my new clients shows because it's really good and I am enjoying it. It's called This is awkward. The hosts there's two calls actually Alison Begley. And Chris brawny Chris Browning you might be familiar with because he hosts the popcorn finance podcast, which has been running about five years, but he's teamed up with Ellison Baggarly from inspired budget. And they have some fantastic chemistry together. They talk about stuff that is money related stories that are money related from their personal life. But then they also and this is a big part of this usually an hour long show. They also take a listener letter or voicemail, and read it or play it on the air. And the listener voicemail or letter is a story that they have. And they want to know what would you do in this situation? So one of the more recent ones was a woman had emailed in said, hey, my sister in law comes to visit. And she quote unquote, always forgets her wallet when we go out to dinner, even when the sister in law, quote unquote, offers to pay for dinner. And she always forgets so this one time anyway, you get to hear the story. It's really funny and they have a fantastic time. But they also look at it from different directions, different angles, different you know, the one person thinks this way one person thinks another way. So they give a diverse look at how they would tackle these situations if they were in this person's shoes, so it's a good show. fun show. I think it's well worth a listen. You can find them at awkward podcast.com. Again, that's Allison beggarly and Chris browning. Awkward. podcast.com for this is awkward in your favorite podcast app, of course. But if you want to know my real favorite podcasts, go back and listen to previous years. It's still my favorite. Thanks everyone. And Dave, I don't really know the background to this joke, but probably Ah, yes.

David Jackson 04:34

Thank you, Steve, for those who you not familiar with Howard Stern. His producers name is Gary. And for whatever as I won't get into why but they call him Baba Boeey. And so when if you ever watched the news or something and somebody calls in and they're like it's a world's worst disaster, they're 8 million people dead blah, blah, blah. And somebody will call in.

They're like, Yeah, I'm here on the scene. Baba Boeey. And it's just a weird thing they do. And last Saturday, here's the joy of doing something live we're doing ask the podcast coach. And first question comes in, we were using the wisdom app to pull people in some people use Twitter spaces, etc, etc. And again, some guy asked about touching his naughty bits. And so my co host was like, and we have a bababooney

05:24

Hey, this is Brian, get one with the relaxed male over at relaxed male.com. And set a time of year love this time of year because we all get to learn new podcasts that are out there. And the one I want to talk about this year is the Life Coach School podcast. And as you can find it over the the the Life Coach school.com. And the host is Brooke Castillo. And she has such a fascinating way of being able to help coach people through whatever is the cause of their suffering. And she does that by explaining what's called a model. And she talks about this through especially through those first 50 episodes and really lays out some good groundwork as to what keeps keeps you in your in your safe spot and you're still in your comfort zone keeps you from being able to expand and step out and become a better person and step out and really just blow your mind blow your hair back with all the amazing things that you could actually do if you're willing to get a little bit uncomfortable. And so give her show a listen over the Life Coach school.com has also found over in any of the podcast apps of your choice. Now my show is the relaxed male you can find that over relaxed male.com forward slash podcast dash show and it is a show for men who are tired of being stepped on tired of being the nice guy and we don't want to the nice guy to stop to suddenly sad that they want to become a jerk because a jerk and a nice guy are two sides two sides of the same moral essentially we are nice guys do not are not nice. They do not do stuff out of out of niceness. They do things like creating covert contracts and not bothering to tell people that they are part of a covert contract. Nice Guy is not nice in any form or fashion or another. And so want to make sure that I we help the man stop being nice guys start living life on their terms and start going on those adventures starting their legacy in a way that inspires other men around them to go to come out and step forward and be masculine men also and we do that with by using four pillars man's mind, body, soul and community. So have a listen, if you're interested, I would love to have new new folks in our growing growing great so go over to relaxed male nuts as a guy relaxed male ma le.com

08:19

Thank you, Brian.

08:20

Hi Dave Brooks smothers here, podcast host and producer for a show called RV outwest and can be found at RV outwest.com. Hands down. My favorite podcast is how I built this by Guy Roz. I think what it is for me is that guy Roz is an incredible interviewer and storyteller. I'm impressed by his ability to not only have his guests sharing their vulnerabilities, but to surrender their inhibitions to guide during the interview. Not only are the episodes inspiring, but they also are relatable to me as a listener. I am always captivated by the narrative. Regardless if I'm even a consumer of that particular brand. The show can be found at guy roz.com/podcasts My show RV outwest is a podcast all about RVing around the Pacific Northwest was sprinkled in adventures that radiate out from there. I call a travel trailer with my family in tow. And this show discusses sweet Northwest camping spots, gearing equipment to tips and tricks, all to make your camping experiences as enjoyable as possible. You can find my show at RV outwest.com Or on Apple podcasts, Spotify, Amazon or wherever you choose to listen to your pods

David Jackson 09:34

broke, trapped in an RV with your family. You my friend are a brave man. That actually sounds like a lot of fun and a lot of memories.

09:43

Hey Dave, it's Chris Lewis from the dads with daughters podcast where we help dads be active participants in their daughter's lives raising them to be strong, independent women. You can find the show over at fathering together.org My favorite podcast of the year continues to be the real Brian show. You can find the real Brian show over at Real Brian show.com. The real Brian show brings together some geeky things, great movies, and conversations about interesting topics, entertainment, laughter, and stuff we all deal with, and things that we nerd out about. The thing that I like most about the show is that it brings honesty, passion, kindness, and empathy to every episode. The hosts bring a ton of positivity into the world, and puts a smile on your face every Friday. Thanks so much for everything that you do, Dave for the podcasting community for all of us. And happy holidays.

David Jackson 10:50

I have known Brian for years. And yes, he is very good at putting a smile on your face.

