

Kathryn: Welcome to episode 16 of Compass, I'm your host Kathryn Hunter. Do you ever get so wound up in building your business that you find it stressful to relax? In this episode Britany Felix and I talk about that and more in our discussion on her path to becoming a podcast consultant. You're listening to Compass, where we talk with location independent womxn about their work and the paths that got them there. We get into their stories of struggle and success, finding clients, figuring out what to charge, and of course we talk money. Join us and take the next step in finding your direction.

Britany: Thank you so much Kathryn. I'm super excited for this. I love combining travel and location independence and business. So this is perfect.

Kathryn: That's great to hear. So, I like to start with your early life to see where that influences you later on. What did you want to be when you were five?

Britany: Everything, which is pretty indicative of who I am now, as a person. When I was five years old, I kind of cycled through wanting to be a ballerina and a weather girl and an actress and a storm chaser. So like all of these very, very wildly different things. And that's how I am still now as an adult. I really have a lot of passions that don't quite relate to each other, which made finding a, you know, one of those passions that I could turn into a business very difficult for me actually.

Kathryn: By the time you left high school, had you settled on one thing or were you still kind of multifocused?

Britany: By the time I left high school, I actually cycled through country music singer, even though I can't sing at all. And a marine biologist. And then I landed on wanting to become a lawyer and eventually wanting to go into politics. And so that's actually what I started going off, uh, what I started with in college, um, I kind of even went a nontraditional route for that. I didn't go the traditional route of wanting to get into law school. I actually started with a degree in law enforcement first. So I was in classes with mostly people who wanted to be cops. And here I was, I wanted to be on the other side and be, the lawyer. So even that didn't really, you know, go a conventional way. And I quickly found out that, you know, that's another thing that was just kind of more of a passion. I really enjoyed law and politics from a hobby standpoint and that was not actually what I wanted to do. So I did end up changing my majors about three or four different times.

Kathryn: What did you finally land on?

Britany: Uh, I finally landed on business because life kind of beats you down, as unfortunately it does. And I just figured, you know, I'll just go the normal route and get a job. If I do, you know, business, I can get a job in any office and I'll be fine. And you know, I just, I settled and that's what I wound up with. I do have a degree in law enforcement, um, but businesses what I ended up with and I did end up going into the corporate world.

Kathryn: How did you get started in location independence?

Britany: It's what I've always wanted. So ever since I was a little child, I knew that I did not want a traditional life. I didn't want the office job. I didn't want, you know, the, the suburban dream. Which there's nothing wrong with it if that really is your dream, but I just knew it wasn't for me. And so my entire life, I've always looked for these unconventional things. Even the things I wanted to be weren't really normal traditional jobs. And once I got into corporate and it started sucking the soul out of me, I tried my hand at everything. Everything I could do to work from home was my focus. Like I just want to work from home. I don't want to sit in an office all day, I want to work from home. And it didn't even really occur to me that there was this whole like location independent, you can work while you travel thing, uh, for quite some time.

Britany: And I tried, you know, like drop shipping and I tried MLM stuff of selling, you know, Arbonne and I think all of these different things that people kind of dabble in and none of those were really the right fit either. I ended up going back into corporate almost every time, until I landed on podcasting and I had no idea where it was going to go. And I think that was the thing that really worked. I didn't try to force it. I just let it go organically. And that has developed into, you know, what now has allowed me to be location independent.

Kathryn: How do you describe your job to people who are just, you know, being polite.

Britany: So first I have to explain what a podcast is to most people as I'm sure you as a host can relate. Um, so when they asked me, you know, what do you do for a living? I say I'm a podcast consultant and their eyes kind of glaze over a little bit. And I said, do you know what podcasts are? They usually say "not really". So then I explain that it is like a talk radio show that you can listen to on any device, at any time. They kind of get it. And then at that point I say that I help people start those podcast for their business. And that's generally about as deep as I go into it unless they're really truly interested. But that's kind of my, you know, like surface level, party introduction to it.

Kathryn: And when they are really interested?

Britany: When they are really interested, I explain that I help you know, millennial coaches and consultants start a podcast or improve an existing one for their business, so that they can generate new leads, they can build brand awareness, establish themselves as an expert in their niche and network with other people in their industry to potentially, you know, form business relationships or get new book deals and just really kind of explore the opportunities that are available to them as an independent, as an independent coach or consultant.

