



Scott Whitney - Software Engineer to Entrepreneur

Welcome, and you're listening to The Struggling Entrepreneur, the podcast where we address the challenges that you face when you're a struggling entrepreneur and where we try and assist you with experienced and successful small business owners who share their lessons learned as well as resources to help you become successful.

In this episode of *The Struggling Entrepreneur* podcast, we interview Scott Whitney. He is the president and CEO of Podworx, Inc. Podworx happens to be his latest firm; it's a company that he started several years ago which is very successful and is making a full-time income in the area of new media.

Now he's had other businesses before, and you'll hear his story; businesses in the music industry, businesses in the web design and consulting industry, and now in the new media industry. As you'll hear in this interview Scott has the various traits and characteristics that form competitive drive, a huge focus on making your customer successful, and more than anything else, wanting to do it right, even though he's never had a written business plan in his life, he's been a successful entrepreneur for several businesses and always profitable within the first month.

Let's discover the secrets to his success and how he became a successful entrepreneur. Now during this podcast episode we interview Scott Whitney over a telephone line and in a conference room with a portable recorder. And the reason we did this is because in the conference room we had the hardware from one of the key customers that he services with some of his podcasts, and that customer is Polycom.

So we thought it would be interesting to do a podcast over the telephone and with the product that one of Scott's customers actually provides for him and it is discussed in his key podcast that he produces for this firm called Polycom on Demand.

Fred Castañeda: Welcome, and this is Fred Castañeda speaking, the host for *The Struggling Entrepreneur* podcast. And today we have a very exciting interview with a successful entrepreneur, and from Los

Vegas, Nevada over the telephone line, we'd like to welcome Scott Whitney of Podworx, Inc.

Welcome, Scott.

Scott Whitney: Well thank you Fred and there's no telling whether this will be an exciting interview or not, but I'll do my best.

Fred Castañeda: Scott, here at *The Struggling Entrepreneur* we want to take a look at people who have started their own businesses and we want to see what made them successes; and also what kind of obstacles they overcame so that our listeners then can learn from those lessons and also can become successful and not struggling entrepreneurs any longer. So what I'd like to do is I know that we've been talking for almost a year now and what of the things that I'd like to investigate is a little bit in your background so our listeners can get to know who you are; your education, your business experience, and especially experience in the media because you are involved in the new media.

Scott Whitney: I am involved in the new media. Let's see, education, well I went to high school.

Fred Castañeda: No, I mean --

Scott Whitney: Well, that's an important component to this story.

Fred Castañeda: Okay.

Scott Whitney: Because it was in high school I recognized that a whole lot of further education in school would probably not work out well for me. I was really into music back in high school and so to give you an idea of my focus there, my senior year last semester was two music classes, a guitar class which I taught, and an orchestra class.

So when I got out of there I really didn't have much of a thought of what I was going to do after that. Went into the Air Force, did four years in the Air Force.

Fred Castañeda: Oh, so you're a veteran as well?

Scott Whitney: I am.

Fred Castañeda: I did four years in the Army. Congratulations. Thank you for your service, Scott.

Scott Whitney: You're welcome. I came out of there a sergeant, I was in electronic warfare. And then took a job at a company called Varian Associates. I was a field service engineer for those guys for -- it was a little bit less than ten years I was with them in total.

During that time I started really getting into computers and became one of the company's gurus towards the end of that stint. But really felt that I should be doing more things in the sales and marketing world. And so I jumped from that business and started doing sales for White Box Computer Makers, local folks here -- actually it was back in California at the time.

I started going down the sales and marketing food chain -- actually going up it, I guess -- and eventually ended up at Compaq Computer. Was the director of financial services and electronic commerce. And that was good for a while but I was very much a little fish in a big sea there and decided that I wanted to jump into the entrepreneurial waters myself.

So in November 12, 1998 I started my own company, Whitney Communications, which was a website development business. And went from there and I've never looked back from an entrepreneurial standpoint. I started that and started a company called Timber Works Music which is a branded music CD company. And then in August of '06 I launched Podworx, which is a podcast consulting company.