10:54

Hey, Dave, happy holidays. It's Chris Nessie, from the house of Ed Tech podcast. Over on Chris nessie.com. My favorite podcast might surprise you. Aside from yours, which I never miss. The other podcast that I listened to religiously five days a week is The Warm Up Show with Alan and Jerry, this is a podcast that stems from W fan in New York City, the premier sports talk radio station that started it all, I'm talking Mike and the mad dog. Here's what I love about this show, in spite of the fact that it's not really done like a podcast, Alan, Jerry, get on after the morning show on the radio. And they're not the morning show hosts but they're a part of it. And they come on. And they do 20 to 25 minutes talking about things that they don't normally get to talk about, because they're not the morning show hosts. Its pop culture, it's music, it's entertainment. And it falls into a category that I call a guilty pleasure podcast, I don't really have to think about it, I know I'm gonna laugh. I enjoy feeling connected to these two personalities that bring me joy on the radio when they get the opportunity to speak. But here on the podcast side is where owl and Jerry really shine. After they do their 15 to 20 minutes, then they tack on a warm up show that they do, which is you know, an hour from five to 6am. On the radio, you get a little bit of podcasting, you get some radio, and they talk about all sorts of topics. And I think some people in your audience might enjoy it as well. And even check out your local radio stations to see who on your radio station is producing some podcast content, odds are you're going to be like me, and you're going to be attracted to it and enjoy it. Because you feel connected to those personalities. And some of what they do, and how they do it. I tried to bring into my own podcast. And for anybody who's in your audience who is a teacher, or knows a teacher, check out the house of Ed Tech, which will help you better integrate technology into your instruction. Again, you can find house of Ed Tech, on my website, Chris nessie.com. Dave, I want to thank you for the opportunity to contribute to your end of your episode. This is the first time I'm doing it. And I made a commitment and a promise to myself to make sure that I submitted something for this year. And I'm gonna continue to do it. I'm also going to be sending you a potential question of the month. That being said, thanks so much again, Dave. Happy holidays to you and to everybody in the school of podcasting community.

David Jackson 13:43

Chris, thank you so much. I look forward to getting that question. And thanks for listening to the show. And I also know Chris is a regular listener to ask the podcast coach.

13:53

Hi, Dave, and awesome listener. This is Daniel J. Lewis. My favorite podcast for 2022 has been the podcasting 2.0 podcast. I mean, come on, what's a guy who has another podcast about podcasting to do but listen to the podcasting 2.0 podcast about the podcasting 2.0 movement and community. The reason I love this podcast is because I think podcasting 2.0 is the greatest, the most interesting, the most important of all time in podcasting, and I'm really excited to be part of it. In the podcasting 2.0 podcast with the pod father, Adam Curry and Dave Jones. They talk about what's going on in the podcasting 2.0 community and the project sometimes they have guests on who talk about what they're doing in podcasting 2.0 or talk about their ideas for the podcasting 2.0 project and how to make podcasting better. And it's always interesting, entertaining, informative, and sometimes it goes over my head too. As much as I like to get into the technical details of things. It's when one of my favorite podcasts usually comes out on Fridays, and it's long in depth. And I love listening to it. And I've been a guest on it once before in the past as well. And I love being part of the podcasting 2.0 community because this is where podcasting is going, we can help shape the future of podcasting. And you're listening right now, even if you're not into the extreme technical stuff, or have no idea what a programming language even is, you can still help contribute with ideas and with support and telling your audience to demand support for podcasting 2.0 in their favorite podcast apps, there's just so much that all of us can do to make sure that podcasting 2.0 moves forward as a standard, and all of the apps and hosting services and publishing tools integrate with it. And that's why I'm so excited about listening to the podcasting 2.0 podcast, I get that information straight from the source in an informative, entertaining, sometimes challenging way. I see. And even Siri agrees, as you could tell, ironically, there is no website specifically for the podcasting 2.0 podcast, you can get it from the podcasting 2.0 webpage, which is podcastindex.org. But then you search the database there for the podcasting 2.0 podcast, or say it with me find it wherever you get your podcasts. Yeah. But my podcast is a bit easier to get to I host the audacity to podcast at the audacity to podcast.com. And I'm excited to say I host not I used to host because I did bring back the audacity to podcast in 2022. After a long hiatus with only a few episodes during that time, just like Dave does. I talk about podcasting techniques, technologies and different things. And sometimes I go really in depth in things. But it's not just about the technology, I really want to focus on how you can use the technology to do awesome things or how you can get certain aspects of the technology out of the way. So you don't have to worry about it or try and figure things out so that you can focus on what's more important for your podcast. That is your content, and your engagement with your audience. So as I like to put it, I give you the guts and teach you the tools to start and grow your own podcast for passion and profit. And don't think that profit means only money stands for popularity, relationships, opportunities, fun, income intangibles PR or fit. So that's at the audacity to podcast.com. Thanks, Dave. And for everyone. Happy New Year.

David Jackson 17:41

Thank you, Daniel. It's nice to have you back. And yeah, podcasting 2.0 I started a show around that topic called leading the bleeding which for the record is a horrible name. And I The goal was to get enough information for me to set this show up and other shows to receive Bitcoin. In fact, if you're listening right now, you can send me a boost. And if you go I don't have a boost button in my podcast app, well then go to newpodcastapps.com and get one and I to plan on bringing that show back with a new name because I don't know what I was thinking when I named that. But if you have to explain the name of your show, when you say when I go leading the bleeding, because it's the bleeding edge. If you have to explain the name of your show. You picked a bad name.

