



The following is the full transcript of Remarkable Episode 12: [Dave Mooring on Starting With Why: The Story Behind the Remarkable Podcast](#)

In this episode of Remarkable, I feature me, your host and teacher. That's right, I decided that maybe it's time you learn a little bit more about your host. And the 'why' behind the the remarkable podcast.

So, I invited my buddy Jay, who I interviewed in Episode 8, to interview me. A little flip mode if you will.

You'll learn about my background and how I got into podcasting in the first place. And I share what kept me from launching the show sooner, how I decided to podcast about podcasting, and where the name came from.

I hope you enjoy it. Without further ado, here's me.

Jay: David Mooring, welcome to Remarkable!

Dave: Thanks Jay, thanks for having me on your show.

Jay: Absolutely - well, your show. It's a treat for me to be able to guest host a show that I've been listening to from the beginning, actually.

Dave: Yeah, thanks for having me on my show.

Jay: Absolutely. Thanks for your time, I'm a big fan of you and your work. I'm looking forward to talking with you.

Dave: I appreciate it. Same here.

Jay: Well, let's just jump right in. What episode is this for you now?

Dave: This will be number 12.

Jay: For people that don't know you, usually you're on the other side of this .You're always asking for other people's stories. So if you don't mind, can you give us a little insight into your background and what you're doing day to day, these days.

Dave: Typically the way I describe myself, is I'm a creative who has found himself in the business world. So I grew up as an artist doing photography and drawing. I've always kind of been a right brain thinker, and I've always had a knack for business and an interest in entrepreneurial activities.

So after going to Carolina, I went to UNC Chapel Hill, where I studied Latin American studies and some business courses, and had several different jobs coming out of that. I ended up going back to school to get my masters degree in business.

And that's relevant because, after that in 2005 I spent five years working in a web development company in Durham, where I really got into the interwebs and the technol-

ogy side of marketing, which was a really good fit for me as someone who does have a creative side.

I love solving problems, and I've got a really good sense for what was going on in the web world. I was there from 2005 - 2010. We worked on a lot of really cool projects. We grew from, I think when I joined, Don the owner, we had about 9 or 10 people. We were able to grow up to about 24 people.

We had one of the first apps in the app store, when iTunes released the app store, I think with the second generation iPhone.

Jay: Very nice.

Dave: Yeah, that was a game called Lumina. I think you can still find it. It was basically a knockoff of the Simon game from the 80's.

Jay: No, no, it was a completely original idea.

Dave: Yeah, totally original. That was a really great experience. Don had the foresight of getting in early on that. He was a huge fan of Steve Jobs, and Apple his entire life. So he was always trying to lead the charge on doing some new and innovative things.

That really got us a foot in the door. Our team built the first city-search app. We did some work for NBC Universal for the Sci-Fi channel. They have an app called [Blastr](#), which is basically everything science fiction. We built the first version of that.

Just a lot of cool projects that we worked on. I was able to, with that team, kind of learn what it means to do some out of the box thinking and push the envelope and move forward. In 2010, with the economy shrinking, our team shrunk as well. So I had an opportunity to go out on our own.

Essentially I was working as the vice president there. As the team shrank, we didn't really need a vice president. It actually worked out well, so I started a company called [BurlapSky](#). My intention was to build a digital marketing agency, but over the years, I realized that I'm really more interested in consulting and teaching and coaching other people.

That's what I've been doing for five years. In the past couple of years I've been a big fan of podcasting. I got into it by way of listening to audiobooks, and then stumbled across podcasts.

So I've been in the digital world now I guess going on 11 years.

Jay: You've seen a lot.

Dave: I have, it's been up and down and up and down. About 10 of those years, I've been teaching in the evening - spoken at conferences, things like that. That's what I'm passionate about, is learning what's working in digital marketing and helping other small business owners and entrepreneurs and artists to figure out what they're doing.

That's really what I've been focused on for the past five years now.

Jay: So that's something I find very interesting. So at [CrossComm](#) you worked with really some of the biggest names, right? NBC and Universal? You seem to focus now more on the small business, the entrepreneur, that sort of thing.

So why do you think you gravitated that direction. Obviously you could be doing this for a big New York corporations if you wanted to. What do you think draws you to that small business world?

Dave: That's a great question. At CrossComm, we had a variety of clients. We did work with some small businesses and some larger clients. What I realized is that I think you have a lot more impact with smaller businesses.

