



## Doug Welch - Writer and High-Tech Consultant

*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.*

Fred Castañeda: Good evening and welcome to this episode of The Struggling Entrepreneur. We have a real treat for you today. We actually have an interview with Doug Welch who is obviously a podcaster from his famous [WelchWrite.com](http://WelchWrite.com) shows, including the two that I subscribe to which is [Career Opportunities](#) and [Career in Podcasting](#). And I wanted to welcome him at this time.

I know that he's over on the West Coast and coming to us and speaking to us from Van Nuys, California. I'd like to welcome to The Struggling Entrepreneur Doug Welch. Welcome.

Doug Welch: Well thanks, Fred, for having me. It's great to be here. I always love what people say about me when they introduce me. It gives me a little boost to get me through the next few columns in podcast, I think.

Fred Castañeda: Well let's do a little different turn. Now that you've brought it up, I'd like to tell the people here that you're an avid podcaster because I'm looking here at the card that you gave me and it has the WelchWrite.com shows. And for our listeners, Doug and I met in person at the [Podcamp](#) Arizona unconference, which was back in November 3rd of 2007. And during that time he attended one of the sessions I had, which was talking about taking your podcast from hobby and corporate podcasting to profitable podcasting. And it was quite a session. I had a wonderful time. I spoke, I know, a mile a minute, Doug, but he was one of my key contributors.

Doug, I'm looking at these WelchWrite.com shows. You've got six podcasts here. Can you tell our audience what they are, please, and what they do?

Doug Welch: Okay. Sure. And I said this in my Podcast Arizona speech, which was on generating content for weekly shows. Part of the whole secret of podcasting is building it into your life. And so everything you see on the card, and we'll list them all off here, is basically a place to put something that I run into in my daily life.

So we have [My Word](#), which started as a blog even after I was already starting podcasting. But I started to realize I had video and audio that just didn't really fit anywhere else. They were almost video blogs, but not quite. And actually, I've since started doing that as well.

[A Gardener's Notebook](#) is a place to stash all the neat gardening information that I run into, and I'll do regular audio and video shows for that.

[Technology IQ](#), again a placeholder for all the technology stuff that I talk about. It used to go into My Word but I realized, gosh, I've got so much of it now that it deserves its own home. So I started it's own home for that.

[Careers in Podcasting and New Media](#) is really new, and again that became the home for all my podcasting related writing and podcasting.

And finally [Career Opportunities](#), which started it all over three years ago. I'm in my fourth year now of podcasting with that. And that's what really started it all. I had been writing the print version of Career Opportunities for I think eight years at the time that podcasting rolled around in September 2004. And then I actually toyed with the idea of having an audio version of the column -- it's a weekly, 700-word column -- but I realized I didn't have any distribution. I wanted to put it on my website but there wasn't any way for people to discover it or share it. And all of a sudden when podcasting came around and I was given the distribution model, it was a no-brainer. Then I literally pulled the next column that was going to be printed and sat down and recorded it.

So that's where all those come from.

There's one last one on that page, too, which is actually a show I produced. And maybe I'm taking a lesson from your session from Podcast Arizona about turning professional. I make a little money doing podcasting, but that show, [Mortgages Made Simple](#), is actually a show I'm producing for a friend of mine, and that's a paid gig.

Fred Castañeda: Yes, I saw that. And it was quite interesting at the website over there. So you've got quite a few podcasts and as an entrepreneur we'll always be interested in those people who have that knack to try and monetize what they're doing and also trying to go to the edge where they can leave their day job, or at least begin a secondary job that they like.

So out of these six -- My Word, Gardener's Notebook, Career Opportunities, Careers in Podcasting, Technology IQ, and Mortgages Made Simple -- which are the ones that you really enjoy doing and are kind of a passion for you?

Doug Welch: Well, honestly, all of them. It's like which child do you like the best? That's always a horrible question. Honestly, all of them come out of passion for me. They're a place to put interesting stuff that I've found in my life. In fact, I think for My Word -- the subtitle for My Word is "a place for all the neat stuff in my life."

Now obviously I've been writing Career Opportunities now for -- well, I'm in my 12th year of writing the column. I'm in my fourth year of podcasting. So obviously when you do something that long there better be some passion there. And so I would probably say that's probably where a lot of the passion lies is in helping people with their careers.

