



**SPI Podcast Session #154 –  
Behind the Scenes of SPI TV with Caleb Wojcik –  
Gear, Numbers, and Production Tips**

Show notes: [www.smartpassiveincome.com/session154](http://www.smartpassiveincome.com/session154)

This is the Smart Passive Income podcast with Pat Flynn, Session #154.

**Intro:** Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, who doesn't want you to ask about his thumbs, Pat Flynn!

**Pat:** What's up everybody? Pat Flynn here. Thank you again so much for joining me in this episode of SPI. Also joining me today is Caleb Wojcik from [DIYVideoGuy.com](http://DIYVideoGuy.com). He is my videographer. I've hired him to help me produce videos primarily for the new TV show I have, which is SPI-TV. It's not really a TV show, that's just what we call it, but it is a web TV show, I guess you could say, that goes onto YouTube and it also goes onto iTunes as a video podcast.

It's something we just kind of decided to do because we had that video content already. We're sort of repurposing that content, and the results have been pretty amazing actually, of what has come out of putting that video show onto iTunes. You're going to hear all about that. If you're doing any sort of video, or planning on doing it, this is definitely a can't-miss episode.

Caleb is amazing. He's doing a lot of great things in video. Again his website at [DIYVideoGuy.com](http://DIYVideoGuy.com) has great tips for those of you just starting out with video. Today we're going to talk specifically about some gear you can use and production tips, especially when you're planning out a show. We have a lot of cool tips and tricks for work flow to make sure that not only are we producing videos in an efficient manner, but that I'm consistent and continually coming out with great stuff.

For those of you who have yet to discover SPI-TV, you can check it out at [WatchSPI.tv](http://WatchSPI.tv). At the time of this recording only 3 episodes have gone live, but we've recorded already 12, so we have a lot of production recording tips and things like that. And like I said, the numbers from putting them on iTunes is pretty amazing.

Caleb has his own example and case study and numbers to share because he also started a YouTube channel and a video podcast at the exact same time with the same



content, and he had zero audience to start out with. He's going to reveal some numbers based on that, too.

So here's Caleb Wojcik, and enjoy!

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**Pat:** What's up Caleb?

**Caleb:** Hey Pat, how's it going?

**Pat:** Good! I can see you right now because we're in the same room together in my office.

**Caleb:** That did sound a little creepy.

**Pat:** But I can still see you.

**Caleb:** It's still creepy.

**Pat:** The last time you were on the show, [Episode 95](#), we talked about the do's and don'ts of online video, and I wanted you to come back on the show today because a lot of people out there know that I've just gone live with SPI-TV a couple months ago and it's been really successful. It's not only getting back into YouTube after being away from it for so long, but also getting into something brand new for me, which is video podcasts.

That's something I never really thought I would do because I didn't see the benefit of it, and now that we've been doing it for a while there are actually a lot of good things to say about it, too, but maybe not what you might expect. We're going to talk all about those things. We're going to talk about the stats and things that have come as a result of putting SPI TV together.

To start off with, first of all just give us an update on how things are going with you and DIYVideoGuy.com. I'm curious, back in Episode 95 were you still with Fizzle at that time?

**Caleb:** Yeah, I was. We recorded that about a year ago. I was working at Fizzle with Corbett and Chase, and they were just recently on this podcast too. I left in the



September/October timeframe of last year, so it's been about five or six months that I've been doing freelance video production and running DIYVideoGuy.

You're one of my clients now, and there's some other clients that keep me going, so I've been doing non-stop video production for about six months now and I'm excited to share some "behind the scenes" of how we're making the show, some of the gear we're using, and production tips we have. There's a lot to cover today.

**Pat:** How are things going in terms of the video stuff? This is what you wanted to do, right?

**Caleb:** Yeah, this was what I wanted to do. It's a lot of what I did at Fizzle, but now it's pretty much my full focus, between the client work and my own personal projects of teaching video stuff. It's fun to balance between the two, and it's different pretty much every week now.

**Pat:** And you have your own course at DIYVideoGuy.com. Can you share some of the other clients that you have? I think these are people or companies that we know about.

**Caleb:** Yes, I've worked with Gumroad, who you use to sell the Smart Podcast Player. I've worked with Chris Ducker and you. I'm doing some stuff for you later this year with 1DayBB. I've worked with Scott Dinsmore, Amy Porterfield, and a bunch of different people in this circle.

**Pat:** You do great work and we've already received a ton of compliments from the work that you've done on SPI TV. A lot of people might know that the first video stuff that you did for me was way back when *Let Go* was published. You did all the video work for the bonus videos and interviews then, and also the trailer for that, which was extremely popular.

So here we are a year later, and the audio form of podcasting has just blown up since then. Back then it was still blowing up, and now it just seems...

**Caleb:** You only had one podcast and now you have 12, or I don't know how many you have. You have 4 or 5.

**Pat:** I have a lot. I have 4 or 5. I can't even count right now.

**Caleb:** 4 audio...



**Pat:** And one video podcast, which is really interesting. It's just been going really well and, like I said, we have a lot of things to say about the video podcast specifically. Video from your perspective, do you feel like it's something that everybody should still continue to focus on or that we're still at just the beginning of it? Where does video stand for all of us in online business?

**Caleb:** I always hear people say, "This is the year for..." whatever, but really I think video is just going to continue growing, just like podcasting is going to continue growing. If it makes sense for what you're doing online, now is just as good of a time to start as any, so experiment with it.

We'll talk about what we do, and you don't have to do these high-production things. Actually, go back to [Episode 95](#) where we talk about how to start with video. Instead of some of this camera equipment, just get started with whatever if you're not doing video right now.

**Pat:** I think the big thing for me, and why I kind of left YouTube for a while, even though I had over 30,000 subscribers – to think that I left those people hanging for over a year and a half just kills me now, because it was going so well and then I kind of just went full-steam with the podcast.

The videos have just been fantastic when I was doing them for the growth of the blog and the traffic and also the authority, and also indirectly a lot of the affiliate income I've made from videos like "How to start a blog in 4 minutes" and all of my tutorial videos and things like that.