Fred Castañeda: Right, and what really interested you and got you as we say, the blind flash of the obvious, right? Into the world of podcast consulting?

Scott Whitney: Well, it was interesting, it was a press release on June 28, 2005 Apple announced that iTunes 4.7 was going to support podcasting and I didn't have the first what a podcast was, but knowing at that moment 52 million iPod owners, which has since grown to over 100 million, could access this thing called a podcast, I was intrigued. And so I just spent a lot of time doing research on it and realized that this can get out to a whole bunch of people besides iPod owners.

So I did my first podcast for a company called Great Relaxation Music which makes relaxation music that is in fact great. And did a very NPR-est kind of podcast and literally within a month, we saw sales related to the podcast and that website increased its sales by 23 percent, directly related to the podcast.

So it became pretty clear that a podcast that was properly planned, produced, published, and promoted could drive business and at the same time my wife and I moved to Las Vegas. And it was just crazy here, I felt like we were moving to the Wild West. So we decided it would be nice to create a podcast about what it's actually like to live here.

So on January 12, 2006 we launched *Living in Las Vegas* podcast and literally within a couple months the *New York Times* wrote about us and *National Public Radio* invited me in to talk to them, and *The Review Journal* which is the local paper here has written about us several times. And it became pretty obvious that we could influence listeners to take action on our behalf as well.

And that's when I recognized, okay this podcasting thing has legs and so in August of 2006 I launched Podworx and within a month we were profitable and have never looked back.

Fred Castañeda: Wow, that sounds like a very good success story; from musician to computer company -- and by the way, I spent years in IBM so we were friendly competitors at that time, especially in the PC area; and also as a Web developer and now you're into the new media in the area of podcasting.

Let me ask you a couple of questions about the obstacles that you may have encountered. A lot of the entrepreneurs find themselves with an aspiration, they have a dream, they go seek it, and then as soon as they launch their business, they start sweating a ton of perspiration because they look on their faces in the mirror basically says to them, oh my goodness, now what do I do?

What kind of obstacles did you --?

Scott Whitney: Are you asking me what was my obstacles for Podworx? Or when I first started as an entrepreneur?

Fred Castañeda: Both, if you can tell us starting as an entrepreneur for your web development, or the other business you've had and then for Podworx.

Scott Whitney: Well I'm a bootstrap kind of guy, I'm not really big into going out and trying to get funds. My deal is I want to spend the least amount of money as possible to get things going. So the biggest obstacle was just fear.

I jumped from a very well-paying job at Compaq to, "If you don't work Scott, you don't get paid." And so what ended up happening

was I was the kind of guy that was up at 3:00 in the morning working on websites to make sure that I was, in essence, under-promising, over-delivering to my clients. And that worked out well.

The truth is I did enough research prior to launching any one of these companies that I didn't run into a lot of real problems. Every one of my companies was profitable within a month. And part of that was because I wasn't planning on launching a company that wasn't profitable within a month.

My belief is, if you're going to do something like this, you really have to think it through and not put yourself at risk. I mean, I have two kids and a wife and all that good stuff and I couldn't just jump and get myself hurt. Once I had jumped the first time for Whitney Communications, the website company, when other things came up that I thought was interesting, I was able to start moving into that and then eventually jump into that.

For example, when I started Whitney Communications, I had always wanted to have music as a way of making a living and in my website development company I also had an area that talked about music. As things started to happen, the next thing you know, I was selling lots and lots of CDs and I'd come up with a sales and marketing technique through email that allowed me to sell about 35,000 CDs out of my house, which is a big deal for a musician.

And that led to Timber Works Music, which is a branded music CD company. Before I officially create a lot of these companies I dabble to make sure that what I think will work will work.

Fred Castañeda: Okay, so you dabble. Does that mean that you had a feasibility plan or a written business plan? Or you just tested the waters in something that was low risk and high payback?

Scott Whitney: I've never written a business plan in my life.

Fred Castañeda: My goodness, that's great because this is yet another proof to some of our listeners that you don't have to have a perfectly written business plan that takes a year to create and then gets you nowhere. Sometimes you can do it by, as you said, dabbling. Can you explain just a little bit about dabbling?