Fred Castañeda: But that's more on your business side, right, as part of what you were doing as your day job?

Doug Welch: Actually not.

Fred Castañeda: Really?

Doug Welch: Well, when you consider I have about eight different careers.

Fred Castañeda: Yes. We're interested in what they are because we want the ninth career, which is the entrepreneurship.

Doug Welch: Exactly. Everything I do is entrepreneurial in nature. What happened was I started off working in computers. Actually, I have a theater degree from college.

Fred Castañeda: Theater. Okay.

Doug Welch: Which, by the way, I think helps me dramatically in the workplace and being an entrepreneur and being an independent consultant. So I started there. I moved to California, started working in the

computer industry because I figured out I had an aptitude for that in college. Then during my time working in corporate IT I actually started writing for the trade periodicals, *Network World*, *InfoWorld*, *MacWorld*, had a few small pieces in *Wired* and stuff like that. And I realized, "Hey, I can actually write about this technology stuff, too." So that became, if not a whole career it became a sideline, definitely.

And that's how I got into writing *Career Opportunities*. Someone discovered my writing and said, "Hey, we really could use a column on high-tech careers. Would you be interested in writing that?"

I was like, "Well, sure. That's what I'm doing. I'm living the high-tech career, so why not?"

So that's where it all kind of sprung up and that's how I ended up with all these different jobs. By day, my money-making job is as an independent computer consultant for home office and small office clients. This morning I was out at a client's house, just a couple blocks away in this case, setting up a new Macintosh for their daughter for Christmas while the daughter wasn't there -- and setting up a new printer. I have a couple of small offices that I support with networking and PC-related stuff and Mac-related stuff. And that's where the bread and butter comes from. And I started doing that full time I want to say almost 15 years ago. That could be a little bit off, but it's been around 15 years.

**Fred Castañeda:** Okay. So you're 15 years doing high-tech consulting for different customers and clients and you talk about them in your podcast, which is what I really, really enjoy; it's your daily life. But now you had the entrepreneurial bug, probably, to be on your own. Do you see yourself going into new media and podcasting as a full time venture?

**Doug Welch:** Oh, you bet. You bet. And *Mortgages Made Simple* is the first step on that path. There's a couple other things I'm working on production-wise. I'm working with a couple other people to put some deals together, both people I don't know and also with friends. Here in L.A. I have a lot of talented friends and so I'm actually kind of turning my producing mind to doing stuff like that. And the reason for that is at age 43 -- which I am, I'll be 44 in February -- I'm a little old to be crawling under desks all day; that's the way I describe it.

**Fred Castañeda:** Your knees get really banged up on that.

**Doug Welch:** Your knees start to get a little stiff. And so podcasting and new media has really become an avenue for that, and in a couple regards, too. One, helping people do it. Helping people either learn how to do it themselves or helping people actually do it, like the show that I produce. And the other thing is producing my own shows.

**Fred Castañeda:** You just mentioned right now helping other people. And that's interesting because that means that in addition to monetizing your podcast by sponsorship or other means, you actually are a podcast consultant as well, helping people create their podcasts, to form their podcasts, host their podcasts, and make it possible for those who don't want to get involved in the tech area, right?

**Doug Welch:** I think personally that's a big open position for me to kind of fill in here, mainly because everyone I talk to -- I mean, you can go out today and you can find a lot of people doing what I do. Now, I don't know if they do it in the way that I do it. I'm pretty proud of myself that I have some very, very long term clients. I've had some clients that I had when I was still working in corporate IT; I still work for them today.

But one of the other avenues that I'm exploring with it as well is just -- in fact, I'm finishing up the class right now -- but my wife and I have been teaching a course for the UCLA Extension program. This is an online course through the UCLA Extension called Podcasting and New Media for Writers.

**Fred Castañeda:** Wow. That's fantastic. And I saw that in your website that you bring your wife into it. That's why you call it WelchWrite.com. I guess the both of you really participate in these ventures, right?

**Doug Welch:** You know what? Honestly, this is the first thing we've done together, which I think is pretty common for married couples. It's hard to live and work together. What happened, she had an ongoing relationship with UCLA Extension. She's a television writer. She had been teaching television writing at the UCLA Extension for years now.