18:26

Hi Dave. This is Dr. From mouthy broad media. Holy cow. This is so hard. First of all, I'm going to take the liberty of rephrasing the question two, besides school of podcasting, what is your favorite podcast? This was particularly difficult for me because I follow at last count about 112 podcasts on podcasting. And unfortunately, that's not an exaggeration. Sometimes people ask me, Do you listen to every episode that comes out? And I tell them? No, of course not. But this is why titles are so incredibly important to me. So yes, choosing one is a tough ask. So let me just preface it and say that today at this very second. My favorite podcast is David Hooper's big podcast. And here's why he gives me I was going to use the phrase bite size but they're actually a little bigger than that. Let's call them Almond Joy sized information. And if that first bit of information doesn't really speak to me, then I wait for the second bit, or the third bit of information because I know that it will. He sneaks in little behind the scenes stuff that always interests me. And although we've never met in person, I truly feel like I know him. And I actually think that with every episode So far, I ended up clicking on a link in his show notes that leads me to something that I want to know more about a poll, a deeper dive into a subject matter that I'm fixated on at the time. He just makes it all very enticing. And you can find his podcast at [podcast at podcast dot big podcast](https://podcastatpodcast.com). I know that's confusing, but it's [podcast at podcast dot, big podcast.com](https://podcastatpodcast.com). Sorry. Now I know this is the part where I'm supposed to tell you about my podcast. But the fact is, I don't have one yet. I actually produce podcasts and one of my clients has a really great business podcast called Life After corporate. Every week as I sit down to edit the show, I have one of those aha moments. I have learned so much from my client, the host of the show, Deb Volante, a couple of the standout episodes for me was number 76. How to have a profitable podcast with Adam Shively or number 118. How to get featured in major media publications. She gives practical advice that I know your listeners will get a ton of value from her advice has certainly improved my business. So that's life after corporate and you can find it on her website at [life after corporate podcast.com](https://lifeaftercorporate.com). Thanks, Dave. And I look forward to seeing you on Saturday mornings on your live YouTube show called Ask the podcast coach by

David Jackson 21:36

thank you Dr. Yeah, Jim. And I always appreciate having Dr. In the chat room because she always brings some really interesting questions.

21:44

Dave, hope you're doing well. This is Joe Pardo from in the pod con. And my favorite podcasts that I listen to religiously is the Disney dish with Jim Hill and Len Testa. It's just so I mean, I love Disney World. I love the Disney company and getting insights into not only you know the newest news about Disney, but the insights of the business side and patent side and survey side of Disney and the business implications that it brings to the table is just absolutely awesome. Love both those guys. You can go and check out their podcast. Shannon is [Jim Hill media.com](https://jimhillmedia.com) I believe is the is the website and he's big Tim Hills got a bunch of web bunch of podcasts. But you know, the specifically the did Disney dish with Jim Hill is what I love the most. Thanks for doing this. Dave. Hope you have an amazing new year and I can't wait to see you at Indy pod con eight in September. Take care.

David Jackson 22:59

Super Joe. Yeah, that is one event that I have sorely missed. That's always a great time hanging out with Super Joe and all the people that attend that event.

23:10

Hey Dave, it's John Wilkerson from struggling for purpose, which you can find over at [struggling for purpose.com](https://strugglingforpurpose.com). struggling for purpose explores the everyday struggles of what it means to follow Jesus. Through blog posts, audio essays, and occasional interviews. I share my thoughts on faith, society, and geek culture. My favorite podcast this year and for the last few years has been the truce podcast. You can find that over at [truce podcast.com](https://trucepodcast.com). Chris sterren is the host. And he digs into the history of the church in the United States. And I really liked the way that he does it. He brings on guests who are

Christians and non Christians and really digs into what has shaped the church in America. So if that sounds like something you're interested in, give it a listen. Thanks, Dave, for all that you do. Merry Christmas, and Happy New Year.

David Jackson 24:19

Thank you, John. And now it's time to make Dave blush.

24:23

This is Kim new love from the pharmacist voice podcast which you can find at the pharmacist voice.com. My favorite podcast of 2022 is the School of podcasting, which you can find at school of podcasting.com. Why is the School of podcasting podcast my favorite podcast of 2022? It's because of content and show notes. Number one, I love that the information is current and relevant. It talks about tools and resources and people to know it's great, great information. I am a pharmacist and I have to do pharmacy continuing education in order to keep my license current and my skills sharp. I feel like the school of podcasting podcast is that for me when it comes to podcasting, and what's really cool is that it comes to me, I don't have to go search for it. All I had to do was press subscribe on my favorite podcast player, which is Apple podcasts. And it comes to me every single week. Not only do I love the content on the school of podcasting podcast, but I also love the show notes. The show notes are fantastic. If there is a tool or a service or a link to a person, it's going to be in the show notes. As a podcaster. I strive to do the same thing on my podcast. Why? Because people don't just listen, they also read your show notes. Many a time I have pointed somebody to the show notes for an episode. And I've even said, hey, please feel free to listen to this. It's great content. But if you just want the link to the person, the service, the tool, whatever. It's in the show notes, Dave, I love what you do. Keep up the good work and thank you for everything you do for podcasters everywhere. Now a little bit about me and my podcast. Again, my name is Kim new love and I am the host of the pharmacists voice podcast which you can find at the pharmacists voice.com. I'm a pharmacist by training but I'm not in clinical practice anymore. I made a career transition to voice actor and podcast host. I help clients get their point across in the medical space. What do I do? Among other things, I narrate audiobooks for women, pharmacist authors provide medical narration to clients in the pharmaceutical, biotech and continuing medical education industries and narrate content for explainer videos and elearning projects. How did I get into this? I was inspired by my nonverbal son who has autism to combine my background as a pharmacist with my speaking voice and launched my business. The pharmacist voice in 2017. My son Craig helped me realize the power of having a voice and using it. My solo podcast episodes are about some aspect of being a pharmacist, a voice actor, a pharmacist, podcaster, or my career transition from pharmacist to voice actor and podcast host. My interview shows feature a variety of people who use their voices to advocate for something educate in some way or entertain so that you are inspired to use your voice to my listeners are typically pharmacists, pharmacy students, pharmacy technicians, pharmacist podcasters, and voice actors who are in the medical space, meaning medical narrators. My website again is the pharmacists voice.com. Happy New Year and happy podcasting, everyone.