Kathryn: How did you get started in this?

Britany: So I started with my very first podcast in fall of 2015, I didn't even know what a podcast was and an influencer that I followed who had a brand all about not settling for life you don't love. And she had a heavy emphasis on travel, had a podcast. And I thought, okay, well if I'm ever going to figure out what this is now is the time. I was immediately hooked. I loved the medium of platform and how I could consume the content. And

within two months I decided I was going to start my own. Within two months after that I had it launched and I was interviewing people who were living the lifestyle I wanted. I was interviewing digital nomads and finding out how they were able to make this work because I kept seeing all of these people on social media living this amazing lifestyle that I wanted so desperately.

Britany: But nobody was talking about how they actually made it happen. It was just like, oh well I made the leap and left my job and now I'm traveling in Europe for the next six months. But there was no real information about that transition period of the leap itself. And in doing that podcast and gaining those skills, I had people reach out to me asking if I get help with their show. So that transitioned into me doing some editing as a side hustle. I left my full time corporate job, my husband and I actually both left our jobs at the same time so that we could sell our home and do some traveling. And then in that transition period is where I, you know, took this full time and that's transitioned into finding out that I really like working with coaches and consultants because I like getting other people's messages out into the world and helping them inspire other people and helping them create change.

Britany: I'm not necessarily responsible for having to do the inspiring myself, but I can support the other people who are much more charismatic and you know, really more effective in their messaging. And so yeah, that's organically just led to me now working with those types of people and helping them get their message out there.

Kathryn: So it sounds like you found your original clients kind of through general networking. Is that still true?

Britany: Yeah, actually the vast majority of my clients come from the people I know already. So they come from my existing client base. They're, I mean, they're almost all referrals. About 90% of my new clients come as a personal referral from someone else. Um, and then the other part of that come from social media and just networking in various applicable Facebook groups and providing value and creating those connections. So it's absolutely, you know, my current network, which is always expanding. That's the main focus of what I do every day.

Kathryn: What would you say was your first major struggle?

Britany: I would say for me in the very, very beginning, it was the time aspect of it. Because in the very beginning when I had my very first few clients, I was working a full time corporate job. I was having to do this client work and like navigate this realm of understanding how to work with people in a professional way like this before or like I've never done before. And then also we were renovating our house at the same exact time, so that we could sell it and use the money to travel. So it was very, very stressful in the beginning to, you know, kind of just hunker down and go to work all day long, come home in the evening, work for several hours either on the house or on my clients, you know, shows that I was editing for them.

Britany: Go to bed at like 3:00 am, get up at 6:00 and do it all again. And it was just a very heavy grind for about three months, I think I did that before we were finally able to make the leap and quit our jobs. The beginning days of starting a business are no joke. I mean they are not for the lighthearted. It's can be extremely rough and difficult, but that's, I think what makes the, you know, that's what makes a business either succeed or fail is whether not people give up in the beginning or whether they push past that. Because yes, my business now is hard and it's always going to be hard. Being an entrepreneur and having a location independent lifestyle, we are doing everything entirely online, is never not going to be hard. But it's a different type of hard now that's much more manageable and much more rewarding. Where in the beginning it was just like, oh my God, I don't even know if this is going to work. Why am I killing myself for this? And you just kind of have to push through and really believe that you're capable of making it all worth it.

Kathryn: So, on the flip side of that, what was your first major success?

Britany: I think my first major success was, I feel like it would almost be cheesy to say my first client, but she came to me and at the time I was trying something else completely different, actually. I thought I was going to become a VA and that's how I was going to obtain the location independence. And so I had started off doing some administrative tasks actually for that very first influencer who I introduced me to podcast. I ended up working for her. And then I had a woman approached me who was in my network and she said she really liked the way my show sounded and she didn't have time and could I help her? And so I consider that the first major success, because I did not even know that helping somebody with their podcast was even a possibility. I didn't know that such a thing existed. And so her opening that up for me and trusting me and asking me based on, you know, the quality of what I was putting out to assist her and helping me find this new path was huge for me. If she hadn't done that, I don't know that that's a realization I would have ever come to on my own.

