

Wichita Chamber Business Accelerator

Episode 100

Bryan Steele

===

Don and Ebony: [00:00:00] Welcome to another exciting addition of the WCBA powered, of course, by Evergy. First, thank you for listening. Don't forget to like us, love us share us. follow us. Truly appreciate you checking us out. Our 100th episode E!

Yes. Can you believe it? Can you feel the excitement? 100!

I would've lost that bet. Somebody would've told me, I'd been working with E for 100 episodes.



Best time of your life. I would've said, oh, no, no. I'll pass. You'll pass. Wow. Wow. Well, the good news. That we've been doing it for a hundred and on our hundredth episode, we have a very special guest today. You know who it is? Anyone take a. Nope. Oh,

Bryan Steele: your best friend.

Don and Ebony: It's our best friend. Both of our best friends.

Oh, sorry. This time Bryan Steele.

Bryan Steele: How's it going?

Don and Ebony: How's up B?

Bryan Steele: I'm great. This is awesome. This is always my favorite time to, to come do episodes, and now I actually get to sit on the mic instead of,

uh, behind the computer screen.

Don and Ebony: this is cool. So who are you? What do you do?

Bryan Steele: So, I'm Bryan Steele.

I'm the founder and owner of Forge Podcast Company, where we help businesses or individuals create and manage their podcasts. We handle basically everything from start to finish to help them help them launch.

Don and Ebony: What is a podcast?

Bryan Steele: I don't know. You're listening to it now. If I don't, do we, do we

Don and Ebony: already off the rails on

Bryan Steele: this episode is going, I have no idea what direction this one's gonna take.

I've listened to the other 99, probably more than anyone else on the face of this planet.

Don and Ebony: the Yeah. You have? Yes. Yeah. You.

Bryan Steele: but I, yeah, I don't know where this one's gonna

Don and Ebony: All right. So when did you start this

Bryan Steele: So it actually started in the middle of Covid. Beforehand, I had, you know, back in college I was in a band, so played shows throughout the Midwest and, and one of my favorite times was, was actually recording music.

So I was like, I, I have to have my own place. I have to do some music recording. So I built a little space, was making music on the side, helping friends, just a little thing here and there. And then a friend of mine, Dustin Kuhn, he was running. I know, right? And he was doing a podcast talking about Wichita State basketball.

He had been doing it for a couple of years, and the guy who was producing it for him, left town, moved away, wasn't gonna be able to help anymore. And he was like, Hey. Who, who can do this? And I said, well, I have microphones. I'm sure I can figure this out. And over time I started to learn not just about recording podcasts and making them sound really good, but all these other little pieces that go along with it that you never really think about.

Writing show notes, how you do distribution, so, so it shows up on Apple Podcasts and Spotify and all of those places, transcripts. Making your graphics and everything like that. So there's a lot of additional pieces most people don't think about when creating a podcast. And I thought, you know, there's, there's a lot of people who say, Hey, I want to create a podcast.

I wanna start one and recording. It's kind of that initial part. But picking up all those additional pieces is really difficult and really challenging. You can go to basically any recording studio in

the country and be like, I'm gonna record a podcast and they can give you the audio file, but it doesn't help you with everything else.

And I said, okay, well what I could do. Put all of those pieces together. You know, the person who wants to create a podcast doesn't wanna spend all their time learning about how to make a podcast. They wanna use their expertise, share their knowledge, provide value to whoever's gonna listen to it. And so I said, well, I can, I can fill the gap, I can fill the rest of those pieces out so that they can focus on what they're already good at.

And then I take care of it from there.

Don and Ebony: That's what's up. I mean, cuz you always need that person to know the

Bryan Steele: Yeah, and you could spend weeks or months going through all that trial and error, struggling to get growth, struggling to figure out how to make it work efficiently and we can, we can get that up and running super quickly.

Don and Ebony: and I love that about you. So it started with that idea, right? During the pandemic, but you have grown tremendously

Bryan Steele: that. Yeah. Yeah. It's been a lot of fun. [00:05:00] So I now have. Eight, nine shows I'm, I'm managing and producing right now. I've got my assistant Sean, who's behind the headphones right now while we're doing this, so he's helping me out with, with recording and editing. And so it's been, it's been a lot of fun. So when, when Covid hit, I got furloughed for my job for seven weeks and I said, okay, well I've got time now.