David Jackson 27:56

Thank you, Kim. And here again, where did I learn that to put the links to everything you mentioned in the show notes. I learned that from you. I asked my audience I said hey, what are you guys looking for in show notes? And they're like, well, I need enough to know what's in the episode. But really what I need is if you mentioned a book if you mentioned the pharmacist voice you know the pharmacists voice.com is going to be in the show notes because that's what people are looking for. Thanks so much, Kim.

28:23

Hi, this is Mark V net from the history of North America podcast where I explore the wonderful and tragic stories of North America's inhabitants, heroes, villains, leaders, environment and geography at Mark V. net.com. My favorite podcast is C spans Book Notes plus with hosts and C span founder Brian lamb who is my favorite interviewer. He asks short questions with the aim of learning as much as possible and always makes the interview about the guest and not himself. Unlike other celebrity network personalities who often seem to talk more about themselves than their guests or topics.

David Jackson 29:04

Ah, yes, the old like, ah, enough about me. Why don't you talk about

29:09

me? Hey, Dave in the School of podcasting, this is wiped out from podcast insider, among other things. And I'm answering your question of the month. What is my favorite podcast? Well, my favorite podcast is Les toes law by Steve Leto. So the Michigan Attorney specializes in lemon law on his YouTube channel and podcast. He talks about law topics of 15 minutes or less, because that's what his camera will record and then he puts it out as a podcast as well. I listened to the audio portion of it. He is an absolute podcasting and YouTube monster he does two episodes every single day, seven days a week 24 hours

not 24 hours, 365 days a year. It's crazy. I've tried doing a two minute daily and it's it's a lot of work. He does two episodes a day of somewhere around 15 minute. So it's just crazy. And his website is Les toes law.com that spelled a little weird. It's LEHT o s la w.com. And that's his law offices site, but he also has the link to his RSS feed and his YouTube channel on that page. Anyway, you can find me over at podcast insider.com and also Mike dell.com later,

David Jackson 30:45

that is absolutely nuts when you're doing more than one podcast a day. I've never heard of that. That's cray cray. Why did you hear that? Like every Gen X millennial just went oh my god, that old guy just said cray cray.

Neil Scott 31:00

Hello, my friend. Hello, Neil Scott here host of recovery coast to coast, America's voice for recovery from alcohol and other drug addictions. All episodes are on our website, recovery coast to coast.org as well as all of the popular podcasting platforms. Our latest episode features and interview with singer songwriter Bonnie Raitt, who has been in long term recovery for over 35 years. I am an ardent listener to podcast which I listened to when I run and I haven't missed a day of running and 18 and a half years when I drive and when I'm in long line to waiting at supermarkets, restaurants and other similar wait lines. I put my podcast into two types educational including asked the podcast coach the feed and of course School of podcasting. Then there are the podcasts I listened to for enjoyment. There are a half a dozen that I listened to regularly and love. But since the challenge is to name my favorite, why it is my favorite and a website. For me it is the Bob left sets podcast LEFSETZ, Bob is a bit of a curmudgeon. And he's plugged into the music scene has been for decades. He's well respected and attracts many top name guests. He addresses the issues that are at the core of the music business, downloading copy protection, pricing and the music itself. And he gets personal as well is never boring. He's always entertaining. And he asked questions of his guests that are at times daring, provocative, and sometimes uncomfortable for the guest. For example, He recently asked Linda Ronstadt how she felt about the sexualized image that Capitol Records employed to market her music telling her that in addition to her talent, she was perceived as a sex object, and to what degree did that affect her? And he also asked John Fogarty, what he's done with all his money. One of the reasons I enjoyed the podcast I never know what he'll ask next or where he'll go with the interview, and his podcasts are on the long side, sometimes up to two hours, but never boring. It digs deep. Recent guests have included Justin Hayward of the Moody Blues Melissa Etheridge, Daryl Hall, even Pat Boone, as well as mainstream newsmakers, his podcasts are available on most platforms, and his website is left sets le fsetz.com. As for me, well, my website, thanks to you, Dave, for turning me on to pod page is recovery coast to coast.org.com or even.net. Happy Holidays, my friend stay healthy, live in gratitude and be kind to others.

David Jackson 33:51

Is there any, like you already guessed it? Yeah. Neil is a guy that's been in radio forever. And when I talk about the brilliant podcasting minds in the School of podcasting Facebook group, one of those is Neil, super duper nice guy.

34:06

Hi, Dave. My name is Nina. And I want to say thanks for your regular feature that you have each year. What is your favorite podcast? I've enjoyed listening to your show for several years now. And I want to put my nomination in for my favorite podcast for 2022. And before I do that, I'll explain who I am. And what I do and why I made the decision. I'm one of those people who never quite got their podcasts sorted. Only a few episodes, and like the statistics say I just stopped podcasting. I am of that bottom level of most people. It was a conscious decision, because I realized I couldn't commit to the consistency that has been pretty much the mantra I've always heard about. You've got to get that podcast out every single week.

David Jackson 34:53

All right, got a pop in here while consistency of schedule is definitely a great thing to have because you Become part of their routine. It's not mandatory. If you could only do one a month or once every other month. Look at Dan Carlin, that guy gets millions of downloads and puts out an episode every other other other month.

35:12

Further to that I really struggled with the value proposition. I started well, I had an idea of starting a podcast because I've been asked to share my journey online, particularly with my organic farming journey. So I wanted to research some content, and blend it in and have stories to tell each week, then I realized my journey was often a slow one. So a weekly podcast in winter was not an inspiring one. That sort of got me a bit. And on top of that, I was only new to farming. So I felt that what do I have to tell? What could I share?