Scott Whitney: Dabbling actually makes it sound a little intense than it was. When I dabble, I really put my head down. When the podcasting thing happened for example, it became pretty obvious to me that before I could do podcasting I had to understand two groups of people.

I had to understand the listener, and I had to understand the company for whom I'm doing the podcast. So for the listener I recognized I had to do one of two things. You have to either entertain them or educate them. If you don't do one of the two, you're out; you're not going to play out.

And for the companies doing the podcast, that podcast must either make them money or influence listeners to take action on your behalf. And if you don't do one of those two, you can't play. So once I knew that, I then knew how to go down the path and what to look for. And then we came up with this concept of the four Ps of podcasting which is to plan, produce, publish, and promote.

And that helped us get our arms around it so it was easy to explain to people, this is how stuff works. We're going to take you down this path. It also of course, made it easy for me to understand the path to take my customers down.

So by doing all that upfront work which hours and hours and hours, weeks and months of thinking and writing and testing, that's what made it beneficial for us when we got started. And like I said we launched in August of '06 and were profitable within a month.

Fred Castañeda: So you basically had 90 percent perspiration and planning and ten percent inspiration and launching?

Scott Whitney: Yeah, yeah, it was a lot of all of that. It's just getting in there and testing it and seeing if it works and getting feedback and asking the listeners, what do you think? And just recognizing that if you do it right, people respond really positively to a great podcast. And on the other hand if you do a crappy one, you're going to get a lot of negative crap as well. So it's always been very important to me not to do crappy podcasts.

Fred Castañeda: Right, as a matter of fact, when you talk about the value you provide to your customers, there's one customer in particular and I've been subscribing to that podcast of yours which is called Polycom on Demand.

Scott Whitney: Yep.

Fred Castañeda: And now I wanted to let her know, I'm going to put a plug in for your customer. Guess where we're recording from?

Scott Whitney: Where?

Fred Castañeda: A Polycom phone here in a conference room. I wanted to make sure that they know that Polycom is the provider of this particular podcast because that's the phone that we're coming through and recording it on a Zoom H2 recorder.

Scott Whitney: Oh, is that right? There we go.

Fred Castañeda: And so anyway, Polycom on Demand is a major brand, you were able to land successfully this large customer which has been a successful podcast for you. Can you tell us a little bit about that?

Scott Whitney: Yeah, that podcast has really done well. We've had, at last count, probably over 500,000 minutes of content downloaded for them. The intent for these guys was Polycom is a pretty big company. And I always called them the Disneyland of business because they're doing a lot of pretty neat stuff.

But the problem they were facing is that they were such a big company, one of the issues is that they wanted to improve their approachability, they wanted to feel more human. My belief in podcasting really comes down to one sentence: Which do you think will have more impact on somebody? Writing how great your company is? Or hearing from the very employees who make it great?

Fred Castañeda: Well the ear, the listener, the intimacy of the ears is basically what you're banking on and also you're successful in.

Scott Whitney: That's right, there's a great quote which is: "There's more to words than what's set down on paper, it takes the human's voice to infuse them with the shades of deeper meaning."

Fred Castañeda: That's your tag line, isn't it?

Scott Whitney: It wasn't my tag line, but I did have it on our homepage for a while. Our tag line is, "Giving voice to your business." So when we talked to Polycom and it's actually pretty uniform all the different companies that we've worked with. They're basically trying to struggle through three major problems here.

And the truth of the matter is, pretty much all companies are fighting this fight. The first one is, how do you extend the awareness of your brand beyond any direct customer contact? In other words, when I work with you, I know what you do. But it's our job as marketing and sales professionals to extend that so that once we're done doing business, I somehow feel emotionally connected to you. So I use you again. So I refer other people to you and so I push back

on competitive advancements. And so podcasting can solve that problem.

And the second one is, how do we break through the clutter of the 400 to 3,000 marketing messages we all receive a day? And while experts will vary greatly on that number, we don't disagree on where it's coming from. We get them at home, online, the lug wing of America, event marketing, regular media, and for us men, we can't even go to the bathroom in a restaurant with being advertised to in front of a urinal. So it's everywhere and it creates this den of noise where nobody, or where people just don't hear anything anymore because there's so much.