The one thing that is the major change going back into video now is that I'm committing to doing one a week. When me and Caleb met, we talked about "How can we make sure that I, Pat Flynn, can be motivated to continue to do this?" because back then I was motivated, but there wasn't some sort of consistency. It was just whenever a video idea came into my head I would produce it, and that's before I had kids. Then the kids came, and video production does take a little bit of time.

But now because we're calling it SPI TV and there's a show coming out every single Friday, it forces us to figure out how production-wise we can make this happen, but also come up with content ahead of time and those types of things. That I feel is going to be huge in terms of the long-term success of SPI TV, but also just what it's doing for the SPI brand.



**Caleb:** Yeah, and part of the stuff that we want to get into talking about in this episode is just the production process of how we're putting that many episodes out basically, and how we're theming them and how we planned them and just kind of the thought process. You committed to doing this show and then we sat down at a coffee shop and we planned out the titles for like 6 months' worth.

**Pat:** Yeah, we've got all the episodes lined up. We have all of the shooting dates and locations lined up through June. Then we figured we're going to take maybe July off just to kind of reset and also re-evaluate and see if this is actually going well, then take it through the rest of the year.

We already have some ideas for what we're going to do later in the year. For those of you who have contributed to the Ghana campaign that I did last year in December for my birthday, thank you so much for your contribution to that. I'm actually headed to Ghana in June with Caleb. We're going together. He's going to bring his video camera and we're going to film that for all of you so you can be a part of that, too.

I wanted as much as possible for the SPI audience, who's been so big in the campaign to build these two schools in Ghana, to be a part of this. I'm kind of just taking you with me, and Caleb is that person.

Why don't we start with the fact that we have to commit to video. Maybe if you don't want to commit a whole series of months, maybe you just start with one if you're just starting out or whatever the case may be. What would be the best way to get started, Caleb?

**Caleb:** The first thing to do would be whatever it is you talk about, whatever you do online, think of something that's visual, something you can show people either on your screen when you record it or with you talking and you can hold stuff up.

I think of the first episode of SPI TV where you were talking through this very visual process of how you were planning out your book and writing your book. There were post-it notes everywhere. You had to show people how you organized them and how you categorized them.

**Pat:** You threw them at my face.

**Caleb:** I threw them at you, more times than we actually showed people.



**Pat:** It was like 20 takes or something.

**Caleb:** So think of something that's really visual and start with that. Like fly fishing, which is the example you used in the first episode of SPI TV, take a camera out to the river and go film yourself fly fishing. Do something visual, instead of you just standing there talking to the camera. Try to make it really visual, whatever you decide to do on video.

**Pat:** Right. I mean we don't want to just sit and watch a face talk the whole time, right?

**Caleb:** Right.

**Pat:** Those things can work, but there are certain strategies you can use within those videos to make them engaging. There are a lot of sort of talking head videos out there, and you've got to figure out for the people watching, what's going to keep them watching? What's going to change? What's going to be different? What's something to keep their mind there with you in the video? So something visual, that's important.

I think an even more specific thing where people can start is just to actually check – and this is something I always love to do – to go see, based on the previous month's Google Analytics, what has been the most popular post that I've written over the past year, over the past month or few months. Just find out what's working. What is it that your audience or maybe Google seems to favor the most, that you're getting the most traffic from. That's what I would create videos about if possible, if there's a visual way to represent that.

It's essentially repurposing that content or maybe enhancing it, at which point you could then embed that video in that old post and make it even better, more valuable, more shareable, and able to rank even higher in the search engines.

That's where I would start because you know that's something that works and that's something that people are potentially going to look for on YouTube, because YouTube is a search engine. We're going to get into video podcasts as well because iTunes is a search engine too.

**Caleb:** You can do the same thing with YouTube. You can type in whatever your keywords are, whatever your niche is. Go look at the other channels of your



competitors or the other people in your industry, and see what the most popular videos are. See what has the most views. See how old they are, and see if you can make a new update to them. Maybe they're the videos for some old version of whatever they're talking about, and you can make a new one. All that stuff helps.

**Pat:** Yeah, even if you're looking for blog post content, go into YouTube and see what's popular. That's something we should all be doing anyway because that's just validating those topics for you, and then you can take it to the next level and make it even better.

Let's talk a little bit about gear. We talked a lot about gear in [Episode 95](#), so we'll definitely have the show notes there for you at [SmartPassiveIncome.com/session154](http://SmartPassiveIncome.com/session154) with a link to Episode 95.

I think the big thing we talked about in Episode 95 is you don't need super-fancy gear. The gear we shoot with here in my office and in the studio and on location is pretty high-tech stuff, but this is Caleb's full-time gig now. He's got the best equipment possible, but there are so many economical ways to go about it where you just need something decent.

What we had mentioned in that previous episode was just reach into your pocket and pull out that phone of yours. That's how you would do it, right?

**Caleb:** Yeah, start with phone, start with webcam, start with recording your screen. Any of those things are under \$100 and you can start making videos. For your phone, get a little tripod attachment just to stabilize it, and get a microphone like the Rode smartLav+. Those two together are under \$100.

Record your screen. Get something like [Screenflow](#) or [Camtasia](#). Those are both good ways to start making videos. That's how you said you started in that episode, because you were afraid of being on camera, like I was when I first started. So whatever gear you have, just start with that.

You can take these principles that we're going to be talking about in this episode and start making videos now for YouTube, for iTunes, for Instagram or Vine or Snapshot, wherever you want to put your videos. Those are even less intimidating because they're so short.



**Pat:** Right, and I'm glad you mentioned about my first videos using Screenflow because I was scared to put my face on camera. It was really scary, and I know that stops a lot of people from shooting videos. But I know over time, the more I've done it the more comfortable I get, and now if you watch Caleb's channel or my channel you'll see just how comfortable we are. It definitely has come a long way for us.

The thing is you just have to get started, so I would challenge each and every one of you who have yet to start to just try doing one. You're going to hear these crazy production tips and very helpful batching processes and things that we talk about to just make production and life a lot easier for us in terms of creating these videos, but just start by doing one.