As an entrepreneur myself, I really pull for the little guy. I just believe that we can all impact our communities and our families and our world. The best way to do that is to take whatever we are gifted with, not all talents are innate, I'm not saying that everyone is born being an expert, but I think there's just some things that we lean towards doing.

So for you, that might be writing. For someone else, that might be drawing. I've been really interested lately in hand-lettering. I've followed some of the people on Instagram who are doing that, and making a living doing hand lettering.

That's a really small niche, but they're really passionate about it, really good at it. There's people that want that. I like helping people that have a passion and a gift, and grow that into a business, so do what they were born to do. And make money and make a living doing that.

Jay: That's really great. I think I wish more people had that sort of perspective on things, and are kind of willing to help lift others up. That's awesome.

Dave: Well, it's certainly not easy. Not for me and not for them.

Jay: Right. But it's noble. It's certainly noble. So kudos to you for that.

Dave: I appreciate that.

Jay: So, of course, I've known you for a long time. I don't know if I'm allowed to say how long I've known you.

Dave: Yeah, yeah. This is the get to know me episode.

Jay: I think over 20 years now.

Dave: Yeah, wow.

Jay: I think probably as far back as I can remember. I think you've always had - you've always been the kind of guy who would sit around and be like 'you know what? I wonder why things are this way, or 'somebody should do X or Y.'

At what point do you think you realized that you weren't just someone with ideas, but that you were actually an entrepreneur? That you were somebody who could go out and take action and make change?

Dave: That's a great question, Jay. I think I realized, at some point in the probably - towards the end of my time at CrossComm. I started really following some people that were doing some really cool stuff online, and making a name for themselves and building a brand. It started to click to me that I could do that too.

Why not me, or why not you? I think we all have this misconception, and I think this is really hard - especially after going to business school - to break through. It's that you perceive a business as following a set of rules, and that you have to play by these rules and you have to do these things a certain way.

You get caught up in that, so a lot of people are scared to do something that's different, or something that kind of goes against the grain.

Jay: Right.

Dave: And I think I realized that businesses that are really making some unique changes, and are really doing some cool stuff, are the businesses that have kind of flipped things on their head. As someone, as you've mentioned, I like to sit around and think about ideas and figure out why it's not working.

After working with so many businesses that just can't seem to get it right, even if they've got a new website and a new app, they still wouldn't grow, and they still wouldn't make that change, or they still wouldn't break through.

I think it's because they were trying to put a bandage on something that was never really a great idea anyway. So as I internalize that, I guess I realized that if nobody else is going to do it, maybe I can be that one to do it.

And even then, as I mentioned, when I started BurlapSky I thought that I would build a digital marketing agency, just because I thought that was what needed to happen. I was coming out of an agency, I was used to working with those people, I had a lot of friends in the agency world. So I thought I'll start an agency.

I've still struggled to find where is my footing, and I think I'm starting to get that now. But for the longest time I was trying to figure out how to do my own thing, but also do what's expected of me.

Jay: Yea, so it's funny, as you were talking about that I remember your umbrella design. I don't know if you want to talk about that too much, but for your audience, you've had a different take on what an umbrella should do and how it should be designed.

I remember talking with you about that and how we all kind of have just come to accept that the lower half of our pants are going to get wet when we use an umbrella because that's the best we can do.

But I think that you've kind of always had good perception about things that most people have just come to accept. You've had the courage to say it doesn't have to be that way. I think that's part of what has been impressive about you. You've had the courage to step out and do things that no one else is doing.

I'm curious if you know where that comes from. Was there something in you that gave you the courage to say you can do things your way?

Dave: Yeah, that's another great question, Jay. The umbrella thing, I will go back to that, because it's really a pivotal moment - or I guess it's one of several bricks that led to the whole structure.

Again, I was working at CrossComm and we parked in the back of this building, and there was this small parking lot and then we had to walk a block or so, a city block in downtown Durham to get into the building. I've got my lunchbox and my back where I'm carrying my laptop, and you're fiddling with this umbrella.

And it's like - if you're holding a round umbrella, half the umbrella isn't doing anything because it's sticking out in front of you, and the other half isn't big enough to cover all of the back of you. And then the wind's blowing, so you've kind of got this - anyway.

So I remember having this conversation with you, why nobody had ever built an oval umbrella, or an umbrella that was somewhat lopsided, and then I thought well that's a silly idea. Surely if that was possible, then someone would have done that already.

