

[00:00:00] I remember walking into my bathroom the day we checked the ratings and they had tanked and I started crying because you know those moments when you've put so much effort into something and you love it and with conviction you think it's great and it's serving the people it needs to serve and then something happens where it breaks or it fails or you don't get the result that you want.

[00:00:20] I cried. I haven't cried like a grown woman frustrated in business cry in a while and I turned to the sky and I held my hands up and I said, God, what is the purpose of this? Why is this happening?

[00:00:39] Hey, it's Renee. Welcome to the Into the Wild show, the podcast for women who want to build incredible mental strength to level up their business and lifestyle. I'm Renee Warren, the founder of We Wild Women, author, speaker, award winning entrepreneur, and your host. Together, we will make you unapologetic about shining your light, growing your business.

[00:01:02] And turning you into a wildly confident and successful leader. This is for you, the visionary, the go getter, the entrepreneur, and for those that need a real kick in the butt to get going and to dream bigger. Each week I bring in leading experts and entrepreneurs to help you take leaps in the right direction, because I know the best advice comes from someone who has successfully done it before.

[00:01:25] So. Are you ready to level up? Welcome to into the wild. Hey, you wild women today, we are celebrating something so cool. It is the fact that this podcast into the wild has finally achieved a status in the podcasting world. That has just blown my socks off. Now if you know anything about the history of the show, when I started Into the Wild, my goal was to create a space where women entrepreneurs could share their stories, inspire and offer actionable advice.

[00:02:01] From my early days founding a content marketing and PR agency back in 2012, which grew to seven figures and became a globally recognized company to co authoring a book called Get Covered. The journey has been all about persistence and consistent effort. So I don't know if you recall what happened a couple months ago, I guess there was a glitch with Spotify and the RSS feed was, had duplicated the show and Spotify of which could have been something that was there since the beginning.

[00:02:31] Because it had, you know, a few ratings and reviews, several hundred for both shows, but it was the same show. It was a mirror of each other. One was just one episode behind the other, and we didn't know what was

happening. Turns out this was, this was something that was happening with several other podcasters.

[00:02:49] And so we did some research and there was three of us, my producer, my assistant, we came together and we decided that the best option. To go forward. So not to confuse any listeners was to delete one of the shows. And so we did that and nothing happened as in the show disappeared. However, it didn't seem like anything else happened.

[00:03:08] Now I have been in the weeds of hiring a podcasting coach of working with so two different podcasts and coach listening to all the top podcasting podcasts about podcasting and how to grow the show and all of these things. And after we deleted that last episode within a couple weeks, I'll say the last RSS show, our ratings tanked.

[00:03:34] They tanked. Now, before all this happened, I was at this point, this, this junction and really deciding whether or not I wanted to continue with the show for many reasons. It takes a lot of time. It costs a lot of money. I'm spending thousands of dollars every month to get two episodes a week out for the people that I want to serve.

[00:03:56] And I always questioned the ROI. For me, it was, the idea was really maybe getting to the point where I can monetize the show by way of ads. And that never really felt good. Not that it's, that we would never do that. It just didn't feel good in the time and also because I didn't find the right advertising partner.

[00:04:14] Then I thought, well, we'll just promote our own programs and events and that's what we do. And I think this is, this feels good to me. So anyway, because we didn't see the immediate ROI, cause people kept asking us what's the purpose of the show. I remember walking into. My bathroom the day we checked the ratings and they had tanked and I started crying because you know those moments when you've put so much effort into something and you love it and with conviction you think it's great and it's serving the people it needs to serve and then something happens where it breaks or it fails or you don't get the result that you want.

[00:04:49] I cried. I haven't cried like a grown woman frustrated in business cry in a while. The last time was when I couldn't get my Stripe account to connect to my accounting software. But that's another story. And I turned to the sky and I held my hands up and I said, God, what is the purpose of this? Why is this happening?

[00:05:10] And the download I got right away was that here is your test, Renee. Here is a test. You can take in this moment to either decide to close and stop doing the podcast, or if you, you proved the challenge is great enough for you, you have the perseverance, the conviction to keep it going. You can keep going.

