

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

Shohreh Davoodi: You are listening to episode number 50 of the Redefining Health & Wellness podcast, and I'm sitting here marveling at the fact that I have clicked record 50 times already when it feels like this whole thing only just got started. In today's solo episode, I'm celebrating the big 5-0 by pulling back the curtain on the podcast. I'll be diving into all the details about my podcasting process and what I've learned doing it. Whether you've been here for every episode or you're just now arriving to the party, thank you for letting me be a part of your life. To access the show notes and a full transcript of this episode, head to shohrehdavoodi.com/50. That's shohrehdavoodi.com/50.

[Music plays]

Hey y'all! Welcome to the Redefining Health & Wellness podcast. I'm your host, Shohreh Davoodi. I'm a certified intuitive eating counselor and a certified personal trainer. I help people improve their relationships with exercise, food, and their bodies so they can ditch diet culture for good and do what feels right for them.

Through this podcast I want to give you the tools to redefine what health and wellness mean to you by exposing myths and misconceptions, delving into all the areas of health that often get ignored, and reminding you that health and wellness are not moral obligations. Are you ready? Let's fuck some shit up.

[singing] It's episode 50! How'd we even get here? To episode 50!

Yeah, yeah, so basically this episode is just for fun. Gonna be a little silly. Gonna go into the behind the scenes of the podcast, answer some things you may have been wondering about, and just have a grand old time.

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

So if you were hoping that I was gonna drop some health and wellness knowledge today, I am not gonna be doing that in this episode. But you can go listen to any of the 49 episodes before this one to glean all of that great info.

I often get asked about how this whole podcast thing came about in the first place, and if I'm being honest, I guess it's because of a failed YouTube channel. Let me back up and explain that. I previously worked with a business coach and was in a business mastermind that, I've mentioned on the podcast before, ultimately wasn't that great of a fit for me. But in one of the meetings of that mastermind there were some guest speakers who came through for a weekend, and out of that weekend I basically concluded that in order to have an online business you needed either a YouTube channel or a podcast. And at the time, podcasting just didn't really seem that exciting to me or something that I was interested in. So I decided that I was gonna for a YouTube channel.

And to be clear, the idea that you need either a YouTube channel or a podcast to be a successful online business owner is bullshit. Everybody has their own platforms that they enjoy most and work with. So please, please, don't run off and start either one of those because I'm relaying this old advice from somebody that I don't even believe myself!

Okay, back to the story. So, I bought a course on how to do YouTube and set up a YouTube channel. I bought a ring light that I could put my iPhone on, and a microphone that would connect into my iPhone so I'd have better sound for video. I even got some shelves and put those up in my office and put some pretty things on them so that I could have a nice background for my YouTube channel. And then I did absolutely nothing with any of that shit!

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

Okay, that's not 100% true, because I do use that equipment for other video projects, but I never started a YouTube channel. I was always very resistant to just starting the damn thing and doing it. Podcasting, I can look like a damn zombie monster back here and you would have no idea because all you get to hear is my beautiful voice. But for YouTube you have to actually look put together because you're in front of a camera.

So you have to pick out a cute outfit, and you have to do your hair and put on makeup, and these are things that I do not do on a daily basis because I work from home and I meet with my clients virtually. So it's just not something that I want to put in the time and effort to. I'm extremely busy.

So that was something that was very off-putting for me, and also the video editing was so off-putting. I bought video editing software at the time, and learning how to use it was such a headache. I just could not get into it and didn't care to learn.

So at some point, for some reason, I decided YouTube was not gonna work for me, and I changed my mind about podcasting. I really cannot pinpoint a specific thing that happened that made me change my mind about podcasting. In fact, someone in that mastermind group I previously mentioned had invited me to co-host her podcast with her, and I said no at the time because I just didn't envision a world where I would be a podcast host.

But somewhere along the way, the idea started to get more intriguing to me. And I think one of the reasons is because I started to develop an idea of what the podcast would actually look like. I think at first I assumed that my podcast would be specific to intuitive eating, and I knew there were already a ton of podcasts out there about just intuitive eating, Food Psych being the main one in the field that everybody knows and everyone kind

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

of gets introduced to first. And I didn't wanna try to create Food Psych Lite, because I saw that happening a lot.