And finally that concept of approachability, how do you make a company of any size just feel more approachable? And so I was able to demonstrate to these guys that if we do this right, if we follow the plan, publish, promote ideas of podcasting and we do good work, we can help alleviate those problems, and so far, so good.

Fred Castañeda: Right, and one of the things I wanted to stress here for our listeners is, you're not one of the people who keeps training other people on how to monetize the podcast, that happens to be an area that's getting quickly saturated. But instead you are actually out there walking the walk and talking the talk because you are going and actually providing the value to your customers by delivering the podcast as part of their marketing mix.

Scott Whitney: That's right. And our job at the end of the day is to make smart people sound smart. And so we teach them a great deal about how to establish their credibility in the podcast arena. But what I'm really teaching then is how to sell.

Now, our podcasts don't sound salesy. They sound like a bunch of people who are educating a bunch of other people about whatever we're talking about. But the truth of the matter is what most corporate podcasts sound like is a bunch of marketing blabber. And that's the first way to turn somebody off.

And so what we teach people -- what we teach our interviewees is how to quickly establish their credibility. And you do that by first speaking about the customer's problem. You bond with people on their problems, not your solutions. So if you want to establish your credibility in a sales forum, the first thing you talk about is what your customers are going through; because if you talk about that and if you're right, all those barriers fall down because now they see you not as a salesperson but as somebody who knows stuff. And

you've established your credibility which is the key to being able to have a conversation in the sales world.

Fred Castañeda: That's right. You establish the customer pain, and then when you address the pain, they see you as a solution provider and not as a sales rep who is just going to get a commission. And what do you end up doing? You end up getting the sale for delivering a solution and then having further sales after that.

Scott Whitney: That's true. There's other components as well, the process I take people through is called PAS, what is the problem your customer is dealing with? A stands for what's the alternative solution that's not working. I refer to that as subtly poisoning the competitors. And then S is, what is ultimately the solution that gets stuff done?

Because when people are talking to a potential provider of a solution, what they're basically saying is, Hey look, Dave, I've had this problem and my alternative solution is not getting it done. So I'm looking to you, Dave, for your solution." That's how people think, they think PAS.

So if you listen to pretty much any of our podcasts, you'll notice a PAS flow to almost every show.

Fred Castañeda: Right. And one of the things that I noticed about your company is that you're geared and oriented to make your customers successful by their measurements and objectives which is increasing the marketing results and sales. And then that way it makes you successful. So to become a successful entrepreneur you're making your customers successful.

Scott Whitney: Yeah, right and I don't spend a lot of time branding ourselves either. If you look at our -- the podcast websites that we do for other folks, you'll see a minor mention of Podworx under a produce credit on the page and that's about it. The intent here is to give them all the credit, all the juice. And if we do good work, people will know that it's done by us.

Fred Castañeda: Right, because you've got the word of mouth marketing and you've got the referrals and the testimonials and the references.

Scott Whitney: Yep.

Fred Castañeda: I wanted to go into the four Ps a little bit more now. I've been a fan of yours for about a year now. I've gotten the CDs that Podworx has produced, and I've listened to and put into practice the four Ps of podcasting. Tell our customers about the CDs and what they

provide for the value of someone who wants to get to be an entrepreneur in podcasting.

Scott Whitney: Well, here's the deal. One of the great ways of getting the word out about podcasting is taking that content and put it on a CD. The four Ps of podcasting CD is a highlight from our podcast called, *Podcasting for Business*. The truth of the matter is, most people still don't know what a podcast is.

I have a blog and I did a blog post about this truth -- this little story here, I was in St. Lucia for vacation a couple three weeks ago and you're sitting around drinking a mai tai, splashing around the pool and somebody will say, "Well what do you do?"

And so the first day or two I said "Well, I'm a professional podcaster." And they would tilt their head; do that dog look.

Fred Castañeda: Right; roll their eyes.