[00:05:30] And in that moment, I said, I needed to keep the show going. And so we continued on doing two episodes a week, one interview, one solo. We kept promoting them, bringing new people in, coming up with new content ideas and we're relaunching the show in a month. And really with confidence reaching out to the people that I wanted to have as guests on the show.

[00:05:51] And I said, you know what? We're going to keep going. And this isn't going to stop me. This glitch isn't going to stop me. And it's, it hurt. It sucked. But eventually. Eventually, we got back to a point where the show was ranking. And on Tuesday of this past week, so a couple of days ago, I went to check. So I was with, we were doing a mountaintop mastermind with a bunch of women.

[00:06:12] And by the way, I'm going to record an entire episode about that because that was amazing. I invited four other women in from all over the U S and Canada to mastermind. We use a platform called listen notes, which essentially gives us some data around most podcasts because we use it to help pitch our clients and they were asking me to check the ratings of their show.

[00:06:36] So I put in their shows and they were checking asking about other shows and I was showing them how the platform works and then I've been avoiding. Looking at it for the longest time because you know, it's kind of like those moments when maybe you're trying to lose weight and you, you know, you hadn't had a good week and you don't want to get out on the scale because you think you've gained weight or when maybe things aren't going well in your business and you're afraid to check your bank account because the truth is going to be there and you don't know if you're in the red or in the black.

[00:07:03] I, when I hit submit to check the ratings on my show, I expected either no movement or some slight progression. Hey there, fellow podcast enthusiast. If you've ever found inspiration and valuable insights on this podcast, I've got a simple request for you. Help us reach more like minded individuals who can benefit from this content.

[00:07:27] Take a moment to connect with your fellow podcasters and ask them if they've come across into the wild before. Even if they have, be sure to recommend this specific episode. By doing this, you'll be sharing the knowledge

and wisdom you're gaining right now. And if you're feeling a little extra generous.

[00:07:46] Why not share your learnings on your social media platforms? And don't forget to tag me, Renee underscore Warren, to give me a shout out. And I'll do the same for you. So here's the deal. If you found value in what we do here, join us in spreading the word. All right, now back to the show. To quickly tell you about the ranking.

[00:08:10] So the way that listen notes works, let me just pull it up here. But essentially it ranks your show based on the RSS feed and based on how that compares to other shows in the world, all the shows that are published. So our listen score. Which is the metric that shows the estimated popularity of the podcast compared to other RSS based public podcasts in the world on a scale from 0 to 100.

[00:08:37] The higher, the more popular, calculated from the first and third party data. Which is updated monthly. Okay, so this is why it took so long to get this. So my listen score was out of 42. And then the other metric that we look at is the global rank. The rank is, of all the 3.3 million podcasts in the world that have a ranking, this is the popularity of the percentage.

[00:09:03] So obviously the smaller the percentage, the better the show. So we had a listen score of 42 and we had a global rank of 1.5. And we had been in that position for years. Well, that position particularly for at least a year. Didn't matter how many new episodes we dropped, how much we promoted it, the type of guests that came on our show, it kept staying in the same position.

[00:09:27] When we went back to delete the duplicate RSS show on Spotify, which I am assuming this was the issue, our listen score dropped to 36 and our global rank dropped to 2, the top 2.5%. That was devastating to me because I can't think of something in business that I have worked on so hard than it is to be showing up consistently creating content for the show.

[00:09:52] So when I went to check my stats again, sweating, heart beating, I went to press submit to look at the score. My listen score was out of 43 and we ended up becoming a top 1 percent podcast in the world. I have goosebumps even just sharing that. To think back to the moment where I almost threw in the towel and I was going to give up on this show, even though we have hundreds and thousands of downloads and listeners and subscribers and people that share the message of how a note or a person or there was something in an episode that inspired them, that is actually the ultimate ROI.

[00:10:35] So the journey to the top 1% It's all about the power of consistency, showing up when things suck, when you fail, when it gets tough, when it's really mundane. Even before this call, my VA said, Hey, Renee, it's time to record another solo episode. And I'm like, Oh, I don't have time to do this. But I realized it's not that I don't have time to do this.