You can keep it short, just 2 minutes for your existing audience or your website, and just start there. The more you do it, the more comfortable you're going to get and the more authority you're going to have. People are listening to your voice, just like you guys are listening to us on the podcast, but there's also something visual to go along with it. It's just going to make your brand so much stronger. Just start with one.

My challenge to everybody out there listening right now is a week from now shoot a video. You don't have to post it necessarily. Maybe you can post it if you want, but I think just getting over the whole recording of it will start a flood of videos for a few people out there.

**Caleb:** A couple notes on that. You mentioned in the previous episode that you shot like 100 before you released any. I didn't shoot quite that many, but I did shoot quite a few really awful ones where I'm in front of a white board in my old apartment complex, and it's all yellow lights and I'm drawing on the board for like 30 minutes. I was like, "This is awful." I just threw it in my recycle bin on my computer and just threw it away.

I get emails from people in my audience where they'll put a video up on YouTube unlisted, and they just want feedback and that's awesome. They're like, "I shot this video. It sounds a little weird. What do you think?" and I think that's awesome to just make something, put it out there, get it to completion and then maybe throw it away if you don't like it.

**Pat:** As you're creating these videos, even before you hit Record, outline what this video is going to be about. Just bullet point the few things you want to talk about and rely on yourself just to tell stories or talk about examples of those certain things.





I've done this for video, I've done this for podcasting, I've done this for stage. I used to script out the entire thing. Even for a 40-minute presentation I would script out 30 or 40 pages' worth of stuff that I would literally memorize. It would just sound so robotic.

Eventually I got coaching and was told, "Just write the bullet points of the major things you want to hit. Then rely on your own self to just tell those things as if you were just talking to somebody like at a café or coffee shop." It has to be that comfortable because that's how natural it is.

And yes, it's totally uncomfortable when you're doing it, but when you think about that in terms of the approach, it's just going to be so much easier. You're going to save a lot more time, and again practice makes perfect.

**Caleb:** Getting back to the gear thing, in the past we've used a teleprompter for your videos when they're longer. For [Breakthrough Blogging](#) there were so many videos and they had to be so technical that you scripted those out and we used a teleprompter, but we haven't used a teleprompter yet for SPI TV at all.

I do use it for my show most of the time because it's the technical things. I'm saying very specific things, and then I shoot the B-roll later that's going to go and cover it up. For SPI TV it's a little bit more fluid because we're shooting so many in a day. We do the outline, we know the major pieces you're going to hit on. You've written a lot about these things before or podcasted on some of the topics, and you're just going in a different direction or going deeper on it, so you don't need the full script on them.

**Pat:** Right, and then maybe there's opportunities for you to shoot video with other people. A lot of people have gotten started in the podcasting space for audio specifically by interviewing other people, and you can do the same thing with video too. You just have to set up a camera, and again you can go from very basic to just one shot with both of you sort of looking at each other.

The audio is very important too. We can talk about that really quick before we get on to some production tips, which I know is why people are listening to this. But you can start out by just simply being there and asking the right questions and have people sort of answer them who are experts.

Maybe you go to a conference, and instead of doing an audio podcast with a person you meet there, maybe you just take them out for a second and do a little quick 3-minute interview. Maybe you just ask them one question and it's a really great question



and they have an amazing answer. That itself can just be an amazing YouTube video that is about a very specific topic, sort of AskPat style that people might search for and find you. Again, the quality doesn't have to be Hollywood production, but it just has to be something that can be watched and listened to.

**Caleb:** You would never script a 2-person conversation like what we're doing right now, but if I had to record this episode by myself I would probably write a huge outline and I'd probably script out certain pieces.

I don't know what you would do at this point, but maybe for the first 50 episodes of your podcast you'd have done the same for solo episodes, but you would never do that with 2 people. When you just add another person to the equation of the video, it's so much easier to make.

**Pat:** Right, and I've heard the same thing with podcasts too. When there's 2 people on the podcast like us now, or people who have co-hosts, they tend to have an easier time than people who are doing solo shows.

I will say doing a solo show is definitely difficult. Something that helps me is I think about that other person on the other end as if I was speaking to them. I'm literally thinking of my avatar and who I'm talking to, that one person in my audience, and that helps me get through. So if you're doing solo shows, whether it's video or podcast audio, thinking about your avatar, if you don't have that other person with you, is going to be helpful.

**Caleb:** You want me to run through the gear really quick before we get to the next section?

**Pat:** Yeah, and make sure we cover audio too, because obviously that's very important too.

**Caleb:** Camera-wise, I just got a Canon C100 Mark II, which is like a \$5500 camera, so I don't expect anyone else to have that. I had to save up for that for a long time, but I was shooting everything up until about a week or two ago on a Canon 5D Mark III.

**Pat:** We're going over what we're talking about for SPI TV. We've gotten a lot of questions about what we're using actually, so this is good. Again we're not saying this is what you need. We've already covered that you can just use your phone to do this, and



the Rode smartLav for the audio, but this is what we are using right now for SPI TV, just for those of you who are curious.

**Caleb:** And at the end of this episode I'll share a more detailed breakdown of different budgets and what you can get in these categories. I'm using L-Series lenses from Canon, a 35mm, a 50mm, and 85mm, and a 24-105mm.

Going into sound, the mic that we use most often is a Rode NTG-3, which is a shotgun mic that goes directly above Pat's head, pointed down towards where he's speaking. Actually Pat has one and I have one.

**Pat:** That's been a lot of fun to record with actually, because there's nothing that I have to snap onto my collar.

**Caleb:** There's no Lavalier that you have to try to hide, or there's the ruffling sound, or the cord running down your pants.

**Pat:** You know how when you watch the 'behind the scenes' of a sit com, you see the guys holding those large microphones sort of like they're fishing or something. That's essentially what it is. If you go to my [Instagram channel](#) and scroll down a little bit, you'll see some 'behind the scenes' shot of my video studio in my home, which is one of the locations we shoot at, where you might have seen the green screen in the back, or the red screen.