I've had this idea rolling around in the back of my head, like, okay, now's, now's the time. So, you know, got my LLC. Signed up to join the Wichita Chamber and just told people I was doing this and just started, started going from there. So it's, it started small. Um, but it's, it's been a lot of fun and I've even learned a lot since about just being a business owner and an entrepreneur.

Don and Ebony: So was you in your basement?

Bryan Steele: Basically

Don and Ebony: to now a thriving company who's, uh, uh, a member of the Chamber and doing this wonderful podcast as well as others. And so people can, how do they find you?

Bryan Steele: So my website, forgepodcast.co, um, is the best place. And there's some, some statistics on how podcasts have grown over the years. There's some background information, a little details on, on how I work and how I create and help help people run their podcasts. So that's the best place. I've got a contact form on there so people can reach out to me if they've got, if they've got questions .

Don and Ebony: that's what's up. Cause it's interesting to me, it looks like every day when I go online or go to social, there's a new podcast every day of people who just set up with a microphone and start talking.

Bryan Steele: And what's interesting about that, there's now millions of podcasts, right? There's, I think there's estimates of 4 million or so that are on Spotify right now, but what's kind of crazy about that is it's still just a drop in the bucket when you compare it to other forms of content creation like blogs.

Or YouTube channels or things like that where there's hundreds of millions. So there's a sense that people have, it's like, oh, well I'm, I'm late to the podcast game. It's too late for me to get started. There's, there's no way that I'm gonna have success with one. And it's really still just a very small slice when you compare it to the other types of things that, that people are doing in that creator economy.

So there's still lots of opportunity to find a niche that, that you fit, uh, an audience that you speak

Don and Ebony: you mm-hmm. . So how do podcasters, I guess, know that they're successful? Is it listenership, is it primarily that,

Bryan Steele: I mean, that's kind of a vanity metrics, but it depends on, on what your goals are. So some businesses might go, you know, I, I don't need to create a podcast to get clients for my business, but maybe they've got a thousand employees that are spread out all over the country. And I'm, I'm talking to one company right now that's, that's wanting to launch a podcast for this very reason, the CEO.

You know, used to sending out just those form emails that you get that most people just hit delete right away. Doesn't really have that human

Don and Ebony: Wow.

Bryan Steele: but what, what they want to do is they, they're saying, Hey, a podcast would be a great way to kind of create that human connection between. The top level leadership of a company and the lower level, so they don't necessarily care about, you know, growing subscribers or things like that. It's, it's a way to create connections between others.

It's a way to create trust between others. So some, some companies might say, you know, yeah, I've gotta, I've gotta sell advertising, you know, that's gonna be my way. I've gotta get a lot of listeners so I can do that. You might be a business coach and you're like, I need to create a podcast to get clients, and you don't need.

A hundred thousand subscribers. You just need 10 that are gonna be devoted and then they

become your clients, and that's enough to sustain your business. So it kind of varies from the type of person who's creating the podcast, what goals they would set. And that's honestly one of the first things I always ask somebody when they're seeking me for a consultation.

It's like, well, what? What do you want to do? What's the best outcome for your podcast?

Don and Ebony: Yeah, that's, that's always interesting to me because, you know, some people, they are becoming very popular podcast, right? But some people, when they listen, they still don't know, am I, am I listening to a radio segment? Am I listening to, I mean like, what is this?

And you know, some podcasts now have video as we do. Um, some of it do both the entire time, right? So what are the. Dynamics of podcasts. Can you kinda explain that?

Bryan Steele: Right, so podcasts kind of fill this in. Interesting, intermediate spot in, in content creation, right? Because you've, everybody's used to YouTube videos or social media content like TikTok. It's gotta be short. It's gotta be very dynamic and engaging and really capture your attention right away. Podcasts are actually designed to be much longer.

You're, you're generating trust over time. I would imagine that most of the listeners of this podcast right now start to feel like they know the two of you. They know your personality. They feel like they can already trust you. So it's a different type of relationship that you have with the creators and the hosts of those podcasts.