[00:10:56] It's just that I haven't prioritized this. And I do this often. But I do know that I have to show up consistency and consistently, and this is in so many other facets of my life. So I actually looked at this thing that happened with the show, and I asked myself where else this shows up in my life, where I'm given this opportunity, this saving grace from God to be like, you don't have to do this anymore, Renee, and, and here's an opportunity for you to back out because you're failing at this.

[00:11:24] Or it was the. The train to get on, to keep going, to keep pursuing the goal to being one of the top podcasts in the world. And we did it. We're here and we're celebrating in ways that I never thought imaginable. The other thing that allowed us to get to this is the role of focus and success. And the focus is.

[00:11:47] We have a goal to becoming a top ranked podcast. I've hired the coaches, I've hired the experts to support me, to coach me, to guide me. And I realize this is a tough thing to do. There are some really notable people out there that are way more influential than me. That have started shows and they're on show like episode 50 and they're ranking lower than me.

[00:12:13] So it just goes to show that it takes time to get there. So the focus was like always the end goal. The focus was the consistency and having those two episodes published every week and getting great content out there. And so that brought me back to, where was I losing focus on this? The timing can't be more perfect than becoming a top 1 percent because next month in April, we're actually relaunching the show.

[00:12:38] It's the same show. However, it'll have a new cover, a new description. The content will be more focused and honed in because we started to understand that we needed to listen to our audience. So we surveyed the audience. We asked them tons of questions. What length of show do you have? Do you prefer solo interviews or interviews or both to get a sense of what our audience, which is reflection of like our customers.

[00:13:02] What they want, the content that they need. And then the last thing, so that is the consistency, the focus, and then listening to our audience was really the most important thing, was showing up when things were tough and

mundane, but also showing up when there's just no excuses. I always said, Hey, if I'm not in my studio office with this light, this mic, my background, the show won't be great.

[00:13:27] But I learned that the show can be great so long as the audio is great. I can bring my mic with me anywhere I travel in the world. I can do interviews anywhere in the world. There's, there's no excuse. At the end of the day, people don't really care what your background looks like, especially for a YouTube channel or a podcast, as long as people can hear you well.

[00:13:47] And so I stopped allowing myself to have excuses as to why I can't be recording epic episodes. Even when the thought of like the question that comes up often, like, what do I say? How do I say it? There's always something to say. So going back to the focus, I have a notes file on my phone. Whenever I have an idea for an episode, I plunk it in there.

[00:14:08] I'll jam with my assistant on some topic ideas too. I talk to my ideal customer. What is the content that you need to get out of a phase in your business or to grow to be a better version of yourself? So here I am celebrating becoming a top 1 percent podcast in the world. And I attribute this all to the people that have surrounded me and supported me in this.

[00:14:30] I attribute this to the day that I kept talking about podcasting and my husband came up to me and just said, Renee, when are you going to launch this damn thing? I put a date on the calendar and I went with it and I stuck to it and minus a couple months where we had health issues on the team and we couldn't post for a month.

[00:14:48] We have been consistent and we will continue to be consistent because now that we've achieved this position, we need to maintain it, which could arguably be the hardest part. But we're finally here after almost four years to become a top podcast. I really hope that these lessons are something that can work and reflect in your life, whether it is growing a business or parenting or becoming healthy.

[00:15:16] And that it motivates, inspires you to keep going when things suck. Because let me tell you, a lot of days, this sucks. It's actually not fun. And it's not supposed to be perfectly fun all the time. So until next time, ladies, peace out. So there you have it. Thank you for tuning in to another episode of into the wild to make this girl happy and to help reach other women who are dreaming of starting their business.

[00:15:46] Please leave us a five star review on iTunes and everywhere you listen in. Also, if you want to find me in the wild. Check me out on Instagram at Renee underscore Warren. That's R E N E E underscore W A R R E N. And leaving you with one of my favorite tips of all time, the best advice you could ever receive is from someone who has successfully done it before you.

[00:16:12] Until next time, ladies, peace out.