But I noticed that I was really drawn to these ideas of health and wellness as a whole. And how we as a society have turned these into narrow boxes that very few people can fit into, who can't check off all the things on the health and wellness to-do list because of a lot of different barriers, and systems of oppression, and many other things that have an effect.

And I was really interested in how privilege changes our worldview and makes it difficult to see what is happening in the world around us. Because while I certainly have some marginalized identities that affect my worldview, namely being queer and neurodiverse and mixed race, I also hold a lot of privilege as a person who is in a thin body, as someone who has a more olive skin tone, as someone who has socioeconomic privilege, who has an able body. So these different things also affected what I have been able to see or what I have personally experienced, particularly in the health and wellness areas.

And so I came to see podcasting as a way to have some of these deeper conversations about how we define health and wellness, why we define it that way, how much of it is utter bullshit and lies, and what can be done to change that. Who could I talk to about how we can make these spaces more inclusive? Who could I talk to that is out there doing great work to make that happen and to make more people feel welcome? And that's really what this podcast has become.

And podcasting truly is one of the biggest projects I have ever undertaken. I mean, I knew that it was going to be challenging and I knew that it was going to be a lot of hard work, but I don't think I could have ever known just how much until I started doing it.

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

Over these last 10 months I have poured so much of myself into this project with very minimal financial return—and we'll get to that—but it has been worth it. It's been worth it because of the amazing conversations that I've gotten to have and share with all of you. It's been worth it because many of those conversations with guests have turned into real life friendships outside of the show. And it's been worth it to have all of you out there listening and learning alongside of me, and examining these really tough topics, and digging in to do the deeper work inside of yourself to unravel a lot of the bullshit of diet and wellness culture, and racism, and ableism, and sizeism, and all these other systems of oppression that are intersecting in the health and wellness space.

So thank you, truly, for being down to do that work with me, because this is something that we are doing together as a team, figuring it out, even when it's fucking hard. And I want to say thank you to all of my guests as well. All the people who have taken time out of their busy schedules to delve into these topics, to talk about their lived experiences, and to talk about things that I wanna honor are not easy to talk about. It is not easy to talk about the ways in which you have been oppressed in this world. It's not easy to relive that trauma. And it is a service to do so, and it's a kindness and a gift to the listeners of this podcast that people have been willing to be so open and honest on here in hopes that other people would hear their stories and learn from them.

So let's dig into some of the behind the scenes details about the podcast shall we? So let's start by talking about the financial stuff, because people always get really weird when it comes to talking about money. I know that I grew up that way with my parents saying that it was rude to ask questions about money or to be open about money. And I think that's bullshit. I think that we need to be more transparent about how much things cost and the

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

financial breakdown so that everybody can have better expectations. And for more on that you can actually revisit episode number 18 with Ian Tennant where we talk a lot about financial stuff and mindset around money.

But in terms of the podcast, one of the nicest compliments that y'all give me all the time is that this podcast sounds really professional and very put-together, especially for a podcast that, I mean, it's still in its first year, still in its infancy. And I appreciate that so much, and I mostly credit the fact that I invested up front a lot of money into the podcast so that it would sound so good.

So once I was sure that podcasting was a road that I definitely wanted to go down, the first thing I did was research to find a good course about how to start a podcast. I tend to go into information overload when I'm learning about new subjects, so I knew that if I didn't take a course about podcasting, I was going to get stuck in the research rabbit hole for a long time, and who knew when I would finally actually start the damn thing!

So I settled on Pat Flynn's Power-Up Podcasting course and it was exactly what I needed. It literally gives you the step-by-step of what you need to do to start your podcast, from the equipment that you need to buy to the marketing that you need to do, reaching out to guests, how to record, how to edit, all of these things. It, to this day, is one of the most helpful courses I've ever taken in terms of being able to apply the information in the course to actually doing something in my real life.

