

## Recording #1: Building a Business in Podcasting

[Transcript](#)[AI Content](#)[Magic Chat](#)

### Episode Title Ideas (PUP)

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1. "Inside the World of Entrepreneurial Podcasting: Candid Conversations Unveiled"
2. "Unveiling the Journey: From Podcast Fan to Business Entrepreneur"
3. "The Raw Reality of Podcast Business: Navigating Challenges, Finding Success"
4. "From Hobbyist to Entrepreneur: The Unfiltered Story of Podcasting"
5. "Podcasting as a Business: Triumphs, Struggles, and Uncharted Territories"

### Show Notes (PUP)

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In this episode of Pop Up Podcasting, JP, Lisa, Will, and Richard engage in a candid conversation about the challenges and rewards of building a business in podcasting. JP shares how his passion for audio editing and storytelling, combined with his entrepreneurial spirit, led to the creation of Pop Up Podcasting. Richard discusses the demoralizing aspects of working for large companies and the positive work culture created at Pop Up Podcasting. Will seeks advice from JP on lessons learned and building a team, prompting insightful discussions on business fundamentals and entrepreneurship.

#### Key Topics:

- JP's journey from podcast fan to founding Pop Up Podcasting
- Overcoming challenges of starting a company in the podcasting industry
- Creating a positive work culture and appreciating employees
- Building a team and focusing on business fundamentals
- The ongoing hurdles and dynamic nature of podcasting business
- Technical challenges of setting up a new studio and upcoming marketing hurdles

#### Fascinating Fact:

The original studio of Pop Up Podcasting was set up with minimal equipment, and it's interesting to note that the current studio has multiple TVs, which has presented some challenges for the team.

Podcast Summary in Canadian English:

In this episode of Pop Up Podcasting, JP and Lisa are joined by guests Will and Richard to discuss the origins and challenges of building a business in podcasting. They delve into JP's journey from being a podcast fan to owning a podcasting company, emphasizing his entrepreneurial drive and the struggles he faced along the way. The conversation also touches on the importance of work culture, facing daily challenges, and the dynamics of running a company. From setting up the studio to working with clients, the episode takes a deep dive into the world of podcasting business. The podcast concludes with reflections on lessons learned and the ongoing journey of building a team and overcoming industry competition.

Transcription du Podcast en Canadian French:

Dans cet épisode de Pop Up Podcasting, JP et Lisa sont rejoints par les invités Will et Richard pour discuter des origines et des défis de la création d'une entreprise de podcasting. Ils se plongent dans le parcours de JP, de fan de podcast à propriétaire d'une entreprise de podcast, en mettant l'accent sur son esprit d'entreprise et les difficultés qu'il a rencontrées en cours de route. La conversation aborde également l'importance de la culture du travail, la confrontation aux défis quotidiens et la dynamique de la gestion d'une entreprise. De la mise en place du studio à la collaboration avec les clients, l'épisode plonge profondément dans le monde de l'entreprise de podcasting. Le podcast se termine par des réflexions sur les leçons apprises et le parcours continu de construction d'une équipe et de surmonter la concurrence dans l'industrie.

### Keywords

Podcasting, Origin stories, Radio documentary, Freelance work, Recording space, Audio editing, Storytelling, Technology, Entrepreneurial, Work culture, Freelancing struggles, Entrepreneurship, Dynamic work, Challenges, HR, Accounting, Marketing, Sales, 9 to 5 job, Competition, Industry friction, Job hunting, Studio setup, Equipment, Clientele, Comedians, Lessons learned, Business fundamentals, Team building, Work-life balance, Production team

### Timestamped Overview / YouTube Chapters (PUP)

00:00 – Introduction and host & guest names  
02:30 – JP's podcasting journey  
07:45 – Inspiration for Pop Up Podcasting  
13:20 – JP's early exposure to audio editing  
18:10 – Motivation to start his own company  
24:00 – Challenges of starting a company  
30:15 – Benefits of dynamic work  
35:40 – Recent challenges and upcoming hurdles  
40:25 – Discussion on competition in the industry  
45:00 – Origin story of Pop Up Podcasting

## 🌟 3 Fascinating Facts (PUP)

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1. JP's inspiration to start Pop Up Podcasting came from clients asking for a professional recording space.
2. JP struggled to find a full-time job before starting Pop Up Podcasting, including not getting a job at Shopify as a podcast producer.
3. The original studio had only one computer monitor; currently, there are multiple TVs causing a few challenges.

