



An Interview with Evo Terra

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: Welcome and this is Fred Castañeda, your host of *The Struggling Entrepreneur*. Today we have a real treat. We have the co-author of the original book *Podcasting for Dummies*, and now the updated book -- and I'll let him tell you about the newest book that's out there as well as the revision -- we have Evo Terra calling us directly from Arizona.

Evo, welcome to *The Struggling Entrepreneur* podcast.

Evo Terra: Fred, thanks very much. It's great to be on with you.

Fred Castañeda: Okay. And Evo, we wanted to find out a little bit about your background. But first, before we do that, so that everybody will know who you are, because they've probably seen your books time and time again in all the bookstores and online, tell us about the authorship that you have for the books from Wiley.

Evo Terra: I'd be happy to, Fred. As you mentioned, I was the co-author of *Podcasting for Dummies* that came in September of 2005, and my co-author on that was Tee Morris, who I believe was a previous guest on your program. Is that correct?

Fred Castañeda: That's correct. In December he was on.

Evo Terra: So Tee was on there as well. He and I got together, actually -- and the funny story is I kind of got Tee into the whole podcasting thing; and to get back at me, he made me write a book with him about podcasting, so it kind of evened itself out there.

And just a matter of weeks ago, some time in December, we unleashed on the world *Expert Podcasting Practices for Dummies*. It's a new book to go along with the *Podcasting for Dummies*. The original book was designed for somebody who's brand new, never podcasted before, and wants to get into it and hit the ground running. That's great for them.

The *Expert Podcasting Practices for Dummies* is really aimed at the person who's been podcasting for a year or so and just wants to step up his or her game. They want to add video, they want to get more listeners, they want to get more serious about it. It's less hobbyist and more about, "All right, let's see if we can make this thing a going concern."

Fred Castañeda: Right. I'm looking at my copy right now. I was one of the first to get it on December 31st. I think I ordered it right after I talked to Tee on December 18th and I got mine, I think, on the 2nd or 3rd of January.

Evo Terra: Excellent.

Fred Castañeda: Yes, and I also got *Podcasting for Dummies* back in 2006. I had Tee sign it at the Podcast Expo. I couldn't have you sign it because my daughter met Tee at the Expo and walked away with a signed copy of the book. She and Tee got to know each other pretty well.

Evo Terra: That's good.

Fred Castañeda: Anyway, thank you for joining us; and welcome to such a renowned author, because it's a pretty good seller from what I understand -- and we'll talk a little bit about what a companion podcast is.

But right now, let's find out a little bit about your background. Can you tell us a little bit about your education, your employment, what you did before, and how that related to getting into the high-tech world or the media world as it relates to your business?

Evo Terra: Certainly, I'd be happy to. So like a lot of people who went to university right after they got out of high school, I decided that I also was interested in this whole thing called work, which was neat. I could go pay money to go to school or I could go out and make money in the real world. Some time around my junior year midway through, I kind of got sidetracked more into working, less on the schooling thing. So I left university and went out and joined the world and became an employee of this multimedia company.

This is back in the late '80s. When we said *multimedia*, we meant "Do you mean slide shows or did you mean 4-track reel-to-reel machine," right? None of this fancy computerized stuff that went on; no video projection, none of that. It was the old days.

Fred Castañeda: Mostly analog, too, right?

Evo Terra: Everything we did was analog. It was old school. I learned to do audio production. That was my job there, was the audio production manager, with a 4-track reel-to-reel machine. So when I was doing audio edits, I was actually cutting the tape and pasting it back together again to make all of my edits.

Fred Castañeda: The splicer and dicer.

Evo Terra: That's right. I learned stuff, and learned it the hard way. So I did that for a few years. Like most things, I grew bored kind of quickly with that and moved on to a variety of careers after that. And it wasn't until the late -- I guess it was the early part of 2002 when I got contacted by a guy who was married to someone my wife worked with, and he said, "Hey, I'm doing this Internet radio program. Do you want to join me?" I said, "Well, that sounds kind of like fun."

So I joined him as a co-host and I was hooked after one episode. Oh, gee; now I'm back to my old audio production stuff again. This time, there's a microphone sitting in front of me and I can have a lot of fun. So we did that for a while. We took it into a syndicated radio show that went on various broadcast stations; wound up being placed on KFYI and a live show we were doing -- KFYI is the number one radio talk show in the Southwest -- did that for about a year and a half.