You can see that mic there. It's pretty cool. It does take up a lot of space, though, but it is cool just to not have anything in my face. It's out of camera. There's nothing anything to hook onto me or anything like that, so it's nice.

**Caleb:** There are cheaper versions of that too. The NTG-2 is only a couple hundred dollars. That goes into a Tascam DR-100, and a Zoom H4N is a very similar thing. Plug that XLR into the bottom and it records audio that way.

**Pat:** It's a portable audio recorder.

**Caleb:** Right. Then was it Episode 5 that we did at Luce Loft to tease 1-Day Business Breakthrough? That we actually used your wireless Lavalier, and then we put the recorder in your backpack. So you were walking around and there's no wires coming off of you, and you're recording the sound that way. That's how you get better sound, having it as close to you as possible.



**Pat:** Some of you might be wondering why I was wearing a backpack the whole time. It was just easier to have the audio run from my backpack to me, instead of from some recorder on Caleb or on the ground somewhere, with wires on the ground and things like that.

**Caleb:** Then for lights, in your studio you have a pair of LED lights from Ikan, and those are the two main lights. Then behind you you have this thing called the Ice Light, which looks like a little tiny light saber, and that just points at the background so that shadows from you aren't on the background when you move side-to-side and wave your hands.

**Pat:** The Ice Light is really cool. It looks like a light saber, and just this huge white bright light comes out of it in sort of one direction. Just like Caleb says, it sort of erases the shadows behind you. We use that for the pack light, is that what you call it?

**Caleb:** Yeah. Then the lights that I have, I have a pair of Kino Flo Diva 401's.

**Pat:** They're just unbelievably huge.

**Caleb:** Yeah, they come with like a 70-lb travel case. I just got those lights a few months ago, and I've been shooting videos for a few years, and that was like a couple thousand dollar investment. What I used before that was a set of \$175 lights from Amazon, like CowboyStudio 3-point lighting set-up, and I used that for all my videos at Fizzle and any of the freelance work I did with you or other people up until a few months ago.

That's most of the gear there, but just going back to the thought that there are cheaper versions of all of these things in the \$100 or couple hundred dollar range for cameras, lights, and audio. You don't need to have \$10,000 to \$15,000 worth of equipment when you show up to shoot your videos, but everything is incrementally helping.

That's why people are noticing certain quality in what we're doing. It's time, equipment, how many videos each of us have shot, you on camera, me behind the camera. You just kind of work your way there.

**Pat:** Right. Those little details do add up, but again you don't need the best equipment to start out with. For the first years I built a subscriber base on YouTube of over 30,000 with just basic equipment, not even lights really. Lights are obviously very important,



but I used Screenflow so you don't need lights for that obviously, because you're recording on your computer. On audio with Screenflow you're just recording into your computer as well.

So if you just want to start out and try something out, teach somebody something that you do on your computer. Then record that using Screenflow for Mac or Camtasia Studio for PC. I think you can do screen recording on Quicktime too for free?

**Caleb:** Yeah. You don't even need Screenflow on a Mac. You just open up Quicktime player and you can do audio recording or movie recording, which is from a webcam, or a new screen recording. So you can record let's say the intro to your video using your webcam, just a new movie recording. Pick your webcam, talk into your computer and say, "Hey, this is Pat. I'm going to show you this." Then hit Stop.

Then go to New Screen Recording, record yourself using the app or going through a Keynote or what have you. Then piece them together in iMovie, and you're using all free software that's already on your Mac.

**Pat:** Awesome. Production tips.

**Caleb:** For SPI TV we shoot about a month's worth in one day, so we shoot 4-5 episodes in either an afternoon or morning to afternoon. Sometimes it takes the full day.

**Pat:** For example the first episodes came out in February, and we shot one day in January 4 episodes worth, or 3 I think because one of them is a Screenflow one, so that was done just on my own. Then in February we shot for March, in March we shot for April, and so on and so forth.

It's really cool because we do all of those things in one day. It's something we plan ahead for. We talk about what we're going to do. It's not just like, "Hey Caleb, what's up. What are we going to do today?" It's like, "Okay Caleb, here we go."

**Caleb:** We know the episode titles. We know a general outline of what they're going to be. We can then reference, "In a previous episode I talked about this, and in the next episode I'm going to talk about this," so there's continuity through these episodes as we number them, just like a television show or a podcast.



Having that I think helps the viewer maybe catch up a little bit. If you're watching something on Netflix or you're catching up on Walking Dead, you're not going to want to miss an episode, as opposed to your YouTube channel where I'll just put whatever I want out there.

**Pat:** Which is how I did it before.

**Caleb:** People just kind of grab bag choose what they want to watch, but if you make it a little more episodic like we're doing, I think it encourages people to keep watching each episode.

**Pat:** And subscribe. Then they know when another episode is coming out. And like Caleb was saying, in the episode I'm recording I can tease the next episode, which we've done, and then at the end of each episode you'll see Caleb has put a little – and this is very popular in YouTube now; it doesn't really work with video podcasts, and we'll talk about how do we deal with the files and things like that later – but at the end of each of the videos on YouTube you'll see there's two little preview screens that pop up at the very end of the episode.

One of them says "Previous episode" and then the other one says "Next episode," and they actually have little clips from each of those episodes in there, even though an episode hasn't come out yet. For example, right now you're going to see Episode 8 come out on Friday, if you listen to this when it comes out on March 25. You'll see Episode 8 come out on the 27<sup>th</sup>, and I already teased Episode 8 in Episode 7.

I did that in the blog copy, on the video, and it just makes it nice and really encourages people to subscribe, especially if the topic that you're going to be talking about is something that's going to be worth listening to. So that's been super super cool and one of the cool strategies we've done and why it's so important to plan ahead.

I've never planned ahead so much in the content history of SPI through blog content and through podcasting especially. I'm months ahead in my podcast now, and that's really cool because then Caleb and I can come together and even shoot videos in my video studio with the little green screen backdrop to tease those podcast episodes, because I know what they're about. I've already recorded them. I know who's the guest so I can just say some fun facts.