## 📱 Social Post (PUP)

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👂 Ready to take your podcast game to the next level? Dive deep into the origin stories of Pop Up Podcasting with JP, Lisa, Will, and Richard on our latest episode! Discover the challenges, triumphs, and insights that fueled their journey in building a business in podcasting. 🎧 Tune in to uncover the valuable lessons and learn how to navigate the dynamic world of podcasting! #PopUpPodcasting #PodcastingJourney #BusinessSuccess

## 📺 LinkedIn post

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👂 Exciting News! Just wrapped up a fascinating podcast episode of "Pop Up Podcasting" discussing the path to success in the podcasting industry with JP, Lisa, Will, and Richard.

Key Takeaways:

1. The importance of perseverance – JP's journey from freelance work to founding Pop Up Podcasting underscores the need to persist in the face of constant challenges.
2. Embracing the entrepreneurial bug – Richard and JP's disdain for traditional 9 to 5 jobs highlights how entrepreneurship can provide fulfillment and excitement.
3. Balancing passion and practicality – Insights from JP on the necessity of hiring for areas of expertise he lacks showcases the significance of blending passion with practical business sense.

Have you tuned in yet? Don't miss this insightful conversation on building a business in podcasting! Special thanks to JP, Lisa, Will, and Richard for their valuable insights, and Emma and the production team for their hard work!

#Podcasting #Entrepreneurship #BusinessInsights #PopUpPodcasting

## ✉️ Email Newsletter (PUP)

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Subject: Get Inspired by the Origin Stories of Pop Up Podcasting in Our Latest Episode!

Hey there podcast fam,

In our latest episode of Pop Up Podcasting, we delved into the fascinating origin stories behind our company and the valuable lessons we've learned along the way. Join JP, Lisa, Will, and Richard as they dish out some incredible insights

about building a successful business in the podcasting world.

Here are 5 key takeaways from the episode:

1. **Embracing Entrepreneurship:** Discover how JP's entrepreneurial bug led him to start his own company, driven by a passion for audio storytelling and a longing for authenticity in the industry.
2. **Creating a Positive Work Culture:** Learn about the significance of fostering a positive work environment and the ripple effect it has on employee morale and productivity.
3. **Overcoming Challenges:** Hear firsthand about the hurdles and triumphs of launching a company, from setting up a new studio to navigating marketing and branding obstacles.
4. **Finding Joy in Dynamic Work:** Explore the excitement of tackling new challenges and bookings, which JP and Richard find far more fulfilling than a traditional 9 to 5 job.
5. **Valuable Business Advice:** Get invaluable insights into the importance of business fundamentals, building a strong team, and navigating the delicate balance between running a company and enjoying the work.

Fun Fact: Did you know that the original studio at Pop Up Podcasting was equipped with only one computer monitor? Now, with multiple TVs causing a few challenges, tune in to discover how the team overcame this quirky obstacle.

So, don't miss out on this enlightening episode that's sure to inspire and motivate you on your own podcasting journey!

Tune in to the episode and get ready to be inspired!

Cheers,  
[Your Name]  
[Podcast Name] Team

P.S. Share this episode with a friend who needs some entrepreneurial inspiration or some insight into the podcasting world! Let's spread the wisdom!

 **Guest Thank You Email (PUP)**

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Hey [Guest's Name],

I just wanted to say a huge thank you for being a part of our latest episode on "Building a Business in Podcasting"! Your insights and stories really added a lot to the conversation, and we're so grateful for your time and expertise.

The episode is now live, and we would be thrilled if you could help us spread the word by sharing and engaging with it on social media. Your support means the world to us, and we're excited to see how our audience responds to your contributions.

Thanks again for being a part of the Pop Up Podcasting family! We hope to have you back for another great conversation in the future.

Cheers,

[Your Name]

Pop Up Podcasting

 **Blog Post (PUP)**

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Title: Inside Pop Up Podcasting: From Origin Stories to Overcoming Challenges

Subheader: A Deep Dive into Founding a Podcasting Business

Introduction:

In this episode of Pop Up Podcasting, JP and Lisa sit down with Will and Richard to discuss the origin stories and challenges of building a business in podcasting. Through candid conversations, they unravel the twists and turns that led to the creation of Pop Up Podcasting and the day-to-day obstacles faced in the industry.

Origin Stories:

JP, the host and founder of Pop Up Podcasting, unfolds his journey from being a podcast fan to eventually delving into podcasting as a hobby. His passion led him to pursue radio documentary training, setting him on a path of freelance work in radio and podcasting for five years. The idea for Pop Up Podcasting sprouted from clients seeking a professional recording space, sparking JP's entrepreneurial spirit to establish his own company.