Then you would with say, YouTube video where it's just a couple minutes, you're only gonna get somebody's attention [00:10:00] for a short period of time. The other advantage that podcasts have is that it can be passively consumed since you don't necessarily need their eyeballs. If it's on Spotify or Apple Podcasts, you can listen to it in the car, you can listen to it while you're doing chores or working out at the gym.

Like there's, you can engage somebody wherever they're. Kind of on demand. So it's kind of like that value added radio, that educational component that you can have wherever you want, whatever's most convenient, and roll with that and then kind of create that long term relationship with your listeners.

Don and Ebony: I love that. Excellent. Ebony has a friend. That's in the radio. She has one? No, she has two friends.

Two, only two, but, okay. But she has a friend that that's in the radio and when he goes to an event and the sound's not right, he goes ballistic. Yes, he

Bryan Steele: oh yeah.

Don and Ebony: So how do you, when you go to events and the sound's not right, what do you

do?

Bryan Steele: I pity the person who's having to work with it. because I mean, I've been there. I've been there and gone. Oh, that, that didn't go as well as it could, or there was, you know, I've made every mistake in the book as far as a podcast and had to try and figure out a way to salvage it.

Right. And so far have mostly managed to do so. Um, but, but I think that it's like, it's really, it's really a struggle. And sometimes you're not necessarily just dealing with your own equipment, it's the environment that you're in. You're just struggling. So it makes, I mean, I'm probably like, you don, I get just really distracted.

I'm not thinking.

Don and Ebony: How'd you know that was the friend I was talking about.

Bryan Steele: I know, right? I, so we talked about long term relationships, right? Over time. We're on episode 100. I know. So, but I'm, but there's, there's something to be said for that is when I work with somebody on their podcast, they know they're gonna get something that's of the best sounding quality and remove those distractions, because that's, honestly, when I turn off a podcast and I, I can't listen to this anymore, it's because they've got too much sibilance in the person that's, that's speaking.

Or they interviewed it over somebody over the phone and it just sounds, I can't understand half of what they're saying. And.

All of a sudden it's a distraction. I'm not getting any value out of that podcast anymore, and I'll, I'll just turn it off. I'll go to something else. And so I always wanna make sure that when I'm producing a podcast, it's going to be that absolute highest quality.

It's gonna sound just as good as, as anybody else that's, you know, at those Spotify studios that's, you know, putting out the, the, you know, the most recent real murder true stories, you know, episodic thing.

Don and Ebony: Excellent. And I can attest, B does just that. Yes, he does. High quality. You got. One and a half folks at your place, . Sean works when he wants to. I mean, you know how the young, this young generation is, but, uh, with that small workforce, what kind of culture are you trying to have as you

Bryan Steele: I mean, in some ways when you're so small, your business is just a reflection of you as a person, right? You're, you are, your business, your business is kind of you. There's, there's an interesting dynamic that goes with that, and I think honestly, probably the hardest thing is not to put.

Too much of your identity in the business to try and still create some separation there. Um, but as far as what I, what I want that to be, I want it to be something that people can depend on. They can trust us that we're gonna be there, we're gonna support them. It's not just about, oh, well, you know, it's, I don't want it to be transactional.

I want it to be a partnership. That you're really in it to help them grow, help them create the best content, you know, every year with this show, and we're even talking about, you know, at the, we're at episode 100, we're about to the end of the year, and we're talking about our review, right? We're gonna sit down, we're gonna go, okay, what's, what's going well?

What things do we want to tweak? And, and I think that that's part of having a business that I'm proud of is, is having those relationships, having that partnership and, and creating something that benefits everybody, right.

Don and Ebony: Nice. Nice. So, uh, I think you shared on it a little bit, but what does your business solve.

Bryan Steele: Okay, so the, the way I think about it is like a white glove. Podcasting service instead of somebody trying to go through and figure it out themselves and deal with all the challenges of learning all the pieces. We come in and we're, we're that full service provider. You say you want to have, you've got some content, you've got something you wanna share, you have a message, a story, and an audience.