Scott Whitney: And they wouldn't have the first clue. And I said well podcast is an internet-based blah, blah, blah. I sounded like Charley Brown's teacher I'm sure. They didn't have the first clue and that happened all the time, 100 percent. And it occurred to me that still for those of us who are in this business or who want to be in this business, you have to be able to explain what it is to your mother.

And so I thought about it while drinking my own mai tai and it occurred to me that I had to explain what a podcast was in one sentence so that they would at least kind of understand it. And what I came up with was simply to say, I host and produce a special kind of internet radio show called a podcast. Everybody knows what the Internet is, and everybody knows what the radio is.

So basically they knew what a podcast was. Now yeah, I didn't talk about RSS fees and subscriptions and all that but if they were interested in more they would ask, well how does that work? Well that's an invitation to have a conversation about stuff. And when that happened we'd have a conversation. But if they didn't want to know any more, they still had a general idea.

So the intent of the four Ps of podcasting is to make it easy for people to understand how stuff works. And so the first of the four Ps is the planning stage and developing a great podcast is like being asked to produce a radio or a TV talk show. And it's often pretty overwhelming for a lot of folks and often leads to podfading. I'm going to assume most of your listeners know what that means, but

basically podfading is a show that stops being produced because of lack of time or resources or planning.

Now if this was a hobby as podcast that really doesn't matter. But the subscription nature of podcasting makes this lethal for corporate podcasts. Because remember, a subscriber is basically somebody who has raised their hand and said, I want to hear your story. Well, if you podfade, you've basically said your vote doesn't count. And that's not a good place from a corporation standpoint.

So our first step in this process is to create what we call an episode map. And it's within this episode map that we talk about the show title and the search engine keywords and the type of music. Is it going to be musak or Metallica? Now the style of the show; is it going to be NPR or morning zoo? A list of the episodes, the subject level experts and the target audience -- by having that, we now have our marching orders and we've radically reduce the chances of podfading on this show.

Then we move into the second step which is a product page or the production stage. And the days of the amateur-sounding podcasts are over. Sonic or audio issues will kill your credibility as well as content. And as I said in the beginning, most corporate podcasts tend to be salesy. But like I said we don't bond with folks on what we do, we bond with people on what their problems are.

So what we do in this stage is we teach people how to do that. And then we combine our own capabilities, we've been in the audio business for 25 years. I've been doing sales and marketing and positioning for 15, so I kind of get how to make this work and then we've invested a log of money in the equipment here so we have the same kind of equipment that you would use for NPR for telephone interviews and we can do Voice over IP and all that stuff.

And then the other part as I mentioned also is we want to make smart people sound smart. And so all the ums and erhs and stutters and non-words and filler words go away. And it's not uncommon for me to maybe have 200 edits in a 10-minute show to get all that stuff out there so these guys sound pithy and then just get to it.

Let's plan and produce and then in the publish stage our job is very simple here. We want to increase the probability of listenership and reduce the risk of incompatibility. In other words we don't know who's listening, but it's our job to make it easy for them to do so. So instead of going out there and trying to figure out all these different flash players and MP3s and M3Us and RSS field and playing with bandwidth concerns, what we do is say look, we don't care who's

listening to your show, we don't care if they know what a podcast is or not, as a matter of fact, for some companies they don't even call it a podcast. We just want to make sure that they can go to our website and listen to the MP3, they can listen by a Flash player, they can download your M3U files if they want, they can get the RSS feed, we've got them on the podcast software like iTunes and we have them on the directories as well.

And we test, test, test all that stuff to make sure it works and then normally we have a database back in so it's consistent; the RSS speed matches the IB3 tags and the MP2 file, matches the description on the website itself. And then finally, the promotion piece, the "build it and they will come" just doesn't work in podcasting, not unless maybe you're Microsoft.

But other than that, more effort is required to effectively drive and increase listenership and the bottom line is we have to have a reasonable number of people listening to justify the cost. And the activity could be a competitive differentiator or a first to market play. Maybe it matches their corporation beliefs, or they want more sales, they want more press, they have a call to action that needs [inaudible] that they're going to measure. There's a lot of ways you can decide if this podcast is a success or not.