It must have been a silly idea that I had, because I'm not an engineer. Then a couple years later I was doing some work at another firm as a contract and saw one of their design magazines, and at the previous year somebody had won an award for developing an umbrella that wasn't round.

I thought oh no that really was a good idea! Somebody won an award for that. So why do I think that - why do I push the boundaries or do I think that's okay?

I think it's just the way my brain is wired. I can think over and over of times where I wish there was a piece of furniture that I had that doesn't exist and I've not been able to find it. I guess it's the creative side of me and problem solving, where I think this just doesn't work.

I wish I had something that's not existent and I try to find it and it's just not there.

Jay: I was kind of curious if there was a moment, in your childhood or something, you had a moment where you realized that you thought differently and it was okay, or if that's sort of been part of who you are. An origin story, there?

Dave: No, I think it's just been part of who I am. I think the thing that's been difficult is that you now, I grew up in a small town, and sure I hung around some people that were much smarter than I am. One of my best friends growing up.

But I don't think - you're rarely taught that it's okay to think differently. So I never felt much validation. I thought that my ideas were silly, and I actually recall coming home and telling my brother and my dad things that I had learned in science class, and them thinking it was silly or funny or just kind of - you know? And lovingly poking at me.

David comes home with the silly ideas and the silly science projects and things like that. So I guess I just never thought that it was valid until, in my adult life, when I've had ideas. I'm old enough now, that I can know that 'okay, I have this idea for the umbrella, and - 3 years later I saw an umbrella win an award.

And that's validating.

And that's just one of the instances where an idea I had probably would have been silly had I not seen something that validated it.

Jay: I find that interesting, because I think we are social creatures. We learn most of what we learn by watching what other people are doing. So there's this natural inclination to just go with the flow anyway.

Then for those of us that just kind of start out by meandering, you know, wandering from that path, there are many sort of mechanisms in place whether it's parents or peers or family or whatever, to beat that out of you, to make you get in the line.

I think it's impressive that you are where you are in life and you still have the courage to ask the questions and take action. And design the umbrella.

Dave: Yeah, I wish I had designed the umbrella. I think you can buy them on Amazon now.

Jay: I think somebody's out there kickstarting one right now. But that can be our gift to the world. It's a free one. I want to go back to something else you said. You talked about at CrossComm how you had the opportunity to sort of get in early with the iPhone and iTunes. So we'll get to the how and why in a moment.

I have a little inside scoop that probably most of your listeners don't know about you, and again, it sort of falls in line with what we were just talking about. I remember you identifying podcasting as the next big thing probably a year and a half, maybe two years, before it really popped up on the radar with most other people.

So you knew that it was coming. You knew that it was a good idea before practically anybody else was talking about it. I'm curious if, looking back on it, if you can see what you recognized that other people didn't.

Do you know what those cues were that you picked up on that told you that podcasting was going to be a big thing?

Dave: Yeah, and I have to relate it to another story to something else that I've written about. I think I recognize some trends because I saw the [WordPress Marketplace](#) for themes was growing and I would think, around 2007, 2008, I was intimately familiar with Wordpress.

Jay: Can you give people who aren't familiar with that a little brief on what Wordpress is and on themes.

Dave: Yeah, yeah, yeah - so for those of you listening who don't have a lot to do with your website or maybe don't have a website or have hosted or built a website, Wordpress is essentially a platform or an engine for running your website. I think it's, I haven't seen the recent numbers, but maybe one in every four websites is built using WordPress.

One of the founders was [Matt Mullenweg](#), but they have a hosted platform where you can pay a monthly fee to use. Then there's a free open source platform where you can download and create your WordPress.

Most websites, for all intents and purposes are built on WordPress. But it started out as a blogging platform. And so we, being in the web development world, back in 2006 2007, 2008, somewhere in there, people were taking the blogging platform and manipulating it as more of a website because it was a fairly inexpensive way to get a website up and running.

You could still put custom designs on it. But over time they turned the blogging platform more into a full platform where you could host content with all your pages and a content forum, and the different thing like that.

At some point it occurred to us - we would have a lot of clients coming to us who were looking for low-cost websites. They couldn't afford five or ten thousand dollars for a custom website. So some of the guys and I would bat around the ideas of what if you could build a theme?

So a design for a large organization like Habitat for Humanity - and maybe you could sell it to the head organization and they could license it out to the local chapters or branches, and just modify it a little bit.