David Jackson 35:48

You can share what it's like to be a new farmer in the organic farming space. I thought about it. And then when yeah, there's not enough time. But I thought of starting a podcast about switching from PC to Mac, because there are going to be a lot of people in the same boat. And I would go out and find out stuff and talk about it. But I don't have enough time to do another podcast. So I decided not to but realize there are people that would hear and love the stuff from your perspective.

36:16

It was a bit like imposter syndrome combined with consistency syndrome. And I guess that the rest of it is history.

David Jackson 36:23

Ah, go out to school of podcasting.com/follow Because I'm talking about that in January.

36:29

That's why I'm not sharing with you the podcast details because it's really not relevant.

David Jackson 36:34

It's not relevant to me because I'm not into organic farming. But if somebody else was like, I've been thinking about starting an organic farm, they're like, Oh, why didn't she share a website,

36:44

but I do love the idea of podcasting.

David Jackson 36:46

The only thing right now that stopping you from podcasting is you. And sometimes we just need to get out of our own way. I know Look, Garth Brooks has impostor syndrome, Garth. Brooks has impostor syndrome. Just I know it's uncomfortable, but sometimes you just gotta push through, because you'll be amazed at what's on the other side.

37:07

I don't know if it's a personality thing. I don't know. Some studies say

David Jackson 37:11

70% of people have impostor syndrome. Because otherwise, you're kind of just an egomaniac, right? In a way.

37:18

I listen to a lot of spoken words. And when I'm driving, or mowing or on the tractor, or perhaps driving fruit to the delivery depot, I will combine listening to podcasts and audiobooks which can be up to 12 to 15 hours a week. So podcasts are a big part of my life. And my nominated favorite podcast for the year Dave is the School of podcasting

David Jackson 37:38

are now you're going and making me blush again. Because

37:41

I love the podcast industry. I want to keep abreast of what's going on. I subscribe to many newsletters. However, I feel like you've done the heavy lifting for me. So you read through all the data, get the cost from the industry people. And so I refer to you for information. And if something is, you know, sparks my interest in, I'll go back and find a newsletter and read it in more detail. Some days I've listened to you and I have felt a disappointment at Shady reviews, or perhaps you've had a bit of tiredness after you've been traveling somewhere that you always bring back a good story. And that's where I've seen so much cool new changes to your show in the last couple of years. You mix things up, you bring in new people, you craft some great stories, and bring them all back to a good takeaway from pretty much every episode. You're a great educator.

David Jackson 38:33

And the funny thing about this, the one thing that jumped out of me was the pretty much every episode, which for the record is accurate.

38:42

I'll listen to the podcasts of most of the people that you've had on his guests. I've read many of the books you've suggested. And I really feel he lifted the game in an already good podcast. Like, I didn't have a problem with your podcast in the past. But I do believe it's improved. And because you wanted to do something different and you made the effort. So you are slowly

moving the needle for the slow movers like me, who would love to have shows under their belt but struggled to do so with so much internal angst that a regular podcast seems so far away.

David Jackson 39:18

Oh, Nina, I am right here. I'm not going to let you sound stupid. I'm not going to let you spend money on stuff that you don't need. I'm right here and I'm here to tell you there is an audience that wants to hear your stuff that's like, Yeah, I'm kind of thinking about doing an organic farm. But I don't know where to start. I don't know who am I to start an organic farm and you're like, Oh, that's a piece of cake. In the same way that I'm like going and starting a podcast. It's piece of cake jump in the water.

39:46

Some days. I've been too busy to listen to your podcasts, particularly on the Monday, which I used to do all the time, but now I can't but I love stacking a few in a row. So if I were on a mower or the tractor I get told sent to you. And you really are the essence of school about podcasting. Ah,

David Jackson 40:04

it's working when you think podcasting, think school of podcasting,

40:09

when I'm about to start a podcast, I will engage you to help me through the challenges I personally feel when it comes to having a voice and stories of interest. Part of this is because in a recent episode, the word consistency got thrown out the window. And that piqued my interest because it got me thinking that I don't have to be consistent. I just need to be interesting.

David Jackson 40:30

There you go. All you have to do is make people laugh, cry, think grown, educate or entertain. If you can do more than one at the same time. Now you're on to something. And I would much rather have consistent quality than a consistent schedule. Yes, I prefer a consistent schedule. But I really prefer consistent content. And I'm here to tell you, you know, stuff that I don't know. And there are people that are looking for that

40:55

the episode made me feel like I could in an imperfect way. Be satisfied to get a podcast out that suits how I need to operate without feeling like I'm letting people down by being inconsistent. Because of my current situation.

David Jackson 41:09

I started a podcast called leading the bleeding. I did one episode and haven't done another one. And people are like, when's the next episode coming out? And I'm like, I when I learned something else that I want to talk about.

41:20

Dave, I think you will find all your listeners are loyal, and trust and value your opinion on topics. And my only real gripe is that I have at times wondered why you keep apologizing? Because you said something in another show. And you're repeating it. It doesn't matter. And stop doing it and promise me no more for 2023 We don't care.

David Jackson 41:45

Alright, Nina, for you. I hereby promise no more. Hey, I'm sorry for repeating myself.

41:50

It's a combination of having listened to you for years, I think and getting to know you. But I think sometimes, like many others, I'm a complete stranger to you. You don't know me?

David Jackson 42:01

I do now. And I like what I hear

42:02

and did. It's funny. My podcast app tells me that your podcast was a top one that I listened to in 2022 as well. So it must be true. Merry Christmas, Dave. And I look forward to your podcast in 2023.

David Jackson 42:16

And Nina, I look forward to listening to your podcast in 2023.