And I turned around to her one day and said, "You know what, dear? Writers could really make use of this podcasting and new media thing. Why don't we pitch a class to UCLA Extension?"

And she kind of got a glint in her eye and said, "Yeah, that actually sounds like a good idea."

And sure enough, we presented them with a short proposal and they were like, "Yeah, let's do it."

So we're finishing our first session right now and I must say, part of what drives me to do podcasting and new media is the reaction you get from people when you do it. We have a great group of students doing it. They have gone from barely knowing what a podcast is to producing their first show. And my goal at the end of this class -- and the students seem to be meeting up with that -- is that they'll have their first episode completely produced and ready to go, and all the knowledge they need to continue it on from that point.

**Fred Castañeda:** Wow. So you're not only just training them, as a podcast consultant would do for hire for a small company, but you're going through academia and training a lot of people and giving them the tools and techniques of what they need to do to be successful in their own career, especially writing. Fantastic.

**Doug Welch:** You bet. Because, of course, with writers -- especially here in L.A. -- you spend your days begging to have someone hire you, to have someone publish your work. And podcasting really opens up this avenue of being able to produce and distribute your own work and so I think writers can really benefit from that.

And the fact is, too, everything I do in my career, over the 20-some years of my career now, everything I've done has had some educational bent to it. So I think this is merely the culmination. I don't have a master's degree. I don't have a graduate degree and so I can't really teach at a university or anything like that. But I can teach in ways like this where I have created a bed of knowledge that is useful to people and that is seen as valuable, and therefore has kind of moved me through the progression of educational services all the way to doing something for an organization like UCLA Extension.

**Fred Castañeda:** I see that. Do I smell in the background that perhaps maybe your dream at one time in your life a little bit later on may be to be a university professor?

**Doug Welch:** Honestly, it's very interesting. Part of the reason that we've been able to kind of leap into academia is my wife has recently gone back over the last three years and gotten her masters degree, and actually has all but dissertation on a Ph.D. And she asked me when she started to get her masters, "Why don't we do this together? We could both get our masters at the same time." And, frankly, I am such a self-driven educational type of person that I just couldn't even think about it at the time.

Seeing her get the masters, I probably could go get the masters. I think I could accomplish the work necessary to do that. Seeing her get the Ph.D. -- you've got to be a pretty hard core student to get a Ph.D.

Fred Castañeda: Oh, yes. It is very difficult. Let me just tell you -- I think I told you this at Podcamp Arizona -- but I'm in the dissertation stage now, getting my Ph.D. in International Business.

Doug Welch: Oh, man.

Fred Castañeda: Oh, yes. It was quite a chore. And let me tell you, it is blood, sweat, and tears all the way. And guess what? Everybody's a Ph.D. candidate. When it comes to the dissertation, that's the stumbling block but it takes years of dedication. So my hat off to your wife for being in that area. And I think maybe one day you may tackle that once your entrepreneurial dreams are not fulfilled, but at least stable.

And let's talk about your entrepreneurial dreams right now. So you've got these podcasts. You've started monetizing in different ways, not only as a podcast consultant for hire for companies, but also as a podcast trainer in academia and you're also getting some sponsorship from your podcasts that you're doing. And right now are you doing business as a corporation, LLC, or what?

Doug Welch: Again, this is one of the things where I got really lucky and I actually had an easier path to entrepreneurship than a lot of other people. And there's a couple ways that happened.

Fred Castañeda: Please explain for our listeners. I'm sure they're listening with bated breath right now.

Doug Welch: Well one of the cases is when my wife was writing network, primetime television she made what I call "stupid money," which is basically you'd have to be stupid to spend it all. And when you're making that much money, as people who make that much money know, you need to start a corporation to basically pay slightly lower taxes and be able to write off things more carefully.

Fred Castañeda: Right. The tax shelters.

Doug Welch: Right. So we basically had a corporation for her side of the business and then my computer consulting business was also a part of that. Since she's been back in school, I have actually fallen back and I've become the major breadwinner in that regard.

Fred Castañeda: So you're the major division of her corporation.

Doug Welch: Now it was, although now it's balancing back out again a little bit. She's actually started to teach at various colleges around the Southern California area, so it's sort of come back in that regard. So I was able to have a corporation to work with, without having to on my own go out and set it up and try to support it. So I got really lucky in that regard.