So that really led us to what if you could build a theme for churches, and what if you could build a theme for nonprofits, and what if you could build a theme for dentist offices?

So we had this idea, and we batted it around, but we didn't really have the resources. We were really moving into the iPhone app territory. I wish we had done more with that, but we didn't. I always wondered if it was a good idea, and then, again, a year or two later you had [Elegant Themes](#) popping up and [Woo Themes](#), and [Studio Press](#) and [Thesis](#).

And then eventually, [Theme Forest](#) popped up, which is now one of the biggest sellers of Wordpress themes and is a multi-million dollar business. So I think going through that gave me some clues into how momentum shifts in the digital world. And I've started to recognize when certain companies, or certain brands, and certain people start getting into something then it's starting to get big.

So one of the people that I was following is [Tim Ferris](#), author of the [4-Hour Work Week](#), [4-Hour Body](#), [4-Hour Chef](#). I found his book in the digital audio format, and so I've been keeping up with him.

I've also been a big fan of [Copyblogger](#), which is now [Rainmaker](#), and I've [interviewed Jarod Morris](#), the VP of marketing for their digital platform. I've been following them since around 2007, 2008.

So I've been keeping up with people like that. I guess it's been about two years now that they started getting into podcasting. They started popping up, hosting news articles, and this was before Serial.

I'd been listening to podcasting for a while, and I just saw more and more people talking about it, and more and more people getting into it, and then Apple Car Play, or Apple Play, the speculation that that would be in cars and available with a podcasting app built in.

Then I got word that Chevy and Ford at some point are going to have an in-dash podcast player. I think just keeping up with those trends. When you've got someone like Tim Ferriss that jumps on board, and then you've got Copyblogger, Rainmaker, launching with maybe 10 shows all at once.

That's a big investment into moving forward.

Jay: Maybe I've got that timeline out of order, but I feel like you had called it before you even saw those people. I remember talking about it with you.

Dave: I knew it was coming before then, I guess it was when they got on board that I was like now everybody's got to catch the wave now. I saw it building before then, but definitely when those two launched, or I knew that they were going to, I knew that was kind of the icing on the cake, it was time.

Jay: Right, Sure. And so this is connected with that, but if you don't want to talk about that, we don't have to. But I'm curious. You had a couple of examples previous, and I'm curious.

You had a couple of ideas, like the umbrella design, the WordPress theme, and you saw this wave coming with podcasting, but you didn't jump on it immediately when you saw it. You kind of waited, you still waited a little bit longer before you dove into it.

So I'm curious if there were something that kept you from sort of diving into it as soon as you recognized it? What were the factors there that kind of helped you decide your timing?

Dave: Really, it was just a matter of, I think at the beginning it was mostly time. I decided to create a podcast in the fall of 2014. That's when I knew that I was going to have a podcast. I think sometime around December of that year is when I launched my overall online teaching brand [SuperSimpl](https://supersimpl.com), sometime around then.

I went ahead and ordered a microphone and a stand and a couple of pieces of equipment to start the podcast. And I think you and I even have a test run from sometime around early early 2015, where it's just like let's just see if we can get Skype recorder to work.

Jay: Which no one will ever, ever hear.

Dave: Maybe. So it's been, it's been awhile coming. Initially I just didn't have the time or resources. I didn't know exactly what I was going to do. Sometime towards the summer, I started doing some recordings. I thought I was going to do more of a general marketing podcast.

And then I ended up going to the [Podcast Movement Conference](#), which is really where I met a lot of people to help me get off the ground. I ran into [Glenn the Geek who I interviewed](#), and who suggested that I narrow down and start with a smaller niche.

Originally I was going to do solopreneurs and entrepreneurs and marketing. A topic for how they would go about marketing and building their brand and their audience. At the conference I decided to niche down and use people who are using podcasting either as their main outlet, or as a marketing tool for their business or their artform or what have you.

And then from there, I think a lot of it was fear. I was scared of releasing something and having my voice heard and being critiqued. In some regards, I'm happy that I decided to do a podcast about podcasting or for marketing, but I think it actually slowed me down because, knowing that the podcasting greats may listen to my show. The people who have been doing it for 10 years.

I'm not the expert. I was hesitant to release something and have it be thought that, hey, he's saying that he's talking about this topic but he doesn't know anything about it.

Jay: Sure.