Then when those episodes come out each Wednesday, Caleb has already sent me the final file for that and I can post it onto Facebook, which will be much more far-reaching



in terms of getting people to see it than if I were to post it on YouTube and then post it onto Facebook. So that's just a little fun thing that we do as well, but it is so cool to see what's ahead.

Also, the way that we're organizing this is I'm using a Google doc, specifically a Google spreadsheet or Google Sheet I think is what they're called. Just to give you an idea of what this looks like, on the very left-hand side you'll see the episode number obviously, then the date that it's going to come out, then the title. Then I also write the description.

This helps me and Caleb figure out or remember what we're going to do. Again, we planned all of this one spreadsheet in one day when we first met to do this first half of 2015. Then it's followed by the tags, and there are some tools out there to help you with figuring out what the right tags are for your videos.

There's one called [TubeTrackr](#). There's another one called [Veeroll](#), which is more to do with the advertising for YouTube, which I've also been exploring as well. Those are some really cool tools. TubeTrackr is like Market Samurai or Long Tail Pro for YouTube videos. It's pretty insane.

Then it's followed by the show type, and the show type gives us some idea of what style is it going to be in. Is it going to be a super quick-hit one where it's just going to be in the studio, or is it going to be a more storytelling one with perhaps B-roll and things like that, or is it going to be something different. That just helps us decide what show type it is, and we have a specific set of those different kinds.

Then we have the topic and any guest or special notes. Then we have the film date, every month they're filmed on a specific day, then location. Again, just looking at this ahead of time makes it so easy for me and Caleb to be like, "Okay, we're going to put it in the schedule when to film. These are the videos we're going to film. This is what they're about."

Once they're done, Caleb knows to make them that title. Then I know to put that description in YouTube, tag them, and all that stuff. It just makes it so easy.

For you podcasters out there, or people about to get into video production, plan ahead. I can't tell you how beneficial this has been in just taking all the weight off my shoulders to think. I've already spent a day making all these huge decisions on what



I'm going to be publishing. Now I can not worry about that and focus on making these things that I've already decided great.

**Caleb:** The whole thing about publishing free content on an ongoing basis on specific days of the week is it just starts to become this treadmill if you're never ahead of schedule. The only way to get ahead of schedule is to have a schedule and to write out what things are going to be this week, next week, and the month after, and start to slowly get ahead.

We didn't suddenly get three months ahead, but maybe we'll get there eventually. Right now we're a few weeks ahead, and you just have to work your way up towards that by creating a schedule and working your way through it.

**Pat:** One thing that has helped us as well is just for fun we've sort of tested each month having a specific theme and that's been really cool actually, especially when trying to figure out what to create videos about.

We knew that the month of February was going to be all about productivity, so then we started to write down ideas on what specifically about being productive, or specific things that people want to do in a productive manner can we talk about. That's why Episode 1 is about writing a book. Episode 2 was about my office and how I used it and spaced it out and built it in such a way that it was set up for optimal production for me.

Then Episode 3 was my top 5 productivity tools, which is sort of your standard Top 5 list type post. Episode 4 was really popular, about 9 ways to get an immediate boost of energy before you work. So that was February.

Then we switched to March, which we're in right now, which is sort of this idea of making events or different experiences for your audience – gigs, as I like to call them, as you heard me talk about in Episode 5 of SPI TV. It's these special things you can do beyond just what normal readers, listeners, and viewers do on your site.

That's why we talked about 1-Day Business Breakthrough and that live event that me and Chris Ducker are doing next month. That's at [1DayBB.com](http://1DayBB.com). Sign up now. Then mistakes not to do when you're meeting people in person and networking and those types of things. How to run a Q&A session using Google Hangouts on air was last week. Then this week, the one you'll hear in a couple days, is how to connect with A-listers in your market and things like that.





We have everything laid out. Next month is all about masterminding, and they also go along with certain events that are happening along the way too. We know, for example, in April I'm going to be doing my keynote at New Media Expo mid-month, and that's why May is all about public speaking.

You can kind of see how we're using what I'm already doing to help figure out what we should be coming out with the next month.

**Caleb:** It was all very logical. I actually picked up this monthly theme thing when I was at Fizzle. We did it on our blog for 4 or 5 months, and we'd tie our podcast and our blog together with the themes. The reason this is so helpful is when you have hundreds or maybe even just 0 or 50 different things you could talk about, and you have to sit down to write one it's just so daunting.

If you can break things down into themes like public speaking, masterminding, or productivity, immediately you can think of, "These are the 3 or 4 videos I can make this month about that." There's no way you're going to ever cover everything in a few videos, but you can cover the highlights and you can get through enough in that month and then move on to the next thing.

You could go as far as theming your whole podcast and blog about it. People might get sick of it, though.

**Pat:** If every post for a month and every video and every podcast was about a specific topic, perhaps.

**Caleb:** Maybe 12 or 13 things you published, you would get sick of it.

**Pat:** Yeah, probably, but as far as putting the show together it makes it really easy, and also people seem to enjoy it. I think it's spaced far enough apart from each other, once a week every Friday, where it's not going to be a huge issue for people.

Any more production tips? I think we've hit the major ones – planning ahead, scheduling, putting this in a matrix so you can figure out and know what you're going to do on that day that you shoot, batch processing – anything else?

**Caleb:** I have one more thing. It's easy when you have another person involved to pick a date to shoot on, to batch it and stuff like that. I'm going to show up with my



video equipment and you're going to have to be ready to shoot, basically. That's a little bit easier when there's another person.

When you're by yourself you just have to kind of treat it like that. You have to maybe tell your spouse that you need the office that day, or you need them to take the kids or something for the day so you can shoot videos. Whatever you need to do to pencil that time so you can batch stuff, that's what you need to do because it's harder when you're by yourself to have the discipline to actually set aside the time on your calendar and treat it as sacred and not just let an urgent email come in and derail you, and you not actually get ahead on your stuff.

**Pat:** Yeah, when you come in, that's what we're doing today. It would be rude of me to answer an email or take a call or something. This is what we're doing that day, and we get it done. How many videos did we do the other day, Caleb?