Kathryn: If you could start fresh today, knowing everything you know, would you do it differently?

Britany: Yes, absolutely. And I know that there are some people out there who are like no, mistakes are just lessons learned and that's great, fantastic to live through it once, but I don't want to do it again. I set up my business in the wrong way to be location independent, from the very beginning. I was trading time for money and I was having to meet like weekly deadlines, which does not really work when you want to travel around the world. And sometimes it takes a couple of days to get to your destination. And yeah, if I could do it differently, I would absolutely come at it more from the standpoint of trading expertise and knowledge as opposed to trading a skill. Um, so that I could have more flexibility in how I work and uh, you know, not be tied down to a specific schedule for, you know, publication dates of a podcast and things like that.

Kathryn: Odds are, you don't really have a typical day. Do you want to give us a random day?

Britany: Yeah. So I generally get up at about 10:00 am because I'm a night owl and I work until 3:00 am but I actually get to sleep in longer now. I don't have to get up at 6:00 and go to

work. So I do not schedule any calls for prior to 11:00 am period. Like that's a hard fast rule for me. So I get up around 10 and then I am terrible at having routines, which would imagine most people listening to this might be able to relate to. Um, I don't like set guidelines, so if I feel like getting to work right away, I immediately come downstairs and open up my laptop and start answering emails, like within 10 minutes of being awake. If I am not quite there mentally yet, I may take a break and um, you know, watch something goofy on Netflix and just kind of really ease into the day.

Britany: I may start off, start off reading a book and then at that point I always start with checking my email because if I don't do that, I have this like anxiety of what's waiting for me, what haven't I handled, what I haven't I dealt with like, who haven't I helped yet because I haven't checked this. So that's always number one for me when I start my day work day anyways. And then from there I have certain episodes that I work on, on certain days because I do still have that trading time for money. I've lowered my client lists down quite a bit from where it used to be, but I do still have clients that I work with on their show weekly. So certain days of the week, depending on those release schedules, I work on those particular shows. Um, and then I kind of, yeah, I mean you're, you're right.

Britany: I don't really have a set day. Um, I just know what tasks I have to get done by the end of the week and that's how it goes. My husband usually gets home from work slash the gym at like 6:30. So I will always stop and spend that time with him. The few hours that he's like home and awake, he becomes the priority then. And then once he goes to sleep around like 9:30, because I call him an old man, I then stay up and work, like I said until about 3:00 am. Um, and so I'm actually having to try and focus here recently on allowing more time for myself because I do feel like if I'm not spending time with him or doing another commitment, you know, a personal one, I have to be working all the time. I have to work, work, work, work, work, if I'm not traveling and off doing something fun. So that's been a struggle for me now. And in my day to day routine, in air quotes, because I don't have a good balance of, you know, time to recharge and do things for me and you know, actually working.

Kathryn: Yeah. It's super hard to make that shift from "I'm building my business, every waking hour has to be devoted to it", to the "I am, I have a business, I'm running it. I get to actually have a life now, what was that like?"

Britany: Right, right. I literally just posted last night on Facebook a meme where it was like, I'm so stressed that I can't relax because it just stresses me out that I'm not doing things related to what is stressing me out or something like that. Um, and it is kind of this perpetual cycle of, if I stop to take a few minutes, I feel like, oh my God, but I'm not, I'm not doing this thing, I'm putting this off, I'm procrastinating. And so it's this whole mental gymnastics that you have to play with yourself because that's exhausting, unbelievably exhausting. And it's very unproductive.

Kathryn: Do you keep up with any kind of continuing education?

Britany: So I do, I have a few different people in my industry who I've connected with and a few different companies. Um, like some of the major players in the podcast industry that put

out like daily or weekly newsletters where they've, you know, have updates with what's going on in the industry. So I try to keep tabs on what's happening on a large scale with podcasting as a whole. Um, and then I have other, you know, colleagues that I consider them who have different areas of expertise. Like some are actual audio engineers who have trainings and courses and some are more focused on like social media aspect of it and promoting it. And that's not my expertise either. So I do pay attention to what other people are doing. Um, and then, you know, try to learn from them as well to help improve what I can offer my client.