42:23

Hi, I'm Nyeri. I'm from Australia, and I currently have pneumonia. So please excuse my horrible voice not horrible at all. I host the ferret paradigm and the foreigner paradigm, you can find me at stolen our hearts.com That's stolen our hearts.com Just in case you can't understand my voice. I love learning about animals and sharing about animals, especially ferrets. My favorite podcast for 2022 is the art of decluttering. It's about decluttering things from your home and also your life and gaining freedom from those things I really like because they help break down the task of decluttering your house into small manageable steps. And the skills that they're taught me have actually helped me in my life as well. Just tips like starting with the first thing you see, though also one of my big inspirations to some own podcast, just hearing two fairly ordinary sounding women starting a podcast and being brave and hearing their progress over the years. From being pretty basic to sounding really expert. It just gave me a lot of confidence. So I really enjoyed that. I also like that they're Australian. I love the extra connection there. Unfortunately, though, the two hosts seem to have had some sort of issue in the past few months. And the podcast is being split up at the moment. Like an ugly divorce.

David Jackson 43:54

Yep, that happens. That's why if you are starting a podcast with a co host, you want to get it on paper, not so much a legal document. But that would help to a legal document saying I'm going to do this you're going to do this, here's who owns the name. Here's what it takes to get fired. Have that ugly, awkward conversation and then get back to having fun and making content because when you don't do that, and all of a sudden kind of like a marriage. You go Wait, what you're gonna do what, huh, yeah, and all of a sudden the expectations are not what you thought they were. You end up people, you know, Ernie and Bert split up and birds trying to do the Ernie and Bert show with Grover. It doesn't work. You know, Ernie owns the name, it's ugly. So get all that stuff out at the beginning. If you're having a co host.

44:40

It's just really fantastic. Really, really great way to change your life and your house and Ken's freedom. If you'd like to learn about all sorts of different pets, come and join me as the foreigner paradigm. And if you've got ferrets, and you'd like to learn some more about them, or you'd like to get fed hurts or you're having issues with your ferrets. Come and join me at the ferrets paradigm. Thank you.

David Jackson 45:06

But wait, there's more.

45:09

Here's a PS because I just found out more information Kirsty is keeping the feed of the art of decluttering. But renaming it curious freedom with Kirsty Fraser and friends. And Amy Ravel is creating a new podcast, including some of the back episodes of The Art of decluttering. And naming her new podcast the art of decluttering. So you can go and listen to the old episodes in both of those places. And listen to to lots of new episodes.

David Jackson 45:36

Thank you so much for that, and I hope you feel better soon. Paul

45:39

here from the past ACLs Tip of the Day podcast. Every Monday through Friday, I share information needed for medical professionals to pass their advanced cardiac life support, written exam and mega code. Links to my shows feed as well as some of my favorite medical podcasts that cover ACLs related topics can be found at pass acls.com My favorite podcast for about the last four months it's everything everywhere. Every day, Gary gives us a brief and entertaining lesson on a random topic or place, hence, everything everywhere. I love the show short format because I mostly listen to podcasts while driving to and from work, and Gary does a great job of presenting. interjecting his travel experiences and his deadpan delivery of some very funny jokes add to the shows enjoy ability. For anyone looking for a fun and educational show that safe for the entire family. I suggest everything everywhere. As a fellow podcaster I respect Gary's audio quality, and that he does a custom thumbnail for every episode. He also goes the extra mile to keep his listener engaged with shout outs reading comments and emails at the end of every episode, and responding to listener comments on social media. intellectually curious people that enjoy learning for the sake of learning should definitely check out everything everywhere. The full show catalog as well as some very cool travel photos can be viewed on his website, everything hyphen everywhere.com. I hope that everyone has a safe holiday in a podcasting New Year.

David Jackson 47:26

Thank you so much. He I had Gary on the show, you can find that at [school of podcasting.com/ 854](http://schoolofpodcasting.com/854). And of course, as I've mentioned, this will be in the show notes at [school of podcasting.com/ 859](http://schoolofpodcasting.com/859). A Dave,

47:38

this is Richard Kjellson. From the Veterans Day room podcast, one of my favorite podcasts right now is built a big podcast by David Hooper. And you can find it at [podcast dot big podcast.com](http://podcastdotbigpodcast.com). The reason I like it so much as he takes the news of podcasting. And he does a newsletter every week. And his podcast is the audio version of it. But I get the newsletter first and then I listen to the audio. So it's a little backwards. But it's still fun because I go when I hear is podcast, I find a newsletter and I follow along and I've learned about a lot of new different apps and programs and some have looked at some I've been agree with or you know, just is as just his delivery and the way he puts things together. And plus I love his little sound effects when he changes topics and everything like that. And I've emailed him talk to him a couple times. And he's he's a really nice guy. And I just I just love listening to him. So Right. So as of right now, this is my favorite podcast. Now, my podcast is called Veterans Day room. And some people might be thinking, Okay, what is that? Well, I have learned since I've got my veterans benefits that a lot of veterans don't know how to go about getting their benefits, how to get an increase in their benefits, or what benefits are out there.

49:21

And just the information

49:23

I learned because when I went got my VA benefits, I didn't know anything. I did a blind. You know, I had people say, Oh, do this, do that, do this, do that. Well, I'm different. So I did it my way. And I came out really well. And so when I found out other veterans didn't even know the couple things that I knew, I'm like, why not make a podcast about it? Because the information is out there. It's on the VAs website is just so buried, that a lot of veterans give up. And so that's what I do. I take my time And I learn about all this information, and then I go find out where to get it. And I use my podcast and I tell veterans where to go find it at. There's, there's a lot of information out there. That's just what I do. And I try and make it fun. Because anybody who knows the mind of a veteran, yeah, it's not like normal people's, it really isn't we, we think in totally different ways. So sometimes I do, I do get a little serious, like I do talk about veteran suicide. Because I also, I also help run a nonprofit called Operation tears 22. And we bring awareness and prevention to veteran suicide, because that is near and dear to my heart. I've known veterans to take their own life. I hear about veterans doing that. And it kills me every time because I miss my brothers and sisters, when we get out of the military, we lose that brotherhood, and we're trying to bring that back and actually have a talk. So that's what I do. And that's my goal. That's my passion. And I'm gonna keep going with it. Anyway, Dave, thank you for what you do. I really appreciate it. I've listened to you for years. And meeting you has been awesome. So I want to say Merry Christmas, Happy New Year, and keep doing what you're doing. And you're doing a lot of great things. Have a beautiful day.