But our job at this point is to decide, are we going to do a standalone podcast site? Or are we going to integrate it within your existing site? What is the search engine play here? What do we care about? And we have a host of other marketing ideas as well that we provide to our customers to help them insure that we increase the probability of people listening and finding out what the show is about.

Fred Castañeda: Right, the proper integration into their marketing mix.

Scott Whitney: Exactly.

Fred Castañeda: Right. And one of the things that I wanted to bring up here is that your value to the customer is shown not only in what you do, and obviously in the profitable podcast consulting business that you've got but also the value is inherent to the people in the community of podcasters.

As a matter of fact there happens to be an expo. It's called The New Media Expo and if everybody goes to that site, they'll see that the number one speaker on the first day of the expo happens to be Scott Whitney of Podworx, talking about his four Ps.

And so now let's just talk about the current status now that you're a successful entrepreneur, and now you're going to be talking to the community about what you do and how to make them successful as a key speaker.

The question is, tell us how you promoted yourself so that you can become now an industry pendent or an authority figure in your industry?

Scott Whitney: Well I don't know that I'm either but I think what I know, I believe I know what Tim Bourquin was looking for, they guy who runs the New Media Expo. He had in the past mentioned that he was getting folks who weren't teaching as much as they could. He had a great line just recently which was, the way he decided to pick folks for this conference was, "If somebody went to just one session, would they walk away feeling like they got their money's worth?" Which I thought was a great way to measure whether you pick somebody or not.

So I think part of it is, my credibility has been established. I'm making a living doing this; I don't know how many people are. Probably lots, I don't know. Every time I ask Tim he says he doesn't know many. But I do this for a living, I do this for little companies and I do this for big companies. So I think from a credibility standpoint that's helpful.

And then in the proposal I sent to Tim I basically said, "Look, this is going to be a working play. I'm not going to be out there doing a whole bunch of PowerPoint stuff. It will be a little bit about that, but mostly it's "Bring your pencils, kids" because we're going to get into to it." We're going to really individually I'm going to walk people through how to plan, produce, publish and promote their show.

Fred Castañeda: That's great because what you're doing is now you're doing skills transfer to an audience where instead of getting brochure-ware or sales pitches, they're actually going to get something that they can learn and take with them and start implementing.

Scott Whitney: Well I hope so, I hope so.

Fred Castañeda: And by the way, for our listeners, I want to let them know that out of the over 700 entries for the applications for actually being a presenter at this particular event, the New Media Expo -- there are only 46 that were chosen -- and you happened to be the top of the list on the first day.

Scott Whitney: Yeah. It's pretty neat, huh?

Fred Castañeda: That's important to our listeners because one of the things that you're doing here is whether you consciously did it or not, I think you obviously it's part of your promotion plan is you're promoting your own self and your company as a brand by getting out to the community and being a key speaker at these events.

Scott Whitney: Of course.

Fred Castañeda: And is that part of what you're doing in order to extend your success out to the community?

Scott Whitney: Yeah, sure. A perfect example is a couple of weeks ago, I did a talk for the Las Vegas Chamber of Commerce. I had to audition for this talk, it was a very Toastmasters thing; you have between five and seven minutes to give us your best five and seven minutes.

I did that and ended up doing a session for their business education series. It was super well-received and got a lot of positive business potential out of it. So absolutely, it's a great way to get the word out, but I've always believed that telling is not selling; teaching is.

So every time I get in front of people, the intent here is to teach them how stuff works. Because quite frankly if you do that, again it all gets back to credibility. If you're in a position where you can teach people how to do stuff, either they'll do it themselves, which is great because at the end of the day there's a lot of good podcasts out there but a lot of bad ones out there as well.

And so if somebody takes what I'm asking or suggesting that they do and they go off and do their own, that just creates more good content, great, that helps me. But on the other hand, if they hear what I had to do and they don't want to do all that work themselves because it's a lot of work to do a great podcast.

Fred Castañeda: Oh, yes.

Scott Whitney: Then they could ask me to help them and if it makes sense we'll do that as well. So sure, there is a play there. It's funny; Tim asked when I first talked to him about this, he goes, "I don't see why you'd want to do that. You're giving away all your secrets."