I paid \$699 for the course, so it was definitely steep, and I even think that I got a discount. I'm pretty sure that Amy Porterfield is an affiliate for Pat Flynn's course, and I listened to an episode of hers that directed you to a page to get a discount on the program. So I'm not sure what the full price

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

is at this time, but I paid \$699. Which was a lot to invest in podcasting, you know, having never done it before, not knowing how it was going to pan out.

But I like to just fully jump into things when I've decided that I wanna do them, and that's exactly what happened here. In this case, it was totally worth it. The course is self-paced, and I started it in mid-May of 2019 and was able to launch my podcast in August of 2019, and I have not missed a weekly episode really since.

The microphone setup that I have was recommended in the course. So I use an Audio-Technica ATR2100 USB microphone that plugs into my computer through a USB. And I actually have two of them because occasionally I do in-person interviews in Austin, and so I let the other person use the second mic. And when I purchased that mic it was approximately \$67. I have no idea if that's still the recommended mic but it has been working very well for me.

I also bought an adjustable microphone suspension boom stand that clips directly to my desk, and it holds the microphone in front of me. And that was inexpensive. It was like \$13. And then I have a pop filter attached to the front of my mic. That was about \$17. And then, I also decided to purchase some studio headphones, because I didn't wanna use my AirPods for recordings. So, I bought the Audio-Technica ATH-M50X Pro Studio Monitor Headphones. Phew! That's a mouthful! Those were not recommended in the course. I just did some research and found those on my own. And those cost me \$127.

So that's the equipment that I bought up front. I don't have any fancy sound panels or anything like that in my office. I use pillows and blankets. My setup when I record is quite funny. It's just these big pink pillows

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

surrounding my microphone and surrounding my laptop, and then I have a blanket on my desk. I throw blankets over the doors. It's a whole thing. A lot of people record in closets. So, it's not fancy, but it gets the job done and it makes it sound good.

Before I launched I also needed to find some intro music. So I listened to probably 300 jingles on websites like audiojungle.com before finding the music that I use now for my intro and outro. And I also needed to hire somebody to make some cover art for me.

Unfortunately, at the time, I just did not have much money to invest in that, so I hired a graphic design student off of Upwork, paid them a \$75 flat fee, and they created the original podcast cover art, which I'm no longer using. A few months ago I hired Jenny Hamson of Jenny H Design to create the current podcast cover art, which is the hand holding the lollipop, and that cost me \$500 for the design, because she also made some website banners and social media banners to go with it.

Could I have saved money in some places at the beginning? Sure, absolutely! But I am glad that I invested, because, as I mentioned, the feedback that I got right off the bat from starting my podcast was that it sounded super professional. And not that all podcasts have to sound super professional. Some people really like a more laid-back type of podcast—more talkative, more chill—and that's just not me. It's not my style. I used to be a lawyer. I'm a recovering perfectionist. I want things to sound very crisp. I want things to be edited nicely. So, I decided I wanted to invest more up front to make that happen. But if you're interested in starting a podcast, you do not necessarily have to follow my footsteps in that.

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

That brings us to current podcast finances. I'm going to run through these really quick just so you know the numbers and what that looks like.

Something I didn't know before I started this podcast is that you have to host your podcast somewhere, which essentially means you are paying a company on the internet to host the audio for you. So I currently use Libsyn as my podcast host. I don't know how much longer I'm going to be using Libsyn, but right now, that is who I'm working with. And it costs me \$20 per month.

I also pay for an editor and for someone to do the transcript for each podcast episode. Now, a lot of people do their own editing, but again, it was really important for me that my podcast sound professional. So I decided that I wanted to hire an editor. But, I did not have much money to do that. So, I hired people who don't live in the U.S., because that was the only way I was going to be able to afford to have people do editing and transcription work for me. Because people who work in the U.S. charge a lot, understandably, and it's very expensive. So I needed to find exchange rates that were more favorable for me.

There are a lot of websites that allow you to do this and will hook you up with people in different countries, most notably Upwork and Fiverr. Both my editor and transcriptionist, now I work with them directly, not through one of those websites, but those are a great place to get started.