Embracing Authenticity and Technology:

JP's early exposure to CBC radio cultivated a deep appreciation for the realness and authenticity of podcasting, drawing him to the fusion of storytelling and technology. His introverted nature resonated with the medium, fueling his desire to venture deeper into the podcasting realm.

Challenges Faced in Entrepreneurship:

JP sheds light on the hurdles of starting and maintaining a company, from grappling with HR, accounting, marketing, to the perpetual daily obstacles. He candidly shares his struggles as a freelancer, including the relentless pursuit of new gigs and the unpaid facets of the job. Richard further articulates the demoralizing environment of being an employee at large companies, emphasizing the absence of personal connection and appreciation.

Positive Work Culture:

In response to these challenges, JP instills a positive work culture at Pop Up Podcasting, fostering a sense of mutual appreciation among employees through random messages of gratitude. This proactive approach creates a supportive and uplifting environment, vital for the success and morale of the team.

Running a Business and Enjoying the Work:

Both JP and Richard express their preference for the dynamic nature of their work, finding exhilaration in the new challenges and bookings, contrary to the rigidity of a typical 9 to 5 job. Their enthusiasm for their craft is palpable, underscoring the joy of overcoming obstacles and delivering exceptional results.

Overcoming Technical and Marketing Challenges:

JP details the recent hurdles faced by the company, emphasizing the technical challenges of setting up the new studio and the imminent marketing and branding trials, offering a glimpse into the ever-evolving landscape of the industry.

Lessons Learned and Future Advice:

Will delves into JP's lessons learned and advice for his younger self, honing in on the importance of internships and building a strong team. JP emphasizes the significance of focusing on business fundamentals and hiring expertise in

areas where he lacks knowledge, enabling growth and stability.

The Road Ahead:

As the conversation draws to a close, JP expresses gratitude to the guests and the production team, providing a glimpse into the collaborative spirit that continues to propel Pop Up Podcasting forward. The candid exchange offers a unique look into the triumphs and tribulations of founding and nurturing a podcasting business.

Conclusion:

The conversational depth of this episode offers a poignant look into the evolution of Pop Up Podcasting and the unwavering determination required to build and sustain a thriving business in the podcasting industry. As the landscape continues to evolve, the resilience and adaptability depicted by JP, Lisa, Will, and Richard serves as a testament to the unwavering spirit of entrepreneurship in the world of podcasting.

### Clip finder: Quotes, hooks, and timestamps



"The Birth of an Idea: "You started the company because you had people asking you if there were spaces around to record stuff. So that was like the birth of the idea."

— Richard 00:06:31 → 00:06:34

Viral Topic: Working for Big Companies

Quote: "Especially when you go work for, like, huge massive companies or chains or whatever, and it's just Everyone's just kinda collecting paychecks or whatever. It can be very demoralizing."

— Richard 00:08:28 → 00:08:38

Viral Topic: Workplace Appreciation

Quote: "I think you did a great job of not instilling that here because, like, you'll get, like, a random, like, message from JP being like, hey. Good job on this, and you're like, oh, cool. Thanks."

— Richard 00:08:50 → 00:08:57

Viral Topic: Creating a Supportive Company Culture

Creating a Supportive Company Culture: "I think you've succeeded in what you wanted to do for sure."

— Richard 00:09:17 → 00:09:20

The Modern Workforce: "No. I mean, I I, like, agree like that that 9 to 5 thing. It's not really for me. Like, you know, I I I like this style of work where you You get bookings. You get clients. You you like, new stuff coming in all the time, and there's always new challenges, and it's it's It's exciting. So yeah, it's definitely, I'm with you on that. I'm not a 9 to 5 guy."

— Richard 00:13:38 → 00:13:58

"Starting a Company Timeline": "How long between, like, Okay. You thought of it and getting the space up and running."

— Richard 00:16:20 → 00:16:24

"TV Overload: "We have a lot of TVs in the studio."

— Richard 00:22:03 → 00:22:04

Famous Excuses When Hiring Freelancers: "Bring on Richard at first so you don't have to pay him for all the freelance work. Yeah. Really? Oh, wow. Yeah."

— Richard 00:24:19 → 00:24:25

The Importance of Balance in Entrepreneurship: "Focus on everything that is not what you're already good at."

— Richard 00:27:54 → 00:28:10