**Caleb:** There were I think 6 or 7 podcast teasers and then 5 or 6 SPI TV episodes.

**Pat:** That's in one single day. We crushed it. That was awesome. Then also going into shooting, you've seen me some days where I'm just out of it and I need to do a bunch of re-takes. Then the other day we shot at Luce Loft, which is where the event is going to be next month with Chris, and I was just on it.

I don't know if it was because I was in this really cool downtown area and it was just really fun to be there and I was just in a good mood because of that. Maybe I had a great breakfast that morning or just had an amazing coffee downtown at this place that was not Starbucks. I don't know what it was, but I was just on it that day, and some days I'm not on it.

We just have to be conscious. I'm not saying you should do one thing over another, but you should absolutely pay attention to when you're most productive, when you're most in a mindset where you can quickly deliver content and be on top of it and creative with your mind and what you're saying.

**Caleb:** Another piece of that was we only had about half an hour at the location because they had to set up for an event, and they opened it up a little early so we could shoot, so you didn't have time to mess up. You had to get through the lines, and you did. It wasn't scripted. It was outlined. It was like one take each time and we got it done because we had to because they were going to kick us out.



**Pat:** It's funny how we do things well when we're under pressure sometimes. Interesting.

Why don't we start talking about the video podcasts, and YouTube of course. We post these primarily on YouTube, but we figured, "Hey, why don't we post these as a video podcasts just to see what happens and experiment?"

The first thing I learned when we tried to do that – for those of you who might want to try to do that too, if you have a YouTube channel – is that you can't just stick an RSS feed from YouTube into iTunes like you would from a blog for an audio podcast into iTunes, because you don't get an RSS feed from YouTube. So you can't host your videos on YouTube and expect to have them be shown on an iTunes directory.

Now that you're thinking about this, there's probably a reason why you don't see 100,000 million videos on iTunes, because it's not that easy.

**Caleb:** Yeah, it is a little bit more complicated. It's just like podcasting, where you have to find a host that can set up the RSS feed properly, have all the iTunes tags so your artwork shows up, your artist's name, all your episodes with the length, and download it and everything like that.

It's more complicated than just uploading any video file to YouTube, letting them transcode it, and then anyone can watch it anywhere. There's a little bit more to it than that, but we can talk through what we've learned.

I actually found out about this because I was watching video podcasts of shows that I also watched on YouTube sometimes, but it was just more convenient to have it on my phone when I was on a flight or when I was just out and about and I didn't want to download a 200 MB video file to watch something. I was just watching them that way and I was like, "I need to figure out how to actually do this," for myself and for you.

**Pat:** So there is a benefit for the watchers out there who are watching video podcasts. I think this is something a lot of us struggle with and why there aren't that many video podcasts, and I'll talk about my rankings in a little bit, but I think people are still having a hard time understanding, "Why should I even watch a podcast?"

It doesn't even make sense, even to me still. I mean I feel like if I could watch it on YouTube I would, but are you saying that with a podcast specifically you can download



that content ahead of time and then not have to be online, just like you would with an audio podcast?

**Caleb:** Yeah, it's exactly the same as an audio podcast. If you're subscribed and you have it set to auto-download, it will download the video episode either onto your computer or onto your device overnight when it comes out.

If you're on a commute – hopefully you're not driving – but if you're on a bus or a train or something and you're commuting and not driving, you could watch it without having to use data or anything like that, or without having to watch the spinning wheel on YouTube while it loads or what have you.

I personally like having a video podcast download. What we've found is you're reaching a lot of people there actually.

**Pat:** Yeah, a number of people have emailed saying they found me through the video podcast, which is really, really interesting. You had mentioned not driving and making sure you're on a train or on a bus, and I think that's important to understand. This isn't like audio podcasts that people can listen to while doing something else.

With video specifically you have to be watching the video to get the most out of it, typically. That's why I feel it's not as popular, or going to be as popular, as audio podcasts specifically.

**Caleb:** I have an iPhone 6+ that I just got, and it's a TV in my pocket, let's be honest.

**Pat:** Well, you're a tall guy so you can put a TV in your pocket.

Now that we know some of the benefits of watching it, it is a good platform. For a producer it's a lot more work than just posting on YouTube, like you said, but also it's kind of cool to say, "Hey, check out my channel on iTunes."

It's like people go there and they see my show page, and if they're on an Apple TV or something it's just really easy to see and get to you and subscribe. It seems to be more high-quality or higher authority than just a YouTube channel that a little kid named Bieber could put together when they're 8 or something.



**Caleb:** I just wanted to read this email I got from someone that found my show that way. I had been doing the same thing as you last year with YouTube, where sporadically I would upload videos, gear reviews, tutorials, stuff like that. Then this year it was right before we started doing stuff together that I committed to a weekly show as well. I was like, "I'm going to put this on iTunes also."

So someone found my DIYVideoGuy TV podcast and they emailed me and said, "I just found your DIYVideoGuy podcast via Apple TV this week." I was like, "Wow." So I replied and was like, "Explain exactly how you found it on Apple TV," and he says, "Oh, it just popped up under Apple TV, then I went to podcasts under the video section and there it was." I was like, "Okay, that's one reason to be in iTunes." It's just another channel for people to find you.

**Pat:** You're coming out with these videos already anyway, right?

**Caleb:** Yeah. I'm already putting all this time and effort into making these, and really it's only 10-15 minutes of work, I would say.

**Pat:** We need to talk about what those 10-15 minutes of work are.

**Caleb:** There's kind of two choices for hosts for video podcasts. There's [Libsyn](#), which is a bit more expensive, and we actually went with a company called [Podbean](#) because they have an unlimited video plan for \$18-25 per month.

**Pat:** Libsyn is not unlimited. They have a certain limit to the number of MB that you can upload, and with video these things can get quite big.

**Caleb:** Right, and there are some things you can do with your video podcasts to make them smaller. We don't do 1080p on iTunes, we only do 720p, which makes the file size smaller.