Dave: And I think that's where my intention is. I'm on this journey to find out what makes a podcast remarkable. I know marketing. Marketing is my expertise, but podcasting is not, so I'm trying to merge those two worlds. I'm not saying that I'm the podcasting expert.

So that's made it a little more comfortable. So the first part it was time, and the last six months before I launched was really just fear.

Jay: That's why I ask, because I'm sure there are a lot of people out there who are going through that same process, and they have an idea but there is still a lot of resistance, and so I think it's good for people to hear that.

That even people like the great Dave Mooring have these issues. And I want to say that, I appreciate you staying humble with everything, but if you go back and listen to your very first episode, right out of the gate you are producing very very high quality work.

So I think people would be surprised to know that you were fearful of putting that out there, just because the quality is so high, and you're doing a great job already. I'm going to have to give a little bit of a shout out to [Julio Gonzalez](#), who - I mentioned and I've got a little spot for him, because he does the music and he's done some of the editing.

But even after I've recorded and edited, the first couple of shows, I couldn't get the sound and the audio quality where I wanted it. I reached out to him and he's been a huge help. I may not have launched if it wasn't for Javier putting the final touches. Again, they'll be a spot for him, and he's been a huge help.

And you've encouraged me over and over just to ship it. You can't learn from it if you don't get it out there.

Jay: Can you walk us through a little bit of how and why you decided podcasting was the right thing for what you want to do? I want to get to SuperSimpl here in a minute, but maybe you can connect those two for us.

Dave: Yeah, so, I've built a large network. I'm in the triangle region of North Carolina. In my gut I've known that I needed to go larger, and I needed to think bigger on a national scale to get where I want to go and reach the number of people that I really want to help.

So over the past couple of years, as I mentioned, around the end of 2014 I started taking some of the courses and materials that I started teaching and putting them online to help other entrepreneurs who I couldn't reach through an in person seminar or workshop.

And that's where SuperSimpl came about, it's just that's where I try to reach more people and I try to do a good job of teaching entrepreneurs and solopreneurs really what it is they need to know to market their business, and what they should ignore. There's really so much we can get overwhelmed with.

The purpose of the podcast was really for me to understand podcasting the same way that maybe Darren Rowse of [ProBlogger](#) understands blogging. I believe he probably got into blogging earlier than I'm getting into podcasting.

When you have something like the medium of podcasting that's getting really big - and I think we're still in the early stages, you need someone to understand the medium to

teach other people how to do it well. If they want to make money from it, or they want to grow and audience, how to do that.

So my intention of getting into podcasting is that I really wish that I had gotten into blogging earlier. I had the opportunity, and I had started a blog back in 2004, 2005 I think. I was aware of blogging, I just didn't stick with it long enough to become someone who would be trusted to help other people. I see podcasting as just a form of blogging for other people.

I know there's lots of forms of podcasting, and I'm not talking necessarily about the people that are doing the high quality Serial type show that are taking a team of 5, 10 people six months or more to produce.

I'm more talking about using it as a blog to produce content to build your business and your audience. I'm trying to learn it so that I can teach the next generation or the next wave of business owners that want to use it as a way to market their business.

Jay: Was there sort of a moment that you had the, sort of the lightbulb moment, the Eureka moment when you realized you could sort of marry your expertise in marketing and digital marketing with this sort of emerging wave of podcasting?

Did you have sort of an 'aha' moment there?

Dave: I actually did, and it was at the Podcast Movement conference in Fort Worth last July. Because again, I mentioned, when I went to the conference I was going to try to learn more about podcasting so I could launch my show, and start networking with people on a national level

I met a dozen people, or 15 people or more who had either just started a podcast or were interested in podcasting, about topics unrelated to business or marketing. And they had no idea how to market their shows or grow their shows.

So we would grab lunch, or I would grab a drink with them after the events or some of the networking things, and I would let them know what I was doing, all of these questions would pop up about marketing.

That's when I realized there was a need. Because they're at a conference to learn about podcasting, but what they really need to learn is how to market and how to find their voice or their audience and how to build that.

That was my 'aha' moment.

Jay: I think that's interesting, too, because again, having known you for so long, you've always been very generous. You've always been the kind of guy who's looking to help other people succeed. I think that's just part of your nature. I find it interesting that it seems to fit with you very well.

You would go to a place looking to learn something, and you would realize that all of these amazing people that you've already been looking up to, and that you had a way to help them. That sort of loops together for the impetus of your podcast.