We're gonna help you make that podcast happen. You don't have to worry about figuring out how to license music. You don't have to worry about having to figure out how to do transcription.

Track your analytics, like that is all gonna be taken care of. We're gonna walk through that process with you. And the other thing that we haven't talked about, I mean, this podcast, we're doing this at the Chamber of Commerce right now.

We have a setup that is fully mobile. We can show up wherever you're at. You don't have to come to the studio. We can show up where you [00:15:00] are, provide that full service experience at the most in the most convenient way possible. And then if you. In person if maybe you want to interview somebody who's not in town, you want to interview somebody.

In California, we have virtual recording software that allows us to allow that to happen. So it's really trying to make sure that all of those technical pieces you don't have to worry about the podcast can be taken care of, and you just have to think about how do I make something that's really engaging and dynamic and valuable to my listen.

Don and Ebony: Excellent. And we were live at the Expo What, last month? fun. That was fun.

Yeah. That was a good time. You had Ebony on camera, but it is what it is. , we had the most clicks we've ever had but that was live and that was a different setup, but that was cool. It, it went off very well. Are you successful?

Bryan Steele: I think so. I mean, I think I'm still growing.

I think I'm in some ways just, you know, it's just me and John right now. Right. So, The most infant style business you can be. You're still trying to figure it out. I know there's a lot of opportunity to grow. Uh, I know I am the only one in Wichita who literally does what I'm doing. There's nobody, there's zero people out there doing it the way that I am doing.

Um, so it's a, it's a new avenue. Things are always changing. In some ways podcasts are still. Pretty new. I mean, Spotify's been ramping up a lot of investment in the space over the couple years, buying up different production companies. And so I think that there's probably still unknown turns that it's gonna take.

And so I'm just figuring it out as, as we go. And I know there's opportunities, you know, other places maybe to, to provide the, a similar type of service. But yeah, just figuring it out. I don't, I. Being a business owner is probably one of the most creative things I've ever had to do. Just cuz you don't know what you're doing next, right?

You don't know how am I gonna find the next client? How am I going to market and reach new people? There's all it's, yeah, right. It's magic. I, I wish somebody could just wave a wand and it's, oh

we go. Here it is. So that, but I think that's been the fun part for me, is just always learning something new.

Don and Ebony: when you as a kid.

One more question. When you as a kid, did you wanna be in business or did it

Bryan Steele: I had, this was, this was not even on my radar like 10 years ago.

it was just something that kind of slowly evolved and, and just, I was looking at the world around me. I'm like, I, I have something that I know and understand that other people are looking for.

I thought, well, I could, I could create a business.

Like, I'd never, never even considered that I didn't go to school for it. And I was like, well, we'll just see what happens. But I think at, at.

Most basic, that is what business is, is having a skill set that somebody else needs and being

able to deliver on a promise, right? If you can do those three things, you can have a business you may struggle with, like I have with a ton of other stuff along the way, but that's, that's what business is really about.

Don and Ebony: really Well, I mean, that's interesting to me because you, you said, you know, you didn't go to school for it, but you went to school to, you know, find solutions.

You're an engineer,

Bryan Steele: Right. Yeah, absolutely. That's I went to school for. I was a problem solver. I'm just a problem

Don and Ebony: and to still to this day, even in your business in some. You're still finding solutions and solving problems.

Bryan Steele: There's always a new problem to solve,

Don and Ebony: Right. Did you grow up here?

Bryan Steele: I did. I did. We moved, uh, my family moved to Wichita when I was six years old, so I was at Maize I know.

Not Northwest.

Don and Ebony: I know. It is what it is. Not everybody can be Northwest, but it's cool. And that's the only thing most people do not wanna be Northwest Nice.

Bryan Steele: I had neighbors, so I was close enough to the, the line, like I could throw a rock and kids that went to Northwest, so

Don and Ebony: Yep.

You probably did throw right. See, you know what? Don't give her that. I'm just saying. Thanks . Well, friends, it's time to hear a word from our sponsors. We'll be back to hear more from Bryan and Forge podcast.

Bryan Steele: Welcome back friends. We're totally gonna flip this for,

Don and Ebony: oh my God,

Bryan Steele: of the podcast.