Shout-out to my editor, Ruslan. He is in Russia. When I first started working with him I was paying him \$25 per episode, and if you know anything about audio editing costs, then you know that that is very cheap. And I now pay him \$28 an episode—gave him a raise recently. And if you were to start working with him now, he would actually charge you a lot more than that. I am lucky, because I started working with him right about the

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

time he went freelance, so I got a much lower rate. And believe me, as soon as I can afford to pay him more, I will, but I just don't really make any money off the podcast yet, so I haven't been able to.

In addition, I want to give a shout-out to Anouchka who is my transcriptionist, and she lives in South Africa. She is not the original transcriptionist that I started with, she's the second one that I've worked with, but she's been doing a really great job, and we have wonderful conversations through email. And I pay her \$0.45 per minute of audio, so it comes out to about \$27 per hour of audio, and most of my episodes are between 45 minutes and an hour.

If you wanna calculate it all up and do the math on that, go for it. I put out about four to five episodes per month. Like I just said, most episodes are between 45 minutes and an hour in length. But you can see how the costs of the podcast, just from a monetary perspective, add up very quickly if you want to put out a very professional sounding podcast, and if you don't want to spend even more time putting your podcast together.

In terms of earnings, I have very little to share with you on that front. The only money that I have made off of the podcast is from the Changemakers series that I just wrapped up with Superfit Hero, and they paid me \$20 an episode as part of that 12-episode sponsorship. Which, as you now know, does not even cover 50% of a single episode cost for me. That was really more for exposure and getting a chance to work with a brand that I really like. And also they were able to introduce me to a lot of the great people that I got to feature as part of those conversations. So, I was really happy with that sponsorship, and it wasn't something that I really did for the money.

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

Outside of that, the only other money that I've made from this podcast is the occasional Venmo tip if someone really likes an episode. I think that's happened only two or three times, and usually the amount is for like \$3 or \$5. So, if you thought I was doing this for the big bucks, you were wrong!

Now, that being said, I would obviously like to monetize the podcast, because it costs me a lot of time, and energy, and money, so that is something that I will be looking to do in year two of the podcast. So stay tuned for some exciting announcements on that front coming up soon.

But let's talk about all of the work that goes into podcasting, because I think a lot of people don't realize how much has to happen behind the scenes for even a single episode to be released out to the public. To make this easier I'm gonna break it down into three stages, and stage one is pre-recording, stage two is recording, and stage three is post-recording.

In the pre-recording stage, unless it's for a solo episode, I have to find a guest, and the bulk of my episodes are interview episodes, not solo ones. So I have to research potential guests. I do keep a running list. At this point, I'm almost exclusively reaching out to people to be guests. There are people who reach out to me to be guests, but most of the time they are like an absolutely terrible fit for the podcast.

Some of the pitches that I get in my inbox, y'all—oh my god. Honestly, I've put some of them on blast before in my Instagram stories when they're really obnoxious, because it'll be people who are selling weight loss and selling all these things that I don't believe in. They've clearly never once listened to the podcast. They are just reaching out to any health and wellness podcast that they can find, trying to pitch themselves to get on and market themselves. And I just don't want to fucking talk to those

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

people, so I don't. On occasion, I do get someone with a great pitch who is actually a good fit for the podcast, but it's definitely rare.

So typically, I will email people who I am interested in having on as guests. Not everybody says yes, but I've had pretty good luck with most people that I've reached out to being interested in coming on and doing an interview. Sometimes if we have a friend in common, I will ask that friend to do an intro, and that's how I will first start talking to the person. It just depends on the situation. But that's how the whole thing kicks off.

Once a person says yes, they book a date and time in my calendar, and they fill out a form for me with some info. And then comes the outlining and research stage for their specific episode. So typically, I will look at the guest's website, all of their social media. I'll look at any articles and interviews that they've done before. Get a sense of what really lights them up and what they're passionate about talking about. And in the questionnaire that I have guests fill out, I also ask them that as well. I ask them what they would love to talk about, what takeaways they might like the listener to have. And that really helps inform the direction that I decide to take the podcast interview.

If I'm really familiar with the guest and their work, it may not take me very long to outline an episode. If it's someone that I don't know as well, and I really need to get more familiar and comfortable with what they do so I can speak more intelligently on it, then it might take me a couple of hours to do the research and put together the outline. So that's what goes down in the pre-recording stage.