I think that's really cool.

Dave: Thanks. That really sums it up. I saw a need that I could meet, and I'm hoping I can meet that need.

Jay: You're doing a great job so far.

Dave: I appreciate it.

Jay: One thing about remarkable. It's such a great name for your podcast. It kind of captures the essence of what you're doing and what you're trying to help other people do with their own brands and everything. Is there a story behind the name of Remarkable? Could you tell us how you came up with that?

Dave: Yeah, I'm actually going to have to give a shout out to Seth Godin, who I intend to have on the show at some point. It all goes back to when I started teaching classes to small business owners about marketing.

I guess around 2007, 2008. I've got a [regular gig](#) at Durham Technical Community College in Durham, where I teach anywhere from 2-3 evening classes, that are 2-3 hours. They're just one-off seminars, open to the public.

I teach two or three every semester over there, just about. As I've been preparing my materials for those, at some point, you know, being a big fan of [Seth Godin](#), or reading a lot of his, I realize that one of the biggest problem that most small businesses have is that they don't have anything remarkable about their business.

They're just a lot of 'me, too', companies. It makes marketing very difficult. But if you can build a company or a brand or a product that really does stand out or really is worth remarking about or worth talking about.

A lot of this comes from Seth Godin. If you build something that's remarkable than it's easy to market it. It's easy to tell people about it, because people want to talk about it.

My favorite example is really this little barbeque restaurant in Greenville North Carolina called B's Barbeque, where they don't have a website, they don't have an email ad-

dress. They're not on Yelp, FourSquare, Facebook. They just do not have a web presence. They don't take credit cards.

Jay: It shouldn't work, right?

Dave: Yeah - I mean if you want to see anything, it doesn't work. They have picnic tables, limited menu. When they sell out of food, they close. So you could show up at 4.30 and they're done, because they sold out.

But they always sell out, every single day, because they have a Remarkable product. What they're providing to the community is so high quality, that they don't have to do marketing. If they did marketing, it would just be to grow or open up a franchise or expand.

And that's what I tell small business owners. If you have something that people will make a line out of your door to get to without you having to tell them about, the marketing advertising is easy.

So when I decided to launch the podcast, I'm looking for that. Because if you take an average show, and somebody is trying to build their audience and it's just not very good, the topics not engaging, nobody wants to hear about it, marketing is just going to be painful.

But if you can find a remarkable podcast, what makes a podcast remarkable, whether it's comedy, or sports, or what have you - if it's really engaging. If ten people will tell ten more people, you'll have a hundred people. And if they'll tell ten more people you'll have a thousand. Then it's easy to build an audience. I don't know yet what makes podcasts stand out and remarkable. I know typically what makes a business remarkable.

So that's really where the name came from. I'm trying to figure out why do some podcasts blow up and make it big, and not even big as far as numbers, but some people build a really loyal audience and they've been doing it for 5 or 10 years, and they just have this dedicated audience.

And it's able to pay for their lifestyle or what they're doing.

Jay: I know you've made an occasional mention that if people aren't talking about you offline, then no one is going to be talking about you online either.

Dave: Yeah, exactly. Exactly.

Jay: I've always appreciated that so it's kind of stuck with me. If you don't like, if you could talk a little bit more about your sort of parent. Your umbrella over Remarkable is SuperSimpl. Could you tell us a little bit about what SuperSimpl is and how Remarkable fits in with that?

Dave: Yeah, again, so after I'd been teaching these courses I realized that I had maybe 20 different topics that I'd taught. From email marketing to content marketing to branding, to website strategy. I just needed an outlet. A place to start putting that content.

One of the phrases that I just kept using over and over as I would tell a small business owner, is what is the most super simple thing you could do to help accomplish your goal? It might not even need to be on Facebook or Twitter. Maybe you just need to call your last ten customers and see if they will buy from you again.

Most people don't even think about that. They're like oh wow, that is really super simple. I think a lot of marketers over complicate things, and my goal is to make them super simple. So that's where the name came from.

Again, I'd intended to have a podcast and I'm building a network. I intend to add future shows at the network. So remarkable is just one of my extensions under that umbrella. So I've got a couple of blog posts that I've put up, and I've got a free mini course that I'm going to be launching.