Don and Ebony: fun fact. We're not. D nine, but welcome back friends, . We're here with Bryan

Steele and Forge Podcast, and we're talking about 100 [00:20:00] episodes here at the Chamber. Bryan, so, I mean, you've been with us for quite some time. You've gotten us to this, to this level, and you're gonna help us make it to the next level. So let's talk about some behind the scenes.

Bryan Steele: Okay.

Don and Ebony: What's been some of your, your, uh, favorite things that you've. Endured during this time? Do we have to? I mean, I think we should

Bryan Steele: I get to, I get to hang out with you two every episode.

Don and Ebony: that's ok you're out that way. Yeah, that's a good one.

Bryan Steele: I mean, that's, that's been a lot of fun. It's been fun. Honestly, I think over time, maybe you can correct me if I'm wrong, it seems like you've gotten more comfortable with the format, right? I mean, you, I don't know that a couple beyond a couple years ago that you had been like, oh, I'm gonna be hosting a podcast right

Don and Ebony: No, was not the way this was supposed to start,

Bryan Steele: Yeah, so it, it was something different. I mean, what, what has been, I mean, to me the most surprising thing doing the podcast is how much I've enjoyed hearing from other business owners. It's like, oh, wow. Yeah, they were, they were in a similar spot to me, or I have no idea what working in the food service industry would be like.

But the, you know, I'm getting some insight into the way that they think about business problems and, and I think that there's a lot of things you can take away from other industries. So even though I'm. In those spaces, it's like, oh, they solved this problem in this way, but you can, how would I, how would I do that in my world?

Or what can I, what can I learn from them, from their experience? Cause they, you know, now, you know, with, with, uh, with Freddy's or, you know, something like that. What, what did, what did they do to really grow and franchise and expand and, and how they, how they viewed the world with their business. So I think that's been a lot of fun.

What's, what's been surprising to you? Like, did you know, you never thought about being a podcast host, do you like,

Don and Ebony: Yeah. Love it. And I see how you're trying to flip this and ask me questions,

Bryan Steele: not giving up This is not, not over.
This is, we're

Don and Ebony: so I, we're not done.

I think it's amazing, , but my question to you is, so like you know us pretty well, as you said, what are some of your favorite, uh, catchphrases that we have?

Bryan Steele: Oh, so. Every episode, we have to know where somebody went to high school, We did that just before the break. I knew it was coming. I know it was gonna happen. It's a beautiful thing.

Don and Ebony: It's a beautiful, yes.

Bryan Steele: but friends, we are just going to enjoy this podcast experience together. So I, I mean, it's, it's one of those that it's like I pick up on, you hear a bunch of these episodes together, you start getting all these little, little phrase. But over time, but it's, it's fun. It's all good.

Don and Ebony: Oh,

that is hilarious. So what is, uh, like one of the, you know, the funniest bloopers that has happened?

Mm-hmm. . we've had a few Oh.

Bryan Steele: there's been some derailments. I, I,

Don and Ebony: derail. Complete What? From bloopers

Bryan Steele: I, I think, I think they have to do with the two of you. Most of the time.

Don and Ebony: Oh my gosh.

Bryan Steele: when, when Don's giving Ebony some side eye and then, and she can't get through her, her closing at all. We have to do it five

Don and Ebony: can feel it five times.

Bryan Steele: it, she can feel it. So, you know, I get my money's worth out of Sean for editing those

Don and Ebony: oh my God. The easiest podcast you dealing with. Out of all eight or nine shows, I'm quite certain of it.

Bryan Steele: But I mean, but I mean, that's the thing that you get more out of a podcast than

say YouTube video. Right? You get a very narrow snapshot, and this is why I think podcasting is something about really building a relationship. Building trust is because it's not just about the polished information, it's. Like, what are you like just talking to each other, joking around, you know, when things go wrong.

Just having those experiences together and, and there's, you know, there's things like, why isn't this mic working? Or this cable is dead and you're scrambling into trying to make things happen. Or if it's a virtual recording, it's like, we just did it earlier, right? And it's like, okay, let me unplug and, know, restart this.

And you just try to find a way through it all and then, and then put it together at the end. But it's, it's always a lot of fun.