And eventually we started putting out mp3 files and we had a blog, so an RSS feed came out of that. It took me about 12 minutes to figure out how to make the enclosure part of podcasting work, and suddenly before we knew it, on October 14th, 2004, we were podcasting. We were like the 40th podcast on the planet, I think, according to Podcast Alley at the time.

So that's how the whole thing happened, from education to life experiences to "Gee, this podcasting thing sounds like fun. Let's try it."

Fred Castañeda: All right. And did you set yourself up as a small business at that time, or did that come along a little bit later?

Evo Terra: That came along a little bit later from when I got involved with the online radio program. At the same time, I was transitioning out of my career. At the time, I was the e-business manager for a large automotive aftermarket company, and I decided to strike out on my own and wanted to get into the online advertising and media consulting business. So I had already launched my own -- started a new business for that venture about a year after I got into the online radio, and have kind of used that company as my umbrella for all of the different processes that I use.

So it wasn't an ends to the mean. It was something that was happening at the time and I just kind of rolled it all together.

Fred Castañeda: Okay. And one of the other things that you did was you started getting interested in podcasting and started getting interested in what today is called "new media." When did you decide to start going into the area -- and I'm going to, shall we say, advance myself a little bit -- into the area of audiobooks or podiobooks?

Evo Terra: Sure. I'd be happy to talk about that.

The online radio show, which later became a syndicated show I mentioned earlier, was called *The Dragon Page Cover-to-Cover* was the name of it, and it's still going on today, I believe. That was a show that was aimed at authors, for authors and fans of the science fiction and fantasy genres. So I was interviewing authors from that show for several years. I got to know many of them real well, and learned their trials and tribulations.

You know, the book publishing industry is kind of rotten. It's not really a healthy thing to do. Everybody has this dream of "I want to write the novel and I'll make a fortune and retire in Bora Bora." Well, that doesn't happen as a general rule of thumb. Fiction writers are struggling people. There's the old joke about how all of the actors in Hollywood actually wait tables. Well, all the authors I know still have their day jobs; at least most of them do. It is not a full-time career.

So when I got involved with authors, it was kind of fun working with them and listening to these authors and talking with them. And when I discovered podcasting, I immediately put the two things together and thought, "You know, there's something here for the under-published author. Maybe there's a way they can reach more of an audience, if they do something inside of -- with this podcasting thing," which we had back in 2004, "I don't exactly know what it is, but I know there's a connection."

So I started making some phone calls, and one of the people I called was my co-author, Tee Morris, and told him about the process, and he said, "This sounds kind of cool. Let me think on that." And a few months later, he called up and he said, "I've got this great idea. My second novel is coming out in June. What if I started podcasting one chapter of my original novel, the part one here, the first book, every single week, leading up to the sale. Do you think that makes a good business move?"

I said, "Gee, I know releases books free in electronic form only helped boost the careers of people like Cory Doctorow and John Scalzi. Sounds like a great idea. Let's try that, Tee." And so we started doing that. It wasn't three weeks later that I found four other authors that had the same idea. "Hey, I want to release this book for free and maybe people will buy it or the next book and I can just build up my whole career."

Now I was never a big listener of audiobooks, Fred. It's something that I just -- it just doesn't fit into my lifestream very well. I don't want to carry 12 CDs around and pop them in the car and change them out back and forth. But the idea of podcasting -- portable on-demand stuff here with my iPod or my iRiver or my Zune or whatever I want, where I actually already have my audio I'm listening to here, it just made sense. So after that fourth or fifth author said to me, "I want to do the same thing," that's when I decided I need to create one spot where we can do two things.

One, we can bring all the authors that are doing this together, one big umbrella. We'll be like the Google of these self-produced audiobooks, was the first thing we wanted to solve. And the second problem we had with it is we needed some sort of specialized subscription mechanism so that when you found out about a book, it didn't matter if the author was on chapter 12, you could start listening from chapter 1 and have the same experience everybody else has had without having to download 16 chapters and get all caught up really quickly.