Kathryn: All right. And now we're going to get into some numbers, what would you say your salary range is and how long have you been doing the work?

Britany: So my salary range, let's see, I've been full time with my company and so to kind of preface that, I did have some clients before when I was part time, but when my husband and I started to travel, we spent a few months traveling around the US in an RV, which did not lend itself to very good Wifi, and staying up with client work. So I actually let all of my clients go so that we could focus on traveling and have our time with each other. And then when my husband realized he hates being a nomad and it totally doesn't fit his style, we had to compromise and we got a home base in Colorado. Once we did that and I had a stable foundation that I could, you know, kind of work from, that's when I went full time and I started with zero clients and that was in October of 2016 so I'm a little over two years, about two and a halfish into being full time, you know, starting with zero clients. And now I am at the point where, um, I'm making, depending on, because you know, my one on one consultation packages are so pricey.

Britany: Depending on, you know, whether I have multiples of those anywhere from \$3000, if I get no, um, you know, consultation clients in the month for some reason, up to anywhere from like \$5000 to \$8,000 a month. So it does vary. Um, so in general, you know, I think last year, uh, I came in at about like \$50,000, which may not seem like that much, but for me it's like amazing because the year before, uh, my first year full time in business, I only had about \$24,000 pre tax. Um, so I was able to double that in one year. And so that's the trend that I'm going for again this year. It's doubling that again. Um, and that's come from making that shift from working one on one, trading time for money to, you know, as I like to say, scale up or leveling up by now doing the consulting work instead.

Kathryn: What would you, the beginning salary range is, around that \$24,000?

Britany: Yeah, if you're able to devote to it full time, um, and you're, you're really bringing on a steady and, and you know, steady stream of clients. So like I said, I started from zero clients and that's when I made the \$24,000. So I went from the very first month of January, 2017 so just like four months, I think after starting, um, January '17, I think I made like 400 bucks that month with clients, work with client work. And then by the end of the year, I think I made like \$3000 in a month. So it just really depends on how much time you can devote to it in scale. Um, the thing with what I do is that the prices vary so wildly. My, my typical rate now for what I do, um, is about two to three times more than what some of my colleagues are charging.

Kathryn: What would you say the top salary ranges?

Britany: Um, you know, I don't really know that there necessarily is one because it's still such a new field, for what I'm doing anyways, for being a general podcast editor. I know people who, you know, cause I typically, people don't really like to discuss their salaries, but I do know that there are some other editors who have been at this for a very long time. They have a team of people behind them, so they're able to have a large number of clients. Whereas I typically like to work with no more than 10. They have a team that allows them to have a hundred clients a month. Um, so it really, really, really can range. But of course once you have that team, you're then having more cost to outsource. Um, so I would say most of the editors that I talk to when we talk about rates and we talk about how much we make, they are aspiring to get to where I am at now. Um, and they are aspiring to be in the range of like \$50,000 to \$75,000 a year, which is doable if they put in the work. So, for somebody who is just starting out, I would say that they would probably be more in the range of \$20,000 to \$30,000, you know, annually for like their first year or two.

Kathryn: But once you've been doing it for your before a few years, you have the experience, you have the clientele...

Britany: Yeah. So, so for me now I'm focusing more on the consulting. So to kind of put this in perspective, I have my editing clients who I work with. We do one episode a week for each one of them typically takes about two hours a week to do that work and I'll charge them anywhere from a hundred to \$200 an episode per week. Then I have a launch client who I work with for, you know, maybe a couple of hours a week for three months and they're paying me anywhere from \$2000 to \$3000 to work together. And in that one, I'm not trading my time for money. I'm just hopping on a phone call with them. I'm just answering emails. I'm not sitting down at my computer with my headphones on, editing audio. So it is different in terms of how that works because I can have 10 clients I'm working with every single week, like trying to track down files, you know, sitting down at editing, several, several hours worth of audio every week doing post production work, writing shownotes or I can have two clients where I'm occasionally answering some emails or occasionally hopping on a phone call with them, maybe once a week at most for, you know, the same amount of money.

Kathryn: How do you decide what your rates are going to be?