Don and Ebony: So you've been here, you went to Maize, but it's okay.

Bryan Steele: we're gonna dwell on that.

Don and Ebony: No,

Bryan Steele: I went to Wichita State too, so, you know, I'm a Shocker.

Don and Ebony: Shockers. Excellent. Who you take your inspiration from in W Let's go Wichita

Bryan Steele: I mean, Wichita, it's mostly been. You know, the, the people that I've met, a, a good friend of mine, Adam Gragg, he's got a, a business here. Um, and he started his podcast. He's one of my clients. So, you know, just listening to him, he creates content. He's coming up with new things and, and he honestly has been one of the people that I've just tried to learn a little bit from along the ways.

But it's also really sometimes, Difficult just because I'm the only one trying to do things this way. Right? There's not a business that's similar. [00:25:00] Um, you know, the industry is, you know, my industry feels like it's a little different in, it's in its space. So in some ways I'm a marketing agency so I can, you know, listen to the episodes that we've had with different marketing agencies over time and kind of learn from them.

I think, I think we've had some really unique insights in, in talking about that.

It's a different space, but I've honestly enjoyed all of the guests that we've had on this show. That's in some ways been like my business 1 0 1 training is, is producing this podcast

Don and Ebony: 100 episodes. Like I said, I would've lost that bet. Here we are hanging out with you a hundred, a hundred times.

I know. Listeners, can you just feel it a hundred times hanging out with they can't it. Listen.

Oh my

Bryan Steele: Feel the rhythm

Don and Ebony: The rhythm. With the Wichita chamber. You have a partnership with them. How does that, I know how it's going, but what is the biggest lesson? Learned or what have you enjoyed the most besides this podcast?

What's the biggest, uh, thing you've learned

Bryan Steele: I, I think I, you know, really just with the Chamber, it's all the networking opportunities and engaging with other business owners. Um, you know, I've done now the business expo a couple times. One time I had a booth, this, this past one we did the, the live stream.

And so it was a different experience each time and just interacting with different people. But I think it's been, that's been a lot of fun. And also just building a network with. The staff that works at the chamber, just, you know, it's really cool to like walk in and everybody knows who you are as a business owner.

Everybody, you're, you've got those relationships. It, it is, everybody knows your name.

Don and Ebony: Nice, nice. I wanted to, but I didn't want Not on the though.

This is where they need it. . So you get along with Tessa. Okay.

Bryan Steele: I do, I do. It's, it's awesome.

Don and Ebony: okay. Geez. I dunno if

Bryan Steele: We actually go to church together and it took her a while to recognize me in the different context.

It's like, oh wait, we actually know each other at the chamber too. So that was actually pretty

That's true. Covid was a thing.

Don and Ebony: Oh wow.

Bryan Steele: masks were involved, so it made it a

Don and Ebony: oh, I'm glad treats you good because nevermind. Uh, next question. What's

next on the frontier for Forge?

Bryan Steele: You know, I think I'm starting to hit that, uh, hopefully that snowball effect of really kind of having my packages together and my offering to clients.

And I'm talking to my first client that would be out of state, making me national, so that would take me to Washington. Possibly. So that one obviously will be all virtual, but I think that that's really the next step is continuing to expand and, and just interact with more people who wanna start podcasts.

I mean, I, every person who wants. Explore the idea. I do a free consultation for like, we'll, we'll talk and we'll see if it's a good fit or not. And if it's not, that's totally fine. I'll, I'll give you my best recommendations for how you can proceed. Um, but I, you know, I'm always looking for somebody who's got a story to tell, who wants to really convey something.

I think there's a lot of opportunity for local podcasts. There's not a lot of really well developed ones. I know there's a few out there, uh, that are done by some local companies, but I think there's a lot of opportunity in Wichita just to speak. To our way of life, the, the, the community here in Wichita in a very specific way than maybe just a generic national podcast about entrepreneurship or gardening or something else.

I think there's just a lot of opportunity locally. And then beyond that, you know, I'd, I'd start looking at some of the neighboring markets as well, cuz I think that, What I'm trying to create would scale. I think that there's opportunity for it to scale, so, you know, getting other producers in other cities and, and develop it from there.