And then stage two is recording. For interviews I typically book people for an hour and 15 minutes in my calendar. I've had people go much less than

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

that, and I've had people go *way* over that time frame. It just depends on the individual and how the interview is going.

For recording, I get my office all set up. I get myself settled, make sure that I have water, make sure that everything's plugged in, and then I usually talk with the guest for a few minutes so we can both get comfortable before I actually hit record and start in on the outline.

I use my outline as a guide, but rarely is it the case where we actually go through the questions of my outline in that order to a T. I think the mark of a great interviewer is someone who is able to go with the flow of where the conversation wants to go. What makes the most sense based on what the guest is talking about. So you do have to be able to rearrange things on the fly in your brain, or by taking notes, and just kind of be open to things changing and the conversation going in directions you weren't expecting.

You definitely get better at it as you practice it. I think that I'm a much better interviewer now than I was 49 episodes ago, but there's a reason that Oprah is Oprah, and the rest of us aren't Oprah. Because interviewing is a skill and a craft, and she has been honing it for a long time.

Overall, I really enjoy interviewing people. I enjoy helping people get the golden nuggets of wisdom that they have in their brains out of their mouths so that other people can hear what they have to say. Some interviews feel really easy. Usually it's the ones where I have an immediate good rapport with the guest, and we just have the same sense of humor, and we get along, and we're on the same page. Like, those interviews are my favorite because they're usually fun, we're usually laughing a lot.

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

Some of them are more difficult, if I don't know the person very well or we just have some kind of gap—maybe it's in age, or in experience, or something like that—and those can feel a little bit more stiff, a little bit more difficult. Also, when the guest is really, really nervous, that makes interviewing difficult as well, because you do have to do some bolstering of the guest in their confidence and reassuring them that they're doing okay, and they're not messing up, and kind of help them through their anxiety.

And in case anyone is wondering, I do use the Zoom software for recording. Thanks to the pandemic, now everyone is familiar with Zoom. But I've been using that for recording since the beginning of the podcast, and I pay \$150 annually for my pro subscription to Zoom. I guess I could have mentioned that in the finances section of this episode, but you're hearing it now!

So, right after recording an episode, the first thing that I do is quickly record an episode intro as well, while the topics are fresh in my mind. And then, it's time for stage three which is the post recording phase.

So, after I record, the raw audio goes to Ruslan, my editor, and he takes the first stab at editing the episode. So, he fixes all of the audio, balances everything out. He takes out a lot of the filler words, and he does the edits that make the most sense for him to do. So sometimes a guest will stop what they're saying and say, "Oh, let me start that over." He has a sense of when those moments are, and he just goes ahead and takes those right out.

After he's finished the first round of edits, he sends the episode back to me, and at that point I listen through the entire episode, stopping to write down content edits that I want him to make for me. The least amount of

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

time that it has ever taken me to do content edits is probably an hour and a half. I think I spend, on average, more like two and a half to three hours per episode doing content edits. And for some of the really difficult episodes, such as the Girl Gang episodes where there are three of us speaking, or some of the episodes where the guest just wasn't that comfortable with public speaking in general, it could take me anywhere from like four to six hours to get the content edits in an episode, which is not the most fun thing in the world!

But that's the price that I have to pay for preferring that my episodes sound really polished, and not being able to afford a team. If you have ever listened to any of the really big podcasts that make a ton of money off of their podcasts, those people have producers. They have their own team of editors. They have people whose job it is to vet potential interviewees. I mean, it's a whole thing.

I don't have that. I am mostly a one-woman show over here, other than my editor and my transcriber. And I do a lot, a lot of work on the podcasts myself and put in a lot of hours.

So once the content edits are written down I send my notes over to Ruslan, and he makes those edits for me. He sends the episode back to me. I double check all the edits. Most of the time we're good to go after that check. Occasionally I have one or two more things that I need him to do, so we do one more round. And then from there, I send the episode to my transcriptionist, Anouchka, and she does the transcript for me for the episode.