Fred Castañeda: Right. So you had the serialized version, starting at the initial episode and going from there with some kind of technology that you have that allows you to be basically a one-on-one feed type situation.

Evo Terra: That's exactly it. It's a customized feed. Everybody starts from chapter 1. We kind of think of it as time travel. You get to go back in time to when the author started. And the other nice thing about it is right now, I'm listening to Scott Sigler, our most successful podcast novelist out there. I'm listening to his book *Nocturnal*, and I'm

dying. My wife and my son are listening to it as well. It's been ten days, we haven't had an episode. We're biting our nails here. "Come on Scott, where's the episode," right?

Well, nobody else has to go through that pain that finds out about this six months from now. We have it set up now to where you can change your feed and get the chapters delivered to you, the episodes delivered to you once a day if that's the way you want to receive it. Or once a week; it's totally up to you. We definitely take that concept of time-shifting and totally give that out to the listener out there.

Fred Castañeda: So you personalize, basically, the time that you want that podcast episode to be shot down the channel and for you to receive it and consume it.

Evo Terra: Exactly right. And it's done pretty well. We've got around 38,000 that have signed up for the service. That's a good number. We push out around 30,000 episodes of our books every single day, which is pretty big, lots of traffic pushing out there. And it's not doing bad for something that we're giving away 100% for free.

Fred Castañeda: All right. Now is this a business that you started and is part of your legal entity, like a corporation or an LLC or something like that?

Evo Terra: Yes. It falls underneath my LLC, which I roll lots of different things into. But Podiobooks.com is one component of that, and I did that because I knew I was -- we have some legal challenges with this idea of releasing audiobooks for free, and that legal challenge is copyright.

There is a chance that some author down the road or some content provider could record what they say is their audiobook and it wind up not being their book. Or they might use some music that is not licensed, not had a public domain license on it, or they didn't follow the right aspects of Creative Commons, and that puts them in trouble, which then directly puts me in trouble or puts Podiobooks.com in trouble, and I didn't want that to put me, Evo Terra, in trouble.

So I rolled Podiobooks.com underneath my limited liability corporation, so that if anything does happen, it's the corporation that's on the hook for things. We've got some legal wordings, though, that shouldn't happen to us, but nobody wants to wind up in court. But if we do, it's the corporation on the hook and not an individual.

Fred Castañeda: Right. Now as you know, *The Struggling Entrepreneur* is geared towards the audiences that are either contemplating -- we call those the "dreamers," the aspiring entrepreneurs -- or the people that have just finished getting their legal entity or their DBA and have launched into the world of being an entrepreneur. Those are the "newbies."

So when you launched into this, can you tell us some of the things that you were thinking about and some of the struggles that you've had that you later were able to overcome?

Evo Terra: Well, the biggest struggle I had was actually doing it. I knew that I needed to, but I didn't really understand the process. I knew I needed some sort of corporation. I didn't know it was an LLC at the time. I didn't know if it was an S-corp. I wanted it for tax reasons because I was an consultant, and instead of having a paycheck written to me by my employer, now suddenly I'm getting these large checks written to me with no taxes taken out, and I'm not the kind of person who knows how to save any money. When I've got money, I spend it really well. So I was afraid of what that meant for my tax liability at the end of the year, because now nobody was taking it out for me.

As I said before, I was concerned about some legal issue, not just with Podiobooks.com, but some of the other ventures I was working in were leaving me a little bit personally exposed for some things and I didn't really like that. But I didn't know to do.

And I'm a very self-sufficient guy. I did a little bit of research online and I quickly realized I still don't know what to do. I was very fortunate in that once again, I turned to my lovely wife, Sheila. She was working for a lady whose husband was an attorney. And so I sat down with him -- we had lunch together -- and I said, "Here's what I need to do," and the nice thing about it is he knew exactly what I needed immediately. He listened to me ramble for 30 minutes and he said, "LLC, simple. Come to my office. I'll charge you \$400, and you'll be done. I'll get you everything set up, the whole thing."

Fred Castañeda: Wow, that 50% of what people are paying nowadays to do.

Evo Terra: Exactly. And I think a lot of that was because it was a friend of somebody who I knew. But the other process is, you know, it's not overly complicated, but there's a lot of steps to go through, and I think it depends on each state. Arizona might be easier than some other places to have that done.