So

Don and Ebony: What's the worst podcast you ever heard? Not the name of it, but why was it the worst?

Bryan Steele: I think the worst ones I've ever heard are the ones that don't have a clear direction. Like they don't know what they are yet. So a. A lot of times somebody will be like, oh, I'm just gonna start a podcast, and people just wanna listen to me talk. And most people don't really want that.

They, they want to get something out of the experience of, of listening to you. I mean, even the ones who run all over the place, like a Joe Rogan, like he doesn't stay on any one topic. all over the place, but he's like, well, I want to introduce these new interviews to you. I want to try and explore.

These different people. And so it's always unique and en entertaining in that way. Um, so I think that's what. Is important as for somebody who's like, I'm gonna have a podcast. Well, who are

you gonna speak to and why are they going to listen? you can answer that question, well then you're going to be able to draw an audience that grows over time.

But if you don't have that clear direction, it's like, eh, I, I don't know why I'm listening [00:30:00] to this. I'm gonna go find something else. And then beyond that, I think just the quality. Like I mentioned earlier, I've, I've turned off podcasts. I'm like, I just can't listen to this anymore. Even if the value. Is potentially good.

If it's just too distracting, then, then I'm not gonna

Don and Ebony: excellent, excellent. How can folks get a hold of you?

Bryan Steele: I, I mentioned it earlier. Forge podcast.co is the best place. Um, I have a little form on there that you can fill out and just get a, a free quote request. We'll, we'll talk, we'll set up a Zoom call or get coffee.

If you're here locally, I'm happy to, to meet and, and talk podcasting with anybody who

Don and Ebony: So you're not on TikTok. That's why trying to get, I know

Bryan Steele: right? I am. So this is the, the weird thing. It's like I know philosophically I have to do all these social media things, but I also am like, I just don't have the bandwidth to do it. Right. I don't have the, the time.

And, and in some ways I think that I would rather just have those one to one-to-one relationships, right. And build those. I at some point, you know, maybe with Sean's help, I can get my TikTok going.

Don and Ebony: Good to t going Get Ebony to sing a theme song or something. Yes. That'd be brutal. That'll be, that'll be amazing.

Bryan Steele: Mm-hmm.

Don and Ebony: You will skyrocket . Excellent. So,

Bryan Steele: the Cheers theme.

Don and Ebony: Forge.

Bryan Steele: forge podcast .co.

Don and Ebony: I remember the co part. Okay, cool, cool, cool. We want people to, uh, reach out to you. I highly, and I don't do this often. It's true.

Hardly at all. Hardly. I highly recommend. Bryan, my man Bryan with Forge Podcast. Mm-hmm. to do your podcast. And I don't do that often refer to somebody mess it up. Yeah. for lack of a better word.

Bryan Steele: So, by the way, when do, when do I get my testimonial video done?

Don and Ebony: can do Oh yeah. It's just been six months.

That's Yeah. It's only been, yeah, he, he got me at a wrong time. cuz I don't want to, it. He's just Everyguy. He's just waiting. He's waiting. And Ebony are just working me like a do og, but that's all good. That's all good. You're gonna get that be now that you put me on Blast

Bryan Steele: Don't worry.

Don and Ebony: time for some fun word associations and we have some new words for you.

Uh oh God.

Bryan Steele: Because I've heard every other word. So let me let do this. I know for all of you who are like, I'm not sure I want be a guest on this podcast, that word association sounds so intimidating. I edit it to sound nice.

Don and Ebony: Yeah,

Bryan Steele: I edit it so there's not long awkward pauses. So here's what I'm gonna do. I am telling Sean right now, we're not gonna edit any of my awkward pauses out

Don and Ebony: There won't be

Bryan Steele: word association.

We're just gonna roll with

Don and Ebony: Roll it

Bryan Steele: And we'll see what happens. I don't know where

Don and Ebony: Let's have Ebony do it. Well, no, no, you haven't done it in a hundred episodes.

I don't because it's your thing. No, it's your, it's your thing. See, you what? Well, how about we do back and forth? You start and then I'll, okay. Leader.

Bryan Steele: Servant.

Don and Ebony: College.