Also when I export it from Adobe Premier Pro the video quality is lower, but you have to think that people are watching these on their phones typically, not on a computer or a television or something like that. So we try to keep the file sizes down, but Libsyn charges by how many MB you use.

**Pat:** Or they cap it, and once you reach that limit you have to upgrade. But Podbean is another hosting service for podcasters, and they have a great plan if you're going to do video because it is unlimited, at least currently as we're recording this.



So we record an episode, then you come out with two different versions of it. You'll have the YouTube version, which is the high-def one.

**Caleb:** Yeah, it's 1080p, and the only difference between the two video files other than the quality is the YouTube bumper at the end, because it would not make sense to give someone an iTunes podcast video file with a bumper of things they can't click on.

**Pat:** Right, and nobody would actually tap their desktop screen anyway. So do you export one video and then sort of downgrade it, or do you export twice – one at one quality and one at another?

**Caleb:** I export two separate things. To get really technical, in Premiere I have two sequences. When I finish the edit I make a duplicate copy of it, and on that duplicate I add the YouTube bumper and I export them separately at different qualities.

**Pat:** Okay, so as you can see there is some work to be done to get it onto iTunes. One of the things to serve our audience there is to make the file a little bit smaller so it downloads quicker and that sort of thing when you post it on Podbean or Libsyn or wherever you end up hosting your videos for this.

Wistia was another option we chose, but it just became too expensive, I believe, with the bandwidth.

**Caleb:** That and we couldn't even get up to 720p with their RSS feed because nobody was using it for video podcasting, so they just hadn't really updated it. I even contacted them and it's just no one's asking for it kind of thing.

**Pat:** That's really interesting. So on Podbean, when you upload the lower-quality file it still looks great at this point. The normal person couldn't really tell a difference, but it is a smaller file and then you have to publish an episode on Podbean, and Podbean is where you get the RSS feed, which you can then deliver to iTunes.

**Caleb:** And you can choose your categories and all that kind of stuff on Podbean as well.

**Pat:** Right, the stuff that iTunes wants to see – author name, show name, you put your artwork in there as well and all that stuff. Then that's where you get your RSS feed that you can then put into iTunes. Again it's just a little bit of additional work, but



like Caleb said he's had some people contact him saying they found him on there, and I've had people do the same for me too.

I will say there is hardly any competition in the video podcasting space right now, and I think this might be one of the first times people have really talked about it and provided some case studies and examples, just because nobody's doing it. Right now, essentially who's on there are people who have television shows.

**Caleb:** Yeah, you look at the top ones and it's MSNBC, it's a lot of Apple-produced ones with authors, artists, stuff like that, CNET has some stuff on there, TED Talks – so huge brands. You see them and you're like, "Oh, that's a Comedy Central logo. I know what that is."

**Pat:** Right, and it makes you wonder, "Wow, this isn't for me," but I will say that when we launched SPI TV, after two days we became the #1 video podcast in the entire US store, and since then we've been the #1 video business podcast, and we're still there.

So you might be wondering, "Okay, that's cool, but how many people are actually watching?" You have some stats to reveal about that, right?

**Caleb:** Yeah. We're recording this a bit before you guys are actually hearing it, so do you want me to use percentages or actual numbers? Because numbers will have changed by the time people are listening to this podcast.

**Pat:** I think if they have a baseline then it's fine.

**Caleb:** Okay. Let's use numbers then.

**Pat:** What episode are we at at the time we're recording this? We just did Episode 3.

**Caleb:** 3 is out, yeah.

**Pat:** And by the time this comes out, Episode 8 is going to happen. So just 3 episodes of SPI TV have come out in 3 weeks.

**Caleb:** On YouTube there's been 39,000 plays, so that's Episodes 0, 1, 2, and 3, so about 39,000 or 40,000. On iTunes video podcast we have 18,000.

**Pat:** So that's like almost a third.



**Caleb:** Yeah, a third of total views are on iTunes so far.

**Pat:** That's not an insignificant number.

**Caleb:** Right, especially considering that you had about 40,000 YouTube subscribers, but on iTunes you had 0, and you're embedding the YouTube video on your post, not iTunes, so that's another bonus point for YouTube.

**Pat:** And yet there's still a third of people who watch the videos overall who are listening from iTunes. That's really interesting.

**Caleb:** And I would bet the majority of people listening to this right now are listening through iTunes, and that might be part of the reason that you're getting so many, because you've trained your audience to listen to this podcast and AskPat and other podcasts through iTunes through their podcasting app.

**Pat:** So it would be really easy for me to say, for example, "Hey, for those of you listening right now on iTunes" – I'm not Chase so I'm not going to go into the different voices – but you could essentially go back into your podcasting app and look for SPI TV and just subscribe right then and there.

**Caleb:** You could say that, yeah.

**Pat:** But I won't, but those are some hard numbers to deny. This is really interesting. I don't know how many video podcasts there are out there, but there's obviously a lot more audio ones. And although audio is still sort of in the early stages, we all feel, and it's picking up steam, especially compared to blogs – there's like 400 or 500 million blogs and I think the last I heard about 500,000 active podcasts, significantly less – I would just take an educated guess that there's less than 100,000 video podcasts.

**Caleb:** Oh yeah, I would assume so, too. I would think somewhere more like 10,000 or so, but that's all made-up stat stuff.

**Pat:** Yeah, but just our general feeling. I mean yes, I have an audience already, but it was really easy to get up there.

**Caleb:** To put it into perspective a little more, I started a show with a fresh YouTube channel basically. I only had a few videos on there, a couple hundred subscribers, and





I'm getting on my show twice as many plays through iTunes as YouTube, and almost all of that is organic.

**Pat:** Wait, wait, you started kind of both at the same time, and you have more views on iTunes than you do on YouTube?

**Caleb:** Yes, and that's through 6 episodes. And it's because you put out a new video podcast and you show up in New & Noteworthy with a couple hundred downloads, and then you stay there for 8 weeks and new people are finding you. If you're giving calls to action for them to check out your site and join your email list, maybe they then go to YouTube and find you there, who knows, but I'm getting twice as many through iTunes right now.