David Jackson 51:29

Thank you, Richard. And thank you for your service. Yeah, David Hooper is a great guy. I've been on his show. He's been on this show. And he's one of those brilliant minds in the private mastermind at the School of podcasting.com.

51:43

Hi, Dave Jackson, rich Palmer at [Rich palmer.com](http://Richpalmer.com). I'm answering your question of the month slash question of the year. My favorite show. The one I've selected for this year is voice over body shop with Dan Leonard and George Widom. Why do I like this show, because they have guests who share real world examples of success in the voice acting community. They give great stories. They are fun. And they have some great episodes, which are my favorite when they talk about gear that they call voice over Body Shop Tech Talk. And in those shows, they not only share the new gear of which I'm very attracted to because I have gear acquisition syndrome. But they also tell you practical uses. They tell you where the benefits are. And they give reviews of products. This show is delivered in both audio and video formats. But I find myself listening to the audio most often, unless there's a really attractive gear that they're talking about. And I just have to see what it looks like. You can find it at [v obs.tv](http://vobs.tv). That's Victor, ocean boy sam.tv. Though I've produced many shows through the years, I'm currently between shows for my personal use, but I have been working in the background editing and producing shows for others. I'm getting ready to prepare and have been working on the notes for a brand new show geared toward mental health for first responders, titled to be determined, but I'll be releasing that in the very near future. So I look forward to sharing that with you, Dave, I've been listening to school of podcasting since episode one back in 2005. I'm glad to be a part of your listener

audience and it's always great to reengage with you from time to time. Here's to a great 2023 and I look forward to hearing what you bring us in the coming year. This is Rich Palmer at rich.palmer.com

David Jackson 53:42

Thank you Rich big smile on my face when I heard your voice coming out of my speakers. We have gone back a long way. And what's fun about this episode is can you hear Kim new love writing down? What was that again? VO bs.tv Because, of course the pharmacist wishes and voiceover work and she probably went hmm, I might want to check that out.

54:03

Hey, Dave, this is Taylor Merrick with the Taylor America podcast, the only three and one podcast on what while you're just gonna have to visit my website to find out more. Taylor Marek, [m a r e k.com](http://m.a.r.e.k.com). On a little sidenote, I have to sneak in. I've been podcasting since 2006. So sure the podcast has changed over the years. But I'm not sharing much more than this. You're gonna have to visit the website to find out more. The podcast I'd recommend highly is the expert ownership podcast by David and Jason Benham really insightful guys sharing impactful and relevant and timely episodes on, you know, running a business, navigating the waters of entrepreneurship, figuring out processes and systems and everything. Everything that you'd ever want to know about, you know, being a business owner and operating a business and entrepreneurship and all that fun stuff. You can find them at expertownership.com Highly recommended. And as always, this is Taylor Merrick with a Taylor American podcast. The only three one podcast podcasting since 2006. Have a good one, Dave.

David Jackson 55:13

Thank you, Taylor. When I first met Taylor back in 2006. He was an embryo. He is so young when he started podcasting is great to hear from him again.

55:22

Hi, Dave. This is York from Welcome to Earth stories and original science fiction anthology series. My number one show of this year is extremely controversial. Just a little trigger warning, it may melt the ears of listeners who knows about this person. I'm referring to the Matt Walsh show, Matt Walsh, dives into the political arena. Like it's nobody's business. He takes no hostages. And he's brutally honest. He also backs up all of his opinions with sound logic. If you disagree with Matt Walsh, that's okay. I strongly recommend that you listen to the show because he's good at defending his position. He's also good at building an audience. I mean, he even has t shirts of himself depicted as a baby. What are the show does that. So listen to the Matt Walsh show on daily.wire.com. And if you want a break from politics, then listen to my show. Welcome to Earth stories. These are short audio dramas that will get your mind away from the daily grind. As you enjoy a sci fi tale can be reached at [Welcome to Earth stories.com](http://Welcome.to.Earth.stories.com). Thanks, Dave.

David Jackson 56:50

Thank you, York. And well, actually not the last one. The last one will be me. But the next to the last one. You've heard him a lot on the show. He's a regular contributor to the question of the month. And we also get to what his January's question of the month, but this is Scott Johnson from the show. What was that? Like? Hi, Dave,

57:11

this is Scott Johnson. You know, it's funny, every year you asked what my favorite podcast is, and every year it seems to change. But sometimes several months ago, I discovered one and it's become one of the podcasts I look forward to each week, because every episode is a story. In fact, the podcast itself is called seven minute stories with Aaron Keller fato. The website is [seven minute stories.com](http://sevenminutestories.com). That's the number seven minute stories.com. Each episode is short, so you don't have to commit to a long time to hear the story each week. And the stories are memories from his life. Some are entertaining, some are trying to illustrate a point. It's just a good variety. Just a guy who's trying to make sense of the world who also happens to be a good storyteller. I especially like that the stories are not scripted. He just tells them extemporaneously. He's either really good at that, or he does some editing. Probably a little of both, I would guess. So that one is my favorite for this year, seven minute stories with Aaron, Colorado, because everyone loves a good story. And that's really the reason I do my podcast, which is called What was that? Like? Each episode is a conversation with a regular person who's going through some type of really unusual situation. My very first episode was with a young woman who accidentally killed someone. And since then, I've talked with people who have survived plane crashes, and mass shootings, gotten attacked by a shark, or witnessed a murder. And I do some happy stories to one of the recent guests I had on was a woman who went on the prices right and won the showcase. So we got all the behind the scenes stuff on how that works. I've got over 100 episodes available to binge, and you can get it on any podcast app, or the website. What was that? like.com Thanks for all you do, Dave, hope you and everyone listening has a great holiday season and some big podcast growth in 2023.