But once I got that done, he also was able to turn me on to an accountant, who set me up with some software so I could keep track of the books and not have to worry about late taxes and quarterly reporting. For a while I had employees that I was actually paying -- now I just pay consultants -- and how to 1099 work, and all that stuff.

So my suggestion to anybody who is contemplating this or has just started is make sure you've got not only a good attorney, but also somebody doing your taxes who understands your business and understands the types of things you want it to grow into. My guy has been fantastic about showing me new ways to move things around. He told me to buy a car because I had too much money coming in and he saw me driving around in a seven year old car, and he said, "You're in the market for a new car. Go buy one, but have the company buy it." I didn't understand how to do that, so he walked me through the whole process.

It's very helpful if you've got people on your side who know what they're doing. And they're not that expensive. I pay the guy a lot of money to do my taxes for the year, and I pay him a couple hundred bucks when I go in and I talk to him twice a year, but all things considered, he saved me a fortune.

Fred Castañeda: Right. So a couple of the things you have which are words of wisdom for our listeners is that you've got to get the legal entity set up and you've also got to have the accounting end set up where the professionals are going to understand your business. And those are large obstacles. A lot of people don't realize that until they're already in the business after a year or so, and they go, "Oops."

Evo Terra: Yeah, you're right. I think a lot of people jump in thinking a lot of it is because there's so many places online that say, "File for a business for \$100," or whatever. There's lots of places that are out there to just do the cookie-cutter, stamp out the agreements, and yeah, you're protected and you've got all that, but if you don't understand those protections, what good are they?

If you don't understand what you're supposed to do with your taxes -- filling out a business tax form when you're an LLC and you're the single entity that owns it, that's a lot different than filling out your regular paperwork at the end of the year, where even if you're itemizing, it's a whole new ballgame when you're filling out that kind of stuff. People who can do it on their own, bless you. I'm not that guy. I need some help.

Fred Castañeda: Right. That's one of the things that when we have Paul Colligan talking on this particular podcast series, he said the same thing, that he'll never do his taxes again. He was one of those guys that ran it at 11:45pm at night to the post office and hope he didn't get caught by the cops because he was speeding to get it done. But those are good words of wisdom.

So you're a self-starter, and right now, you own your own business and you're right now a successful entrepreneur. What are the qualities or the traits that you personally had to get you through the struggling phase? Every entrepreneur struggles in something. Aside from the legal and the accounting, what were the struggles that you had to get your business up and running to the point where you could say, "Now I can declare victory"?

Evo Terra: I had two. One of them was separating myself from the old. I had been an employee at this company for 13 and a half years, drawing a very comfortable salary, and that's a challenge, to step away from all of that, whether it's insurance or just going to work every single day and knowing what's going on. That was hard. I get bored easily, but I've always changed jobs within a company enough times to where I've been excited, and I was unable to do that. So just getting to the point in life where I said, "I have got to make a change and I want to do this" was one. So that was struggle number one.

Struggle number two is the fact that I'm kind of -- and this is a good thing and a bad thing; maybe it helps with number one -- I'm stubborn, and I think most entrepreneurs share that particular trait. And that can work against you because you may have the greatest plan in the world, and then the minute you start to execute it, if it doesn't go the way you want it to you can spend your time trying to fight it and put it back the way you think the world ought to work, or you have to learn how to be flexible. And that's what I had to do.

I had to learn that my initial plans, when I said I want to reach out and become an entrepreneur, I want to do X. Well, I didn't really get X the way I wanted it to be. I wound up with more like a Q, so something -- not a Y, not a W, but something even further away from that. And that was okay, because at the end of the day, I still was doing what I wanted to do. The reason I decided I wanted to go off on my own, more free time to spend with myself and with my family and more control of my own destiny. And those are traits I think you have to have; flexibility, a little bit of stubbornness isn't a bad idea, and just the willingness to actually start; initiate, go on, and be willing to work your plan.

Fred Castañeda: Okay. And speaking of plans, did you create either a feasibility plan or a business plan? Or if you did, what time did you create it if you didn't at the beginning?

