

An Interview with Natalie Hailey Transcript



GL: Hi, Natalie, thank you for being here today. Would you like tell the audience who you are and what you do, please?



NH: I will. I'm Natalie Hailey, and my business is called Hot Content. The best way I can describe what I do is, I help individuals and businesses make content happen.

I think for so many people that have a blog or create video content or have a podcast, it's very time-consuming and it's a lot to keep up with, to create that really high-quality content consistently.

I'm kind of their outsourced content manager, if you like, who helps them with the creation, the production and the publishing of the content and then the promotion of it.

GL: Cool. So, I know you said that you've been doing your podcast for a while now. What was the reason for starting that?

NH: Well, I never thought I would have a podcast, put it that way! I always viewed podcasts as really technical and only for people who knew everything and are really techy – that's not me at all.

But I could never remain consistent with blogging. It's strange, because I write for my clients, I create blogs for clients, I'm always using words every single day in what I do, but for some reason, when it comes to writing a blog for my own business, I just hate it.

I couldn't keep up with it. I think that's the thing with content. If you don't enjoy doing it, you won't do it, you won't stick with it. I just thought, 'Well, I'll give it a go'. And I think it was talking to Colin Gray, The Podcast Host, who said, 'It doesn't have to be technical, you can make things as simple as you want.'

Over Christmas and in the lead-up to it last year (2017), I thought, 'Let's just look into it a little bit'. And then by beginning of January I started the podcast and have never look back. I absolutely love it.

GL: That's great! So who are your listeners? Is there a typical listener to Hot Content, or is it a broad spectrum?

NH: I would say that they all create content in some way. They're usually solopreneurs or small business owners. I think the one thing that probably ties them all together is that they understand the importance of creating content but need to get processes in place, to help them produce that content better and with more consistency.

It's really about providing them with any advice, tips and tricks possible from the people who do it best to help them do that in their own business.



GL: That's a fairly good answer to my next question, which is: what value do you give them? Is there anything else that they get from your show, or the guests that you have on?

NH: I would say that the guests that I have on are fairly varied. They're all experts within their chosen field, and they've all found a niche. Some people may specialise in using messenger bots for their marketing, so they're using that to promote their content.

Other people have found really great processes, which can help them speed up the way that they create content. They all have something to bring to the table in terms of helping people produce that content to a higher quality, and to do it quicker and in a way that helps people fit into their everyday lives.

I think as well, in the other sense that it provides value, is that people sharing their experiences and sharing the struggles that they've had, and how they've overcome them, helps the listeners realise that they're not alone in feeling overwhelmed by content creation. They can see how people have actually overcome these things in real life, and hopefully implement the advice they hear.

GL: I think that's massive, isn't it, especially for solopreneurs. And if you work from home, like I do, it's nice to know that there are other people who know how you are feeling and have gone through it. I think that, as much as anything, having that reassurance must be massive.

NH: It's so easy - we've all been through it, and we all still do go through it - to feel like this is not getting us anywhere, and maybe we should just give up. It's so important to talk to other people who are creating content, but particularly people who have actually had real success with it.

It just reinforces the fact that if you continue to do something at a high level and at a good level of quality, consistently and over the long term, eventually, you will start to get interaction. It's having that constant reminder of what's possible, I think.



GL: How would you say your podcast helps you stand out compared to other people who do the same or similar to you?

NH: I think podcasts are still less common. They are obviously becoming much more popular, and many more people and businesses are creating audio content. But I still think in comparison to blogs, it's much less common.

Just from that point of view, there is much more opportunity to differentiate from the competition and stand out. I also think that you may potentially get fewer podcast listeners, than, say, people who read your blog post, but I always think that those people who listen to a podcast get more value.

It's a much more intimate experience listening to a podcast. You physically got somebody's voice plugged into your ears, coming straight through. And I think once you take to somebody's voice, and once you take to their content, you form a much deeper kind of relationship connection. I think there's much more opportunity to do that with a podcast.

GL: We were at Market.ed Live earlier this year together, and there was a conversation about how podcasts are still very new compared to the United States. And I guess people would probably say, 'Well, you work in marketing and with digital and content marketing, so you would be keen to have a podcast'?

Do you think that if people are in a less obviously promotional kind of industry that a podcast can be of value to them?

NH: I would say so. I've thought about this before, and I can think of very few industries or niches where a podcast wouldn't be of some value to a group of people out there.

I think it's becoming much more widespread in that, I can't think of anything off the top my head, but if you think of some fairly random niche you can almost guarantee there is at least one podcast that's been developed around that particular niche or topic.

It's providing value in just the same way that a blog provides value. If it's relevant for any type of company in any industry to have a blog, then I can't see why it wouldn't be relevant in a podcast. It's just a different way of communicating that particular message.

I think it's much more that everybody prefers to consume content in different ways. Obviously, it depends on your lifestyle and your personality, but I think in these busy lives we're all living, it's much easier to fit listening to a podcast into your everyday schedule. You can do it on the school run, in the car, if you're going out for a run or a walk. It's much easier to fit in, so I'm all for them.

GL: And have you seen any benefits to your business, either directly or indirectly since you've been doing your podcast?

NH: Yeah, absolutely. What I would say is that, I suppose because part of what I do is help other companies create content, I almost have to lead by example. When I was doing the blog, I wasn't leading by example, because I was sporadically producing a blog post.

Whereas, showing your clients and potential clients that *you*, yourself, are producing quality content consistently, every single fortnight, stands you in good stead and I think attracts people to you, because they see it's possible and it's great that you're leading by example.

Also, people mention it conversation. I can tell that my podcast works as my marketing in a way, it's what seems to get me noticed. I think because of some of the work that I do *is* for people that have a podcast, showing that I also have a podcast says that I understand everything that's involved in it. I think if I was to sum up, I would say, in general, it really gives you a level of credibility.

GL: Yeah, I think credibility and showing that you're an expert in what you say do is massive. We talk about this all the time, and that's got to be a good enough reason as any to do this.

NH: Absolutely. And it's just great content to share, and there are so many different things you can do with the podcast, you can repurpose them in so many different ways. I think that's what excites me about podcasts.

You can do audiograms and you can share snippets of it on social media, you can turn them into shownotes, you can create a full blog post... You know yourself that there's so much you can do with them.

People don't need to struggle, thinking, 'I need to create more and more content!' When you've got podcast, you've got so much there from one raw interview, you can do so much with it and there's so much potential.

GL: Brilliant! I don't have any more questions, but thank you. That was really, really useful, and it's nice to hear about your experience, and what your audience is getting from it.

So, if anybody wants to listen to your podcast, or find out more about you, where should they be going?

NH: They can listen to it on my website, which is www.hotcontent.co.uk, or it's on iTunes. If you just type in the Hot Content Marketing podcast, you can find it there.

GL: Brilliant. Thank you very much for your time today, and I will speak to you soon.