When I get the transcript back, I listen to the episode on 1.25x speed, sometimes 1.5x speed if the guest speaks pretty slowly, and I confirm that the transcript is correct. A lot of people would probably say that it's overkill

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

to take the time to check the transcript, but it's important to me that the transcript is a great representation of the episode and of the guest, because I know there are a lot of people who use the transcript exclusively and aren't necessarily listening to the episode. So, I go ahead and take that extra step, even though it is time consuming.

And I just realized that I forgot to mention, when I am putting together the content edits for Ruslan, I am also creating the show notes as I go. So if you've ever seen the show notes for any of the episodes before, you know that I list out some bullet points of what is discussed in the episode, and I also include links to anything that we talked about that is relevant to have a link for. Plus I have the guest bio and some other standard things that are in every set of show notes. So, I start the creation process of that as well while I'm doing content edits.

The final steps before the podcast gets released out into the world is that I have to make marketing materials for the episode. So I need to create a show notes header image. I create an Instagram image. And then I create the image that will be used as the background for the audiogram for the episode. I use Canva to make all of those. I have a Canva Pro account because I like all the additional features that's included in that, so I go ahead and pay for the Pro account.

Once the marketing materials are created, then I take the finalized episode, I upload it to my hosting site, Libsyn, and then I need to come up with a title for the episode and a description for the episode. Put all of that into the hosting site. I schedule it for release. I finish off the show notes. Schedule that for release. And then the episode comes out.

My episodes get released every Tuesday at 2:00 in the morning, so they drop when I am sleeping. And the reason they're scheduled that way is so

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

that when people wake up and they're commuting, they are able to listen to that day's episode. Of course, pretty much no one is commuting right now during the pandemic, which is also one of the reasons that podcast downloads are down across the board right now. But I assume eventually people will probably be back in their cars and listening a little bit more.

When I do wake up on Tuesday, I shoot an email to that day's guest to let them know that their episode has been released and to give them all of the links and the marketing materials so that they can use those to promote it if they want to. And then I promote it on my end by posting on Instagram, and posting on Facebook, and all of that.

And that's it! That is the life cycle of one fucking episode. If you have ever wondered if I'm overworked and underpaid, I think you have your answer!

So as you can see, I spend countless hours per week on this podcast. A single episode I think I've calculated can take up to 10 hours of my time from conception to release. I am often working on multiple episodes at a time, just depending on when interviews are scheduled. I have had anywhere from one to three episodes a week. Occasionally I don't have any, but most weeks I have at least one interview that I have to contend with as well.

So, it's just kind of a constantly churning thing, because the key to a successful podcast is consistency. It's putting out an episode when you say you're gonna put out an episode. It is highly recommended to not take any breaks, so you're not supposed to be like, "Alright, well I'm going on vacation for two weeks, no podcast episodes!" Like, it's recommended to just be prepared in advance to continue to put stuff out.

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

So, it's a commitment. It's a fucking commitment to do a podcast. It is not for the faint of heart. If you're just kind of like, "Oh, it could be fun," nope. You need to have a very clear plan of why you wanna do it and how it's going to affect your life and your business before making this kind of commitment, let me tell ya.

Because unless you already had a very large following and you're very plugged into a network of people who are willing to market the podcast for you, or you have connections to really big guests who have giant followings, it takes a long time to build up your downloads. I've been going at this hard for 10 months now, and I am still nowhere near the number of downloads that is considered the gold standard to be able to get consistent sponsorships of your episodes. The only reason that I got that Superfit Hero sponsorship is because I was already connected with Micki, and because Micki believes in the work that I'm doing, and she wanted to support me in it.

Believe me, no other sponsors have reached out with any interest about this podcast, and that's simply a numbers game. I'm just not there yet in terms of downloads and getting people who wanna pay me to have access to my audience. And that's okay! That takes time. But I think it's important to be transparent about that.

While I have not gained much money from this podcast so far, I have definitely gained more followers on my social media. I have garnered more interest in my work as a whole. I have gotten to connect and network with many amazing people in the industries that I work in who are just doing awesome fucking work. And as I said earlier, I have made long-lasting friendships as well.