Fred Castañeda: Yes, fantastic. For the listeners, I want to remind them that we did have a past episode in *The Struggling Entrepreneur* where we actually talked about when is the best time to form a corporation or an LLC and get yourself as a legal entity.

I'm sorry, Doug. But please go on and tell us, now you've got this corporation. You were very lucky because you had the foresight to do it -- sometimes you might say "stumbled into it," but I think it was foresight and you and your wife teamed up here. You're a division of the corporation, basically. But now, in becoming the entrepreneur you want to become in new media, what kind of obstacles do you have? What kind of struggles have you gotten into? What kind of issues did you encounter and how did you address them?

Doug Welch: It's rather interesting. What's funny on the podcast and new media side is the struggles come not from financial, because I have my other things that bring the money in; it really is much more of a struggle of education and selling -- blatant, out and out showing people. And the way I sell, I'm not the typical salesman type, if there is really a salesman type out there. I have several friends who are salesman, which I consider they are the type. And I wish I could hire them to work for me because they'd do a better job at it.

But what I do is everything I do selling-wise is showing people and explaining to them how podcasting and new media can enhance their business and give them as many examples as possible. And so that is a very tough path.

Just like the Internet was new 10, 15 years ago --

Fred Castañeda: Oh, yes.

Doug Welch: -- podcasting and new media, I see a lot of parallels here. People are still looking at podcasting and new media as, "Oh, it's a flash in the pan. It's a fad. It's ba-da-ba-da-ba."

And it's like, "No, no guys. You don't understand. Think what the Internet did for everything. Now think that again on top of the Internet, because it's facilitated by the Internet and you've got this whole next bump of capabilities and distribution and advertising and marketing and promotion and everything else." And so I have to go out there and basically show the colors, walk the talk. And it's helped a little bit. In some of the barcamps and podcamps I've spoken at, it's great because I can talk there and you can actually see the light bulbs go on over people's heads.

Fred Castañeda: Yes. I remember during that session we had there were a lot of them that went on, if you remember, when we were talking.

Doug Welch: Yeah.

Fred Castañeda: And not just myself as talking. You participated along with Evo Terra in that discussion, and when you were talking I saw all the guys just listening. I mean, you were like E.F. Hutton. Everybody was listening because you were giving real life, real world examples of what you were doing and it was a contribution to the course where I'm sure they'll come back to you because they know now who you are.

Doug Welch: Honestly, too, one of the other struggles that I have, and everybody out there is going to have it -- this is a worldwide problem -- and it's not just related to podcast and new media. This is much more of an entrepreneurship problem, and that is the lack of affordable healthcare. I think that there are thousands upon thousands of people who would love to go out and start their own business, as risky as it might be to their finances and to their reputation. They are simply not willing to risk their health and the health of their family.

Fred Castañeda: Right. That's why a lot of the entrepreneurs have to have a spouse work in a large corporation where they can cover the family.

Doug Welch: I'm raising my hand. I'm raising my hand. That has been, again, one of those extremely fortunate events is that I've always had the ability to have healthcare through a different provider and not having to support it on my own. Now right now with my wife in school we actually have had to carry more of that burden, but over the years that's been a big boon.

Now my point is, though, people shouldn't have to rely on that. There should be out there some affordable healthcare models for entrepreneurial people. I'll even go out on a limb here and I'll say I think this is a crisis in America today because right now everyone is

telling us business, the economy, the nation is going to depend on entrepreneurs. Look at Google. Look at Yahoo! Look at these things that came from individual entrepreneurs or a couple of entrepreneurs. This is where our economy and our business is going to be based on in the coming years. And we're putting this roadblock in the way that prevents people from carrying out that entrepreneurial spirit, and I really think it's limiting us.

Fred Castañeda: Right. And that's something that has to be addressed because with the pensions disappearing, with the old models now changing into the new model where they want people to become self-starting small business owners, they want them to be free agents, they have to have a new model for taking care of them or providing the benefits where they can get the benefits at a reasonable rate, like you're saying. That's something that's going to happen.