Bryan Steele: Shockers.

Don and Ebony: As I say, that's better than K-State. Oh my gosh. Shockers. Is good. Success.

Bryan Steele: Coming.

Don and Ebony: Podcast. Who?

Bryan Steele: Joy.

Don and Ebony: Joy. I like it. Failure.

Bryan Steele: Regularly.

Don and Ebony: Make up another word. E. Bugs.

Bryan Steele: Bunny.

Don and Ebony: See?

oh God,

I'm staying a script. E is off script and that's a beautiful thing, entrepreneur.

Bryan Steele: Bold.

Don and Ebony: What about marketing?

Bryan Steele: Challenging.

Don and Ebony: Challenging, more often. Wichita.

Bryan Steele: Home.

Don and Ebony: What about value?

Bryan Steele: Podcasts.

Don and Ebony: Vacation.

Bryan Steele: Beach. How about, let's go Jamaica.

Don and Ebony: Oh yes. What

about, brand

Bryan Steele: Identity.

Don and Ebony: Hero?

Bryan Steele: My brother.

Don and Ebony: That was nice. What about coworkers? As I look at Sean.

Bryan Steele: Speaking of side eye, help.

Don and Ebony: Wichita chamber.

Bryan Steele: Partner.

Don and Ebony: What about knowledge.

Bryan Steele: Value.

Don and Ebony: Family.[00:35:00]

Bryan Steele: Love.

Don and Ebony: Don . Oh God. Please edit. Please edit

Bryan Steele: Radio voice.

Don and Ebony: Yes. Okay. That was great.

Uh, fun.

Bryan Steele: Golf.

Don and Ebony: Ooh, yeah. Are you any good?

Bryan Steele: I used to be good. I'm not good anymore.

The, like, the three times you get to play a year.

Don and Ebony: Yeah. All right. I go ahead and close this I got an extra, oh, Ebony

Bryan Steele: We just

Don and Ebony: Smart, beautiful, intelligent. That was not your question. Brings high value.

Welcome to my

Bryan Steele: My, my Ebony. My Ebony word is laughter.

Don and Ebony: Laughter. Ah, that's a good one. Okay, I'll, I'll buy. I'm glad they Um, you know the drill. Gotta answer it truthfully. Beverage

Bryan Steele: I'm going to say a Bob Marley,

Don and Ebony: Bob Marley.

Bryan Steele: Whatever it is that they gave me in Jamaica that they called a Bob Marley.

Don and Ebony: I would imagine a Jamaica, Bob Marley.

Bryan Steele: With their Jamaican rum.

Don and Ebony: some

Bryan Steele: There was some rum,

Don and Ebony: Some rum. rum.

Bryan Steele: involved, but

Don and Ebony: that's delicious

Bryan Steele: Bob Marley, but since I can't be in Jamaica having a Bob Marley regularly, probably coffee or Wichita Brewing Company another another local shout out.

Don and Ebony: Excellent. Well, folks, like I said, I truly recommend, highly recommend B to do your podcast or any other recording needs you may have.

We've used him for a hundred

Bryan Steele: Let's do a hundred more.

Don and Ebony: A hundred more. Yes, let's do it. Let's do it. I'll lose that bet too. But another

hundred episodes with Ebony Clemons-Ajibolade. It's gonna be great. That's a tough gig. Well, Sean, Sean and Bryan, you guys are really awesome. Bryan. Thank you for having the audacity in the words of Don start a new company and to, you know, I guess help us explore different ways to, um, to tell stories.

So thank you for the work that.

Bryan Steele: Absolutely. It's been a blast.

Don and Ebony: Yeah. And Bryan will tell you what you need to know. Like, I'm in radio, but he'll say, pull your mic up, . You know something. Yeah. So he'll tell you what you need to know to have a, an excellent, uh, product. All right. So for our last thing, we wanna make sure we have a little bit of excitement for the party.

Bryan Steele: this is totally gonna just blow everybody's Everybody turn your volume

Don and Ebony: One. right, friends, that's the end of today's segment. If you would please make certain that you like us, share it with others who may find value, and let us know who you wanna hear from next Till next time, that's a wrap. Peace