Redefining Health & Wellness

#50

Featured this episode: Shohreh Davoodi

Honestly, a big mindset shift that I needed to adopt after I left my job as a lawyer and started running this business, which I've now been doing for over three and a half years, was that my value in my work does not come from the number of dollars that I get for it. And don't get me wrong here, dollars are really nice. I wish that I made a whole lot more dollars doing the work that I am doing, and I wish that more people saw value in this kind of work. Not just for me, but thinking of all the people that I've had on the podcast who aren't making lawyer dollars, right?

We are not making bank doing this kind of work, and that's not the reason that we do the work. We do this work because we really care about helping people. We care about making their lives better. That's why I left my job as an attorney, because I wasn't getting intrinsic value from that. So I will happily take making a whole lot less money and still working a ton, knowing that I am tangibly helping people in their lives through this podcast, through other content creation, and through my coaching.

But also, if you ever wanna send me some dollars, my Venmo, PayPal and Cash App information is very prominently posted in different places, including in my Instagram link. So, you know, just throwing that out there! Just throwing it out there!

And actually, people have asked me in the past, you know, how can I help the podcast? How can I support the podcast? And if you don't have money, totally fine, but the other ways to support the podcast are posting about it. So if you listen to an episode and you really love it, take a screenshot of your podcast player and talk about what you loved about it on your social media so that other people can find it.

If you listen to an episode that you think would be really great for a specific person to listen to, send it to them. Let them know that you think it's a

Redefining Health & Wellness

#50

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great episode for them. Please, please, please, leave reviews. Leave ratings. If you have any kind of Apple device, an iPad, an iPod—do people still have iPods? I don't know—MacBook, iPhone, any of those things, you can navigate to the Podcasts app and you can leave a rating and review on there. And that helps other people to find the podcast and grow the listening so that someday I can be one of those sponsored bitches on her podcast. You know you want that for me! You know you wanna listen to some silly sponsored ads on here. Come on now!

Even if you only ever listen to the podcast, I promise that alone means the world to me. The fact that there are people not only across the United States who listen to my podcasts, but people literally across the world, and I can see this because my hosting information shows me where people are listening from. So there are global listeners of me, and the Redefining Health & Wellness podcast, and these wonderful guests, and all this work that I'm doing, and that is what makes me smile. It's the reason that I keep doing this work even though it is a fucking grind sometimes, y'all. I mean, I'm exhausted just explaining to you what all goes into the podcast. So, I think you can only imagine what it's like to actually be doing it.

But, the listeners in my life, I love y'all. Every time you send me something that says, "I really loved this episode," or, "Oh my gosh, your podcast is changing my life," like, it just lights up my fucking life. I save all of those comments and all of those notes so that I can refer back to them when I'm having a shitty day, and I do it all the time. So thank you truly from the bottom of my heart for listening.

So this is 50. This podcast has come so far in the past 10 months. I have really exciting things planned for the one-year anniversary coming up in August. I hope that we get 50 more, and then another 50, and another 50

Redefining Health & Wellness

#50

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after that, and then at that point I am so filthy rich that I never have to even think about podcasting, or, you know, even working again because I'll just be swimming in my piles of money, right? Let's just throw that out in the universe, right? We're gonna manifest it and make it happen. I'm obviously kidding, but I really wish that I wasn't 'cause that sounds kind of nice. But alas, I don't think that's my future, and that's okay.

Thanks for listening and celebrating 50 episodes with me. I hope you enjoyed getting to hear about the behind the scenes of what makes this podcast work, and I'm really looking forward to the future of the Redefining Health & Wellness podcast.

And that's our show for today. I appreciate you listening to and supporting the Redefining Health & Wellness podcast. If you enjoyed this episode, it would mean so much to me if you would subscribe and leave a review with your podcast provider of choice. It will really help other people who might benefit from the podcast to find it more easily.

I also love chatting with listeners, so feel free to screenshot from your podcast player, post on social media, and tag me. And if you're looking for more information on what I'm all about and how to work with me, head on over to shohrehdavoodi.com. I hope to see you for the next episode."