So that's another issue and a struggle that the entrepreneurs have is healthcare. And the way that they're solving it now is spouse one works for "the man" in the typical day job in the big building with the suit, or whatever, gets the health benefits; and spouse number two sets up the entrepreneurial business and hopefully they can both be successful. And when one is pensioned, then they can both participate in the business.

I mean, I resemble that remark. I've got 30 years now with my company. I'm retirement eligible so I will have the pension and the health and all that, and that's a very, very ideal way. I think that's the exception, not the norm anymore, and more like what you're doing is going to be the model that we have to follow. So, yes, I agree with you on the healthcare issues.

But besides that -- healthcare -- did you have any other struggles? I'm more interested in the area of time and how you manage your time, because you do so much. Six podcasts. I know one gentleman, Dave Jackson's School of Podcasting, does seven and he still finds the time to do it. How do you manage to do it with your time? How do you manage your time? How do you manage the choices? How do you use your time effectively? I'm very interested in that.

Doug Welch: The fact is, as I said earlier, it grows out of my daily life. For example, we'll give some real world examples, and I love giving real world examples. I even have a segment for the Technology IQ blog that's called "Real World Examples." The real world example is I'm doing stuff in my life that also becomes podcasts. So, for example, for my Technology IQ podcast I will do occasional releases and stuff in there of pre-written or live-to-tape traditional podcast.

The biggest bulk of the information that goes out over that podcast, though, is a re-release of my twice monthly classes that I give as a volunteer at my local library because the audience of those classes is exactly the audience of that blog -- people who are beginners and up in the intermediate who are just looking for more information, who want to be introduced to neat things they can do on the Internet, neat things they can do with their computer. And so in that regard I YouStream the classes live, I record them on YouStream so they can be placed on that blog afterwards, and I also audio record them so I can release them as an audio podcast. And I'm working up to getting them to release as a video podcast, but there's some technical issues with YouStream that doesn't allow you to easily convert their video. But I'm working on that.

So I'm going to do those classes anyway. This is my volunteer project. I always have at least one volunteer project. This is a project I've been doing off and on for over 12 years now at this library. We've taken breaks due to them re-building the building -- actually tore down the old building and built a new one, and stuff like that -- but it's basically been ongoing for 12 years. Why not capture that content and re-utilize it on the web?

The fact is, when I was doing it before and not recording it, it was gone. I mean, we had 10, 15 people in my class and then it was over. And all that information that I had imparted was gone. And this is something that I preach to my clients in podcasting and new media. It's like, "You create content every single day that you simply throw away. Don't do it. Make it work for you. Add a multiplier." Basically, that's how I describe it: you add a multiplier to your work. It's like when you're playing pinball and you get the bonus levels, then you have the times three multiplier something, well that's really important. That's what you're doing. You're capturing the stuff that you're already doing.

**Fred Castañeda:** So you're telling the upcoming podcasters that want to get into new media, "You're writing the great American novel and as soon as you write it, you throw it away. You put it in the wastepaper basket and then you have to start over again."

**Doug Welch:** Basically, yes. And that's what people do, charities and non-profits especially. I have several friends who work in not-for-profit and non-profit businesses and I said, "Do you have panel discussions? Do you have guests come in and kind of visit the office and stuff? Why don't you record them? Why don't you sit them down for five minutes and record an interview? Or why don't you tape the panel discussion?"

And all of a sudden you get the light bulb. It's like \*pop\* "Oh, gosh, hadn't really thought of that." And then you're on your way and you start getting that ball rolling and they start to see more and more opportunities where they're already doing something that they could capture.

**Fred Castañeda:** And I like what you said, that you take skill or something that you would either voluntarily train people with or that you've trained people in the past with. Why not capture it in a form of new media - - whether it's webinar, webcast, audio podcast, or something else -- and be able to then re-purpose it and either monetize or not monetize? I'm doing that with Gain Control of Your Day, obviously.

**Doug Welch:** It's so amazing. The Gardening blog started out as a blog. I was actually writing that on a weekly basis as online content for free web hosting years ago. And when I started podcasting, "You know, I can start doing some podcasting about gardening." Because I enjoy gardening; I like it. And I said, "Why don't I do a podcast about it?"