Well, there's a lot to it, I'll give away a lot of what's going on, I can't give it all away, there's just not enough time. But I'll give them a way to get going if they want to get going on their own.

Fred Castañeda: So from your perspective, from the skills and the traits that you have in addition to what we talked about, what do you think are some of the other skills that you have; your own personal behavioral traits that made you a successful entrepreneur that gave you the drive to go from struggling to successful?

Scott Whitney: I am obsessive about knowing how stuff works, meaning that when I decided I was going to be a Web guy, I was obsessed about learning how to do great websites. When I started going into the branded music CD business, I was obsessed with figuring out how to do that better than my competitors.

And when I got into the podcasting thing, I was just absolutely obsessed with knowing how it worked so that I could stand in front of a chief marketing officer in a Fortune 500 company or a guy running his own little show. I could say to him in great confidence, "You work with me, I will put something out there that will drive activity to your website and help separate you from the competitive herd."

Fred Castañeda: Fantastic. From being competitive and having that desire, being obsessive and then now becoming an authority figure and becoming very professional in what you do, what would you, with all these traits and with your past and your success, what would you give as a recommendation to someone who is either an aspiring entrepreneur, hasn't taken the plunge but is thinking about it, obsessed with the idea of maybe being on his own, or the newbie, that's the person who just recently hung up the shingle and said, "I'm Joe Entrepreneur. Oh my goodness; now what do I do?"

What kind of recommendation would you give to them, since you've been through it several times.

Scott Whitney: Yeah, that's pretty hard to say. I think that you have to believe that what you do is great first and foremost. I don't think it makes sense to go off and hang up your shingle if you don't think you're the best at it. Because you have to be a little cocky to be an entrepreneur, I believe. But you have to be right. You have to believe in what it is that you have to do. It's got to be the real deal.

So believe in what you're going to do and then research the hell out of whatever it is that you're going to do. The great thing now is that there really is no excuse not to hear from the best and brightest in whatever business that you're in. If you have the ability to read an RSS feed, you should be subscribing to blogs -- blogs from people who do what you want to do.

And then I would also say reach out to folks who are doing what you're doing and ask them how they did it. Now they may not tell you everything, but most people are okay with giving you a little bit of insight about what's going on. Now if you're a direct competitor, maybe not. But ask around.

But play around, test it, make sure it works before you go out there and try pitching it. I'm not a big believer in putting crap out there. I'm a believer in doing the best you can do. So for me, every time I did something, I first experimented with me, I was the first customer. And once I realized that it could help me, then I felt much more confident that I could create something that would help other people as well.

Fred Castañeda: Fantastic, well great. Those are pretty good recommendations to people. I know our listeners are usually in the timeframe and in the timeline of just saying gosh, do I launch or do I not launch? And so they appreciate any words of wisdom that people who have been successful entrepreneurs can take it.

And sometimes it's a little cold fact that they have to have, other times it's an inspiration for them to actually make the decision to say yes, I'm going to go ahead.

Scott Whitney: Do you have a sense for what group your listeners are; working entrepreneurs and what group are not or thinking about it?

Fred Castañeda: Most of the people that I've talked to have their day jobs, they're starting or want to start a part-time company. A couple of them have taken the plunge and I've actually done a podcast with a couple of people who have researched it and said, "You know what? I'm not interested in being an entrepreneur at this point in time, not now."

Scott Whitney: It does take a special breed of cat, man.

Fred Castañeda: You're right. What words of wisdom can you offer for someone who has the burning desire to be say on his own but really doesn't know where to go from there?

Scott Whitney: Well, you know what? Jump. The thing that got me going is when I left Compaq, was doing really well there, well-respected. For me I just believe that I had to test to see whether or not I could do my own thing. I left the Air Force because you can't get fired from the Air Force. And I didn't like that because it felt like I didn't have to perform to still be there.