Britany: Um, I honestly just go off of my instinct. I have worked with some business coaches in the past who have helped me kind of wrap my head around what I should charge because I know what other people are charging, who do offer my type of consultation services. So who do assist people in launching, um, and I am even more than them. But honestly what I have done is I kind of ignore that. I don't really care what anybody else is charging. Um, I care what I want to make and what I feel my time and my expertise is worth what I feel I'm worth. And so what I have done is, I should say what I have learned from having that intimidation of increasing my rates is I kind of just push past it and I institute a rate increase and almost every single time, I almost immediately, like within a week of increasing my rates, I'll get a new client at the higher rate. So I've kind of proven to myself that I am worth it and I can validate it.

Britany: So, I really just regularly institute these price increases about three or four times a year and I'm going to continue to do that until I get all no's because I once heard somebody on a podcast, and this has stuck with me that if every answer you get is a yes, you're not charging enough, and if every answer you get is a no, you're charging too much. So I'm still in that sweet spot where I'm getting yeses, but I'm getting an occasional no, as well, so I know that I'm in the right range and I'm going to continue testing that and pushing that until I get all nos.

Kathryn: I liked that the pushback there isn't a sign that you're doing it wrong, it's a sign that you're doing it right.

Britany: Right, exactly. That's kind of what I liked to because I, I don't want to be for everyone. If everyone can afford me, you know, then then I'm, I'm Walmart and I don't want to be Walmart, you know? I don't want to be the thing that everyone can afford. I want to be, you know, I want to be considered and perceived as valuable and I can't be seen as valuable if I don't value myself with my own rates.

Kathryn: What's your number one tip for women looking to get into podcast consulting?

Britany: Be In this industry day in and day out. I have come across a lot of people who they don't even have a podcast of their own and they think that, you know, just because they've read a tutorial or they've taken a course, they can then help other people with it. And that's just really not the case. So you have to really immerse in these communities, see what people are talking about, see what struggles they have, see where their main pain points are, you know, what is the language that they're using. And nine times out of 10, that's that they don't even know where to start, they feel overwhelmed. Um, you know, they have no clue what they need to do as far as the technology goes. So if you're not in this industry, you don't really know that that's what the problem is. So the very first step I think is to one, start your own podcast, go through that process yourself and try different things and use your podcast as the Guinea pig, as the experiment to really test things out. And then you can learn the hard way, those pain points and figure them out yourself so that you can then help other people through those same issues if it happens to them.

Kathryn: What are your next steps?

Britany: So my next steps are, I just recently launched my first online course, that I have been thinking about for two years and I finally have launched it. And that's a course to guide coaches and consultants through the process, who can't afford to work with me one on one, but they still need some extra guidance. And then I am going to also be introducing either later this year, most likely in 2020 live in person workshops or retreats where we are going to spend two or three days together and we're going to take a podcast from idea to, you know, submit it to the various platforms within that time period. So that's going to be for people who really just are so excited about it, so determined and so gung ho and they want to have that community aspect of other women to go through it with kind of like a little mini mastermind, where we're all together, all hashing out ideas and putting our podcasts out within just a few days.

Kathryn: Where can listeners find you?

Britany: so they can find me by going to podcastingforcoaches.com, my podcast is by the same name Podcasting for Coaches and it is on all of the major platforms and the course is also on there as well as my services. And I'm really focusing on building my community on Instagram. I have just recently begun to dive into that. Um, and so I'm really excited to connect with coaches and consultants on there, so if they wanna follow me there, I'm @podcastingforcoaches

Kathryn: That is wonderful. And we will get all of that in the show notes and make it super simple for everybody. Britany, thank you so much for joining us. This has been great.

Britany: Yeah, thank you. And really quickly, I want to extend an offer to the listeners, the course that I just mentioned. Um, if they would like to take a look at that or if they would like to enroll in that, I do have \$50 off for them as, you know, just for thanks for being a listener of this show and the code for that is COMPASS.

Kathryn: Awesome. We will definitely get that in there as well. Did you enjoy this episode of Compass? If so, please take a moment to write a review. Leaving a review helps other women find us so they can find their direction too. Thank you for listening to Compass. You can find today's show notes at compasspod.com/016, that's compasspod.com/016. Next week we'll be talking with Anna Lundberg, business coach.