And so I basically sit down and talk about what I was doing in my garden that week. Okay, "What's the weather like?" And, "Okay, we've got this coming up in the garden today and here's what I've experienced in the past with this plant or that tree." Or, "Look, they tore down our huge wall in the back and I'm trying to preserve our vines that are growing on this wall to put back on the new wall." Or whatever. There's tons of content that you run into every day.

**Fred Castañeda:** Right. And your life is your passion. And for our listeners I just wanted to point out one thing that was said in an earlier episode. Doug is talking about gardening is part of his life. You notice that he could post it in a blog and people could read it, but when you have a podcast you get that intimate relationship with your customers. You get the trust and the loyalty that's built over time with those particular listeners and now they want to hear what he's doing. It's almost like a neighbor saying, "Hey, what happened? Tell me what you were doing last week." And now they look forward to receiving it and they will follow him a lot more.

As a matter of fact, what you were talking about is part of your daily life. I know Dave Jackson at the School of Podcasting, he does seven different podcasts and guess which one he's doing now? It's called Logical Weight Loss. Why? Because he decided to lose 25 pounds. He said, "You know what? I'm going to podcast about it." So now he's got a podcast helping other people with losing weight and being fit and trim. So I applaud you in what you're doing there.

And the passion you have is your life, and I'm sure that a lot of people now hear that passion and, like me, I am more into consuming audio. I can't read a book anymore. Very few instances where I'm going to be actually sitting down to read a book. Give me an audio book, give me a podcast, I'll consume that because now I listen and I get actually more involved than ever before. And I think that's what you do with your listeners, right?

**Doug Welch:** I must admit, I still read voraciously. It drives my wife nuts because I'll have four, five, six books out from the library at a time and I'll switch between them. As I get tired with one, I'll move to another; something lighter to something more business, or whatever. She has to read a book from cover to cover. But I still read voraciously.

I do consume tons of podcasts, usually when I'm driving to clients. That's my limitation is how much time am I spending in the car, usually? That's my prime listening time.

But to go back to what you said earlier, podcasting is intimate. It's more intimate than print and video podcasting is even more intimate than audio. And you are literally whispering in their ears. If you think about how people walk around through the mall, or on the street, or jogging with the ear buds stuffed in their ears, if they're listening to you, you are literally whispering in their ears. How much more intimate can you possibly get with a medium like this?

**Fred Castañeda:** Exactly. And what you said before, if you said one of your struggles was doing sales, in a way podcasting is subtle selling because how many salesmen would pay a hefty fee just to bring a customer to a conference where they can have undivided attention? And here you've got it because they are paying attention to you when they're listening to your podcast.

**Doug Welch:** Your listeners have given you their permission to come into their lives every week, every two weeks, every three days, whatever your production schedule is. They have given you that permission. My wife describes it -- it's been a TV phrase for ages about the television shows that are successful on TV today are normally -- although less so in this current batch of TV shows -- but usually it is people you would invite into your home once a week. That would denote the success of a popular television show.

**Fred Castañeda:** Right. The I Love Lucy's and all those shows.

**Doug Welch:** Exactly. That you're willing to invite them into your home once a week. And that's the way I feel about podcasting. I'm very careful

with the permission that people give me, especially for Career Opportunities; I really try to keep that on point. My other podcasts I get a little more freeform, but with Career Opportunities I really try to stay on point. And the subtitle is "helping to build the career you deserve," and so it's a little more focused in that regard.

But every time I put something out there I'm thinking, "Okay, people are going to listen to this. Am I giving them value for their time? Am I helping them build their career the way they should? Am I helping them get out of a bad situation? Am I helping them find a better situation?" Or whatever. And that permission is really important. You really, really, really have to respect that.

**Fred Castañeda:** Right. And that points us to a question that I was going to ask you today was what kind of value you provide to your customers and your listeners? And guess what? You just told us about that. And you are a resource to them.

For our listeners, I subscribe to Career Opportunities. I have for several years. And it's not just for the corporate environment. It is for the entrepreneur, too, because -- think of your entrepreneurship as your career. And it applies wholeheartedly to both the entrepreneurial environment as well as to the corporate environment. So I definitely would like to recommend Career Opportunities. And it's only, what, six-minute weekly podcast, right?