SuperSimpl University is a paid membership for an annual enrollment into a lot of that marketing content that I've put together and I've been teaching over the years. Remarkable is just one of the shows under my marketing tab. It's a way to reach an audience and to build my brand.

And again, that's specifically for podcasters and solopreneurs or artists that are trying to build their own audience.

Jay: Thanks. Honestly, I've seen a lot of your work all over your place. I think the neat thing about Remarkable is that it fits in very well with SuperSimpl, but it's contributing back to the community that it serves already, right? Because you're drawing into these people that podcasters might not be aware of.

You've got great content. I've listened to everyone of your episodes.

Dave: You're the one, you're the one!

Jay: I'm the one, yeah! But, I get something out of everybody you talk to, whether it's somebody that I've heard of or somebody that I have never heard of. They all have great insight into podcasting.

They all seem to be doing excellent things in different areas. So it's been really great to see again, already, you're contributing back to the community you're serving as well. It's really cool.

Dave: Thank you.

I want to be respectful of your time as always, as you always say, you're always respectful of your guests time. Is there anything that you, after people listen to this first interview with you, is there anything you'd like to have people do? Some action you'd like them to take or a place that you'd like them to come look for you

Dave: Yeah, I would love to hear from people. So I haven't actually heard from anybody that's listening to the show. I know that people that I know that listen to the show, but as far as they people that picked it up - whether they found it on new and noteworthy, or whether they heard it from a friend who heard it from a friend.

I'm going to start singing 80's musics. I'd love to hear from them. I'd love an email at Dave@SuperSimpl.com Drop the last 'e' off of SuperSimpl, because SuperSimple wasn't available. So SuperSimpl.com. I don't think I could trademark that as well.

I'd love to get some feedback from people. Just I have some feedback, or I have a question. Just tell me what you like or don't like, or just to say 'hey'.

I'd love to hear from anybody. And actually, I haven't mentioned this in a previous episode, but in relation - as I guess an add on benefit, as something that I've been trying to do to give back to the community.

When I came back from the podcast movement conference last July, I started a Facebook group called Podcast Marketing. I think we're getting close to a hundred people in

that group. It's just a group of other podcasters who I'm trying to corral and cajole into giving feedback and input.

Getting feedback from people who are looking specifically for the marketing and audience building aspect of podcasting. There's a lot of great groups. I'm not trying to take away from anybody who's talking equipment and process and all that, but I'm trying to build a community of people who are interested in learning how to do the marketing aspect and audience building.

So you can just search Facebook groups for Podcast Marketing, and it should show up. I invite anybody that's listening, whether you have a podcast yet or not, to just request to join that group and I'll add you to the group.

Jay: Sounds great. So just so we're clear, that's Dave@SuperSimpl.com. And SuperSimple is S-U-P-E-R-S-I-M-P-L. Is that correct?

Dave: That's correct.

Jay: And you're going to put all this in the show notes, I'm sure.

Dave: They will be, yes. Katie is a huge help to me, and she helps me with the notes. She will add this to the show notes, so they are there.

Jay: Yes, many thanks to Katie. She keeps everything running smoothly over there.

Dave: Yes. Cause I am not detail oriented.

Jay: Yeah, I also want to put a plug in for SuperSimpl. If you don't mind me tagging onto your stuff here Dave, a little bit,

Dave: Please.

Jay: As an author and somebody who has never really gotten too deep into the business side of things, I've gotten a lot of great little tips that have really been helpful to me. Really helped me do some self promotion for books and things like that.

There's a lot of really great information there, and true to Dave's word, it is super simple stuff. When you're out there on the internet looking for marketing advice, there's a lot of stuff that seems really overwhelming.

Dave's really done a great job at breaking that stuff down into the sort three basic steps that even I can do, and see great effects. So I appreciate that. I think anybody out there can get some great information there.

Dave: Thanks Jay. Much appreciated.

Jay: Alright buddy, any final words? Any closing thoughts you'd like to leave us with?

Dave: No, I would just say if you're struggling with growing your show and getting something started, don't do what I did and wait around because of fear. It's not that bad. Just get out there and do it. So Jay, I really appreciate you taking the time to interview me!

Jay: Absolutely, thanks so much for letting me hijack your show here and get to talk to you a little bit. It's always great to hear your story. I know you don't get to do this much. I appreciate you sharing that stuff with us.

Dave: Well, I've enjoyed it. Thank you so much

Jay: Alright buddy, have a good one.

Dave: You too. Take care.

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