It very well could change when New & Noteworthy ends after 8 weeks, but this is exposure, these 5,000 plays. That email I would have never gotten if I didn't also put it into iTunes.

**Pat:** We've made a case for video podcasts. I've just heard so many people – especially people in the audio podcasting world who are great friends of mine – just say, "Why even bother?" and here you go, talking about how much it's been working for you, and here it is working for me, too, so we've made a case for it.

I'd love to know what all of you think. Head on over to the show notes at [SmartPassiveIncome.com/session154](http://SmartPassiveIncome.com/session154) and we can continue that conversation. We can talk about it, and you can ask questions to Caleb. He'll pop in there and answer gear questions or production tip questions. I'll get in there, too, and we'll get all the links to all the gear, equipment, and everything that we've talked about – Podbean and things like that.

The one thing I will say about video podcasts, and this is just for everything Apple-related in terms of content production, the stats that are given to us are just horrible.

**Caleb:** You get plays and that's about it.

**Pat:** You get plays, but you're getting this data from Podbean. You're not even getting it from Apple, whereas YouTube will give you all this analytics like where people drop off and that sort of thing. So if you're trying to decide one or the other, do both. Hopefully that gives you a little bit of concrete advice there if you're thinking about doing this.



Again, the show notes are at [SmartPassiveIncome.com/session154](http://SmartPassiveIncome.com/session154). This is Caleb Wojcik from DIYVideoGuy.com, my videographer. I wouldn't be here doing SPI TV without him, so thank you, Caleb, for all the hard work that you're doing, amazing production work, and the laughs that we all have from the bloopers that you put into the videos too. It's a lot of fun to be a part of, and just a blast to have you. Thank you.

**Caleb:** Of course. Thanks for having me. For more information about my stuff go to [DIYVideoGuy.com](http://DIYVideoGuy.com). You can find everything there.

**Pat:** Sweet.

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I hope you enjoyed that interview with Caleb Wojcik. Again, you can find him at DIYVideoGuy.com. For the show notes, resources, and links to all the equipment and everything we mentioned, head on over to [SmartPassiveIncome.com/session154](http://SmartPassiveIncome.com/session154). You can go there, get those links, and also leave comments and ask questions to Caleb as well.

Thanks also to today's sponsor, which is [Audiobooks.com](http://Audiobooks.com). You know, I read a lot of books, but when I say read I use air quotes because I mostly listen to books while I'm on the go – when I'm in the car, when I'm on my runs. I'm training for a triathlon, so when I'm on my bike or on a run I listen to books, and I listen through Audiobooks.com.

If you go to [Audiobooks.com/spi](http://Audiobooks.com/spi) they're actually going to give you a lot of cool things that they don't give to everybody else. First off, you get access to the audiobook of my best-selling book *Let Go*, which was published a number of years ago and it was a best-seller on Amazon. You can download it for free actually if you go and sign up at Audiobooks.com/spi.

You can also listen to your first audiobook beyond that on them. They will give you one free credit for a book, and then you can get a new book every month after that. You can choose from over 50,000 titles, including top-rated business books. What's really cool is you can also get a 30-day free trial by signing up and going to [Audiobooks.com/spi](http://Audiobooks.com/spi). Check it out. They're great.



I also want to thank [99Designs.com](http://99Designs.com), a website you can go to to get anything designed that you want for your business, or anything really that you need design help with. If you can't afford a solo designer who can stay on-board full-time or part-time with you, this is definitely the way to go. It's very economical, and the turnaround time is often within 7 days.

What happens is you put your job description for the next design thing that you want, be it a logo, an entire website or just a specific page, maybe a set of icons or a tshirt or whatever it is. You post the job description, and then within a day you're going to get several designs from around the world that come in that hopefully suit your needs and they'll give you their version of the best design based on your description. Then at the end of the contest you can choose the one that you like, and there you go.

What's really cool is you can even have your audience or your family and friends vote on their favorite ones. You can select the ones that sort of are close, and work with those designers to get them to get it the way exactly that you want it. If you're not happy with the results you get your money back, so go ahead and check it out.

If you go to [99Designs.com/spi](http://99Designs.com/spi) you'll get a \$99 Power Pack of services for free, which you can put towards your next design project. Again that's [99Designs.com/spi](http://99Designs.com/spi).

Thank you so much for listening in. I appreciate it. If you have the time, head on over to iTunes and leave a rating and review for the Smart Passive Income podcast. If you happen to be near your computer, head on over to the podcast awards and vote for the Smart Passive Income podcast as Best Business Podcast. That would be extremely helpful.

Finally, I also want to let you know about next week's show, which is really cool because you're actually going to be listening in on a recording from one of my mastermind meetings, then you'll hear the aftermath of that with a guest who came on in our group who we all helped out. So go ahead and check it out next week.

Until then, thank you so much. Keep crushing it. Love you guys. Peace.

**Outro:** Thanks for listening to the Smart Passive Income podcast at [www.SmartPassiveIncome.com](http://www.SmartPassiveIncome.com).



## **Links and Resources Mentioned in This Episode:**

[DIYVideoGuy.com](http://DIYVideoGuy.com)

[SPI 95](#) – The Do's and Don'ts of Online Video with Caleb Wojcik

[Screenflow](#)

[Camtasia](#)

[TubeTrackr.com](#)

[Veeroll](#)

[Libsyn](#)

[Podbean](#)

## **Gear:**

Cameras: Canon C100 Mark II, Canon 5D Mark III

Lenses: L-Series lenses from Canon, a 35mm, a 50mm, and 85mm, and a 24-105mm.

Audio: Rode NTG-3 (shotgun mic), Rode smartLav+

Lights: LED lights from Ikan, Ice Light (for shadows), Kino Flo Diva 401, CowboyStudio 3-point lighting set-up

## **Pat's Links**

[AskPat](#)

[Smart Podcast Player](#)

[PodcastTutorial.com](#)

[SPI.tv](#)

[Breakthrough Blogging](#)

[Pat on Instagram](#)

[1 Day Business Breakthrough](#)

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