**Doug Welch:** It is between six and seven minutes at the very far end and that's because it's based on a print column. It's based on 700 to 750 words. So by the way, podcasters out there, if you're looking for a good rubric, 700 to 750 words is about six minutes. There was no grand thought given to that -- making it six minutes, making it that short -- but time and time and time again I was like, "I love it. It's so pithy. It's in. It's out. You've got the information and you're on your way." And people really, really like that. And I must say, in a lot of regards I am definitely more of a short podcast listener than a long podcast listener.

**Fred Castañeda:** Like this one.

**Doug Welch:** I often have to listen to longer podcasts in several segments over different parts of my drive. So I like the fact that I've fallen into that and now I kind of cultivate that. I will do longer interviews, such as this, and give people a 20, 30, 40 minute interview. I usually try to keep them around a half hour, but they're infrequent and they're special events and they're treated that way. But for the most part people ever week, nowadays they get two audio pieces a week, on a

Wednesday and a Friday, and they're quick and dirty. In and out, build a better career, moving on.

**Fred Castañeda:** Right. And it's interesting what you said that you just kind of fell into it, that it really wasn't planned and scoped out from the very beginning, which is the complete opposite of our friend Paul Colligan. As you know, he had his Podcast Tools Weekly Update and he set it for five minutes. That was the paradigm, the model that he built and it made him successful.

So you're following the trends of your own success by doing it the right way, and like you said, just falling into it, which is something that a lot of entrepreneurs -- they just walk into a situation and say, "Oh, my goodness. Look, it's successful." And so they shouldn't be surprised when it happens because I think that is the normal lot of luck happens to us.

Speaking of luck, what kind of luck have you had in your business? Before we wrap up I've got one more question for you.

**Doug Welch:** We sort of mentioned a little bit before. I had the situation whereby I had healthcare. I had the corporation kind of thrust upon me. I became the bookkeeper so, gosh, I might as well make use of the corporation if I've got to put all that work in, right? I have been very lucky in that I had content already settled in and produced. I've been writing for eight years so I already had plenty of content. I already had a weekly schedule I had to write on. I already had all that kind of pre-set for me from the print world and so to simply add the podcast on top of that was not a major deal.

I've been very lucky. I will credit my friend Michael Loche [ph], and you may have actually heard his name and seen his face. He is an Emmy Award winning sound editor at Warner Bros. Studios and he does such shows as *Smallville* and stuff like that. But he has been the founder of my podcasting feast, as I call it. He has offered me up over the years long term loans on the microphone I'm using right now, and mixing boards, and recorders, and other things. And I have been really lucky to have a friend like that to kind of help me out with all the audio issues which I sort of knew about but there was a lot of new stuff that I had not been exposed to that I needed to figure out to really produce a high quality podcast.

And other lucky things, just the fact that I always consider myself totally lucky that I have the best listeners in the world. For Career Opportunities I'm reaching pretty much 1000 subscribers, according to FeedBurner, for that show. Between 15,000 and 20,000 downloads a month over all my podcasts. That blows me

away. If you ever told me that I'd be speaking each week to 1000 people out there, scattered all over the world -- that's the other thing, the whole global nature of it. I have listeners every continent in the world as far as I can tell, even Antarctica because I actually sent some CDs to go down there for a scientific studies radio station.

**Fred Castañeda:** Oh, my goodness. Okay, well you've got the luck and you've got what you have told us about -- falling into your business and creating the new media empire for yourself through your work, through the things that you have built up, and through basically becoming a division of the corporation that you and your wife had set up.

For our listeners I'd like to ask you if -- and this isn't just new media but for any kind of business and entrepreneurship. What do you recommend for -- especially the high-tech listeners -- what do you recommend for them to become entrepreneurs? What kind of words of wisdom would you give to both sets of our listeners: the newbies, which are the ones that just got into being entrepreneur; and especially for the dreamers, the ones that know they want to be an entrepreneur but haven't taken the plunge yet? What kind of words of wisdom would you give?

**Doug Welch:** Oh, boy. Let me sum it up in two things. One, learn as much about as much as you can. I really pride myself that -- and others have complimented me on this, so I don't want to toot my own horn here too much, but -- I can go to a party and I can talk to nearly anyone about some common topic. I, in my own life, love to know about everything. Put it this way: a geek in one thing, a geek in all things. And so I'm a geek about coffee. I'm a geek about technology. I'm a geek about gardening. So I have this wide breadth of knowledge. I have my specialties. I have my spikes in the graph, if you will. But I have really found over the years that having a great generalized amount of knowledge and at least being introduced to things is so important because it allows you to find common ground with almost anyone out there.