I could have retired at 38; blah. I wanted to see if I could make a living in a place where if I didn't perform, I would get fired. So I went to Varian and went to those various other places. But then I recognized, well for a lot of people in big companies you can hide out and that didn't make any sense for me. I really wanted to test whether or not I had the ability to create something from nothing and survive off of it, which, I've got to tell you is a pretty cool feeling when you wake up and go, "You know what? All this that's around me, I did all this." It feels pretty cool.

But you had to jump. Everybody around me was like "Eh. Are you sure you want to do that? Compaq is a pretty good company. I think my mom almost had a heart attack when I told her I was going to do this.

But once you jump, it's a little freaky, you've got to put your head down. Like I said, I worked crazy hours, some of my relationships suffered because of that. But once I got my head on straight and figured out how to do this and that I really didn't need to work until 3:00 in the morning, man, it's pretty neat stuff. Vacation's kind of suck.

Fred Castañeda: Yeah you hardly have vacations because you're always a slave to your business until you get that managed and under control.

Scott Whitney: Right but most of my deals are kind of a one man play primarily so I feel very responsible for anything that I do for my clients. So thank God for Log-Me-In and the Aces-EPC.

Fred Castañeda: Right, I saw that on your website.

Scott Whitney: Yeah, I love that.

Fred Castañeda: So you can be anywhere anytime and still be connected?

Scott Whitney: Every morning in St. Lucia I went into the lobby and made sure everything was running okay, listened to all my customers' podcasts, yep, they're good, okay.

Fred Castañeda: All right and one of the things I'd like to do before we close is I wanted to mention to our listeners that if they're interested in getting your CD of the Four Ps of Podcasting -- I highly recommend it. As you know, I've ordered them; I've listened to them and I've used them and was giving them to several clients who were interested in it.

Where would they go to get it? And how would they get it?

Scott Whitney: Well they would go to fourpssofpodcasting.com. Look around, it doesn't get much easier, it's just a credit card deal, secure credit card of \$9.95 and we will happily ship you one.

Fred Castañeda: And well worth the value, I would say, well worth the value. And one of the things that I wanted to mention is if you don't want to go and get the actual CD, you can go to your podcast and I think it's what? Episode 4, 7, 8, and 9?

Scott Whitney: Okay.

Fred Castañeda: It's episode 4 and 7 through 10 to get those four podcast episodes that are on the CD, but I highly recommend the CD because I listen to it in the car all the time and it always gives me ideas of things that I -- "Oh, you know what? I forgot to do that and I should have done it. Next time I will when I produce my podcast."

Scott Whitney: And if you guys are into podcasting who are listening out there, and either as I'm looking at getting in that business or I want to use that as a tool to separate myself from the competitive herd, I would invite you to come out to the New Media Expo in August. It is going to be stunning. And I don't mean you should come to mine -- although I would love you there, we're going to have a good time and we're going to learn lots of neat stuff -- but Tim did a great job of going through these people and picking folks who are going to teach us stuff.

So if it is your intent to learn about podcasting, I don't believe there's any better place to be than in Vegas in mid-August.

Fred Castañeda: That's right and I'm going to put a link in the show notes not only to your Four Ps of Podcasting CD and to your Podworx website, but also a link to the New Media Expo and particularly to the page where you are going to be presenting at 10:30 a.m. on the first day, August 14th.

The title of it is going to be, Plan, Produce, Publish, and Promote: The Four Keys to Podcasting success.

Scott Whitney: That's beautiful. Who wrote that?

Fred Castañeda: It's here on the website; I strongly recommend. I will be there and I will be in the front row listening to you and getting all the good knowledge and going through the interactive training that you're going to be providing.

Scott Whitney: Outstanding.

Fred Castañeda: Okay. So with that I'd like to thank you Scott for the time that you shared with our listeners, giving them the insights about how you started, how you overcame the obstacles, how you became a success in promoting your own podcast, becoming an authority figure at one of these national expos, and also in delivering value through the CDs that you have at your website.

So thank you very much Scott for sharing this with our audience.

Scott Whitney: It's been my pleasure, Fred.

Fred Castañeda: Okay. From *The Struggling Entrepreneur*, we'd like to say farewell to Scott and we'll see you at the New Media Expo in August.

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Until then, we'll see you next time.