David Jackson 59:11

Thank you so much, Scott. This next one was done live on the Ask the podcast coach show. This is my co host, Jim Collison. You can find his show home gadget geeks at the average guy.tv. The description of that show is if you're looking for the latest tech news and reviews will then look no further than home gadget geeks. Our community based podcast delivers all the information you need straight to your door, whether you're looking for the latest gadget updates or just want to have a laugh, we've got you covered. So come on over and join the geekiest community around and here's Jim Collison talking about his favorite podcast.

Jim Collison 59:49

The one I love listening to is called One nation under whiskey and it's been a good by the way. They do every week. They do an interview. It's two hours It's a two they spend 30 minutes chatting, then they do an hour long interview, and then they do 30 minutes. The content is relevant. And it's funny, and it's not boring. And so I listen, I look forward to it, I'm disappointed when there isn't one there. I look forward to all two hours, then they do a 35 minute extra extra that they put in between those two hour interviews. So it just goes to show and they have they've got 10s of 1000s of listeners, maybe even more they've gotten they've gotten fairly big. And what's it called? One nation under whiskey.

David Jackson 1:00:35

And, and what's the, like, what's the big takeaway from the show? Just

Jim Collison 1:00:41

yeah, it's more about the industry than it is about the whiskey. Like they spend a little time thinking talking about tasting and some of those kinds of things. And they're they're, they're sipping drams is they would say, they're sipping drams during the show. But it's not like a tasting show. They're talking more about the industry and what's going on in it and what's happening around the world. And, you know, whiskey is a global industry, as we think of all the things. I think most people think of it as scotch. Right? They think, oh, yeah, the nasty peated. Well, there's a whole I mean, there's whole of course, Kentucky produces bourbon, that's a whiskey. Japanese whiskey is super popular now. And there's a lot of good whiskies coming out around the world. They spend a lot of time talking about the business of it, as opposed to just the, hey, let's drink this stuff. And they do. Don't get me wrong. It's so it's, it's interesting in that that way, and they're funny, they have a good, they have good chemistry together. They're funny together once a younger guy wants an older guy, the older guy, so he's making fun of the younger guy. It's it's a good job. Josh and Jason are the two hosts and it's just a good podcast to listen to. Yeah,

David Jackson 1:01:46

the one and only Jim Collison you can find this every Saturday live 1030 Eastern at Ask the podcast coach.com/live. It's called free podcast consulting. And my favorite podcast is the no agenda show. And the show I listen to the most is James Kremlin's pod news. I listen to that every morning. And I've talked about how that's been my favorite in the past. But here's why no agenda one this year. They did. It's an interesting strategy. They will actually they didn't do it one of their listeners did. They have a thing in their show where they basically dissect the media. And they talk about things in the media. So their agenda is to show how bad the media is. And they shoot both left and right. They try to, you know, cover everything. They have millions of listeners. And so one of those listeners put together a show because on occasion, it's John C. Dvorak, who's a tech writer from back in the day. And then Adam curry, you know, one of the guys that helped invent podcasting. And it was also been on the radio, he was on MTV back in the day. He is basically God, from what I understand in the Netherlands, had like a reality TV show, things like that. So here's a guy who's been in the media pretty much his entire life, and they dissect the media. And so they play clips of things. And then they talk about it. And on occasion, like Adam will play a clip and Gianna, go, Oh, that's it, definitely give that one clip of the day. And so one of their listeners went back and took all the clips of the day and strung them together because Adam was having surgery. And they were going to miss a show. So a that shows you how engaged their audiences. But I also went, Wow, I had totally forgotten how much value this particular podcast had given me. And that's why I gave them my vote for podcast, my favorite podcast of 2022. Because there are many times I hear about something on that show that I think Well, surely they're going to talk about this on the mainstream news. And they don't but it's not so much like crackpot kind of crazy conspiracy theory stuff. In fact, many times it comes out later. And one of my favorite things is how they hold the media accountable. So you'll hear things like clips of a bunch of Democrats going yeah, we'll never take that vaccination. And then fast forward three months later, everybody needs to get vaccine and then someone from the World Health Organization going yeah, you just need to take the shot once and you'll be good. So it's not really all about vaccinations all the time. They're about looking at the media and going Yeah, I think they're lying here or follow the money. And it's turned me into definitely a more skeptical person. I want proof. Now when somebody says something, when I hear I heart number one in podcast, I'm like, is that based on the chart that you own? So it's an interesting show. You can find it at no agenda show dot com. Now, if you are thinking of starting a show, and you're like my friend Nina, who maybe is maybe not, you know, needs a little nudge there, you're tired of hearing that microphone roll

around in your drawer that's been sitting there for years laughing at you, I would love to help you. Come join the school of podcasting. Again, [School of podcasting.com/listener](https://schoolofpodcasting.com/listener) will get you there and save you a little bit on either monthly or yearly subscription. And if on day 29, you're like, Dave, this just isn't for me, I will refund your money and cancel your subscription. So, [School of podcasting.com/listener](https://schoolofpodcasting.com/listener) is one thing I want you to remember. Again, everything's out at [school of podcasting.com/ 859](https://schoolofpodcasting.com/859). And the last one is, Nina said, You've been making some changes. And that's true. And I'm looking to make more changes based on your feedback. So I'll have a link in the show notes [School of podcasting.com/survey 22](https://schoolofpodcasting.com/survey22). I'm looking for feedback from you to help me make the show better, and to make sure I'm giving you what you need. Thanks to everyone who participated. I deeply appreciate it. Happy Kwanzaa. Masuka whatever you celebrate, have a safe New Year. I will see you next year as I start my eight teeth gear in podcasting. And until next week, take care. God bless. class is dismissed.