And the second one was, be constantly curious. Always be investigating. That kind of ties together. If something perks your interest, investigate it. Read up on it. Do more Google searches. Find a book on it. It's that constant striving for new input and new methods and new information and new websites and new web services that will really help to drive you forward.

And actually I'll add on one more at the end, and that is be someone who does something. Here in L.A. we are infected with the talk and

talk and talk and talk and talk and talk, and maybe six years later a movie comes out. And I learned very quickly when I moved here that those are the people you avoid.

The people you want to know are the people you walk up to and say, "You know what? I've got an idea. You've got some skills. You want to do this?"

"Yes. Let's do this."

Okay. Boom. And a week later the prototype is out. That's where the large leaps in your career, whether in corporate or as an entrepreneur, are going to come from.

And finally -- and this is the trouble; I come up with my best ideas when I'm talking. So finally, the last one is meet as many people as you can possibly meet. You never know who is going to be important in your life when you first meet them.

Fred Castañeda: The next relationship may be your best customer, or may be your next spouse, right?

Doug Welch: It's scary. Whenever we've had single friends -- I mean, I've been married for 22 years now.

Fred Castañeda: And you have a son, too, right?

Doug Welch: I have a son.

Fred Castañeda: So you're a family man. So, entrepreneurs, you don't have to be single. You can be a family man and go from struggling to successful entrepreneurs. But go ahead, Doug.

Doug Welch: If I can take a little divergence here. Something I meant to bring up earlier and kind of touched on, but I didn't -- you talked about time. And I want to just tell everybody out there, yes, you can be a family man and you can be an entrepreneur. And in some ways you can be a better family man by being an entrepreneur. My wife and I have knowledgeably given up monetary rewards -- the big, huge house; the big TV; the fancy cars -- now, frankly, a lot of that we don't really desire that much so it's not that hard. But what we purchased with being an entrepreneur is we purchased time.

I can be around at 3:00 in the afternoon to go pick up my son. I can be available on a Wednesday to take him to Disneyland. I can be available in the morning to do something, to go to a school

program. I've given up some monetary rewards, but to me I've gained back so much in my family life in that regard.

For the first three years I was actually the full time dad. My wife had her television writing job. She went to an office every day and I raised my son during the day. And very interesting process and honestly I think I'm closer to my son than I ever would have been had I not been able to do that. And the fact is, I was able even then to work clients around that schedule. And so I have to say, people, you may not be earning what you might be earning being the CEO of a large corporation, but when you're an entrepreneur you really gain time. You literally bind your freedom is the way I've described it in the past.

Fred Castañeda: Those are good words of wisdom and something for especially the aspiring dreamers to take into account.

Doug, before we leave I wanted to make sure that the listeners get your website and get the podcasts, and also if they want to fly on Twitter. Can you give the information of where they can go to listen to you and to subscribe to your podcast?

Doug Welch: You betcha. Basically the best place to go is a website that looks much like the card that I handed you at that expo. If you go to [WelchWrite.com](http://WelchWrite.com) you'll find links to all my podcasts. And, in fact, at the top of that page you'll also find links to follow me on Twitter, to become a friend of mine on FaceBook and LinkedIn and MySpace. So, please, if you're listening, please check it out. I'd be glad to talk to you more about entrepreneurship.

Fred Castañeda: Great. And one of the things I wanted to mention to our listeners is when you say that you actually participate in Twitter, boy do you.

Doug Welch: I'm not as bad as some. Come on.

Fred Castañeda: You compete with Tee Morris quite a bit.

But anyway, thank you so much. We'd like to wrap this up with our thanks to Doug Welch for giving us his views of how he became a successful entrepreneur and coming from a struggling entrepreneur, and the types of things that he's doing now in new media as a podcaster and other new media entrepreneur. Doug, thank you very much especially for our interview here with The Struggling Entrepreneur.

Doug Welch: You are very welcome. Thanks for having me.

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*Until then, we'll see you next time.*