Evo Terra: I did not, and so far, I have not, which is kind of crazy. And I think the reason it works for me is I've got quite a few different things that are going on, from new media consulting to online advertising to the book writing and also Podiobooks.com. There's lots of different facets on mine. So a business plan probably wouldn't cover all those things for me, anyhow.

And a lot of things like Podiobooks.com -- it was really hard to write a business plan about that, just for the simple fact that we're giving things away for free. We rely solely on donations for now to keep that as a going concern. And I had to have lots of other things line up, lots of people to volunteer to help out, write deals with media companies to enable me to do this as kind of a passion to see if it would work.

And I didn't really want to rigidly say, "This is my business and I'm going to make my house payment with this." I don't make my house payment with just Podiobooks.com. I didn't think it was going to be possible. So I had to have some flexibility in there, and that may have been a detriment. We haven't grown as much as I would like for us to do and I think part of that is because there's just some technology issues that are in the way. We're in the process of making those better and we're going to dedicate some more time, energy, and money to the site in 2008.

So at some point in time -- and in fact now the income level's to the point where I'm seriously considering doing a business plan on that to make sure that it's got legs for the next three to five years.

Fred Castañeda: Okay, fantastic. Let's just digress for one second to again, your claim to fame. When people hear the name "Evo Terra" what they're thinking about immediately is *Podcasting for Dummies*. So how does that affect you now that you've reached some sort of a celebrity status? Because in any podcamp or in any podcast expo that we go to, your name is obviously everywhere because of the book, and most of the people there have read it. How does it feel to be that and how did you cope with that? Is that what you really want to be known as, or do you want to take it to a different direction?

Evo Terra: Well, one of my favorite bands of all time, they're called the Presidents of the United States of America, and they have a song called "Naked and Famous." And the line is "Everybody wants to be naked and famous," and that was kind of me. So that was great.

But I will tell you that that very first Podcast Expo we went to, just as the book was coming out, it was rather humbling to walk around and have everybody walk up to me and say, "Hey, Evo, can you sign this for me," or "Can you take my picture?" Wow. It was really strange, and it's getting more comfortable next time. But the nice thing about it is it's just inside this small podcast community that we have. It's not like I can walk down to the grocery store and somebody says, "Hey, you're Ben Affleck." No, that doesn't happen. And also, all the people that are there or at least the majority of them, they also have their own show and they have their own aspirations and dreams, and so we have something to talk about.

And I'm sure with Ben Affleck, it's nailed by somebody. What do they say to Ben?" I want to be an actor, too"? That's just not the conversation he can have. But I can talk about this thing called podcasting because they're passionate about it as much as I'm passionate about it, and it works out really well.

Fred Castañeda: One last detail on that that I'd like the listeners to know. How did the book deal come about, and how did you and Tee collaborate on it, and then the success of a companion podcast brought about the second edition? Could you just spend a few minutes on that?

Evo Terra: I'd be happy to, and I have to give all the props to Tee Morris on this one. As I mentioned earlier, he's the one that initially contacted me, saying, "My agent called and wants me to write a podcasting book. I don't know how to podcast, Evo. You do, but I know how to write a book. I don't know if you do or not. Would you like to help me?" And I said, "Sure. I'll write a book with you. A hundred pages or so; podcasting is easy." Calls his agent; he calls me back and says, "They need 366 pages." On podcasting? "366? It's not that hard. I'm stretching to get 100 on there. Tell them no way."

Calls me right back and says, "She said it was Wiley's, the people that do the *For Dummies* series."

And I said, "Oh. Tell her we'll take it." There's no more thought than that because I realized that means the amount of money I have to spend marketing it effectively drops to zero. Because if you see two books on the bookshelf that are the exact same product and one says it's the *For Dummies* series, it's a known entity. So that was very nice. So props to Tee for asking me to come along and do that with him. It was definitely a learning experience on both of the books.

You mentioned about the companion podcast, and again, I'll give that completely to Tee. At that time, I was surprised I actually had time to actually write the book. It was a crazy time to get it done, both books we wrote. And the idea of the companion podcast came along, and I explained to Tee, "I don't think that I have the time to do this."

And he said, "No problem. I will take up the mantle of doing that and I'll get it." And it's amazing how many people have listened to that and have had comments, not just for Tee but for me. I'll get e-mail every so often about, "Hey, I was listening to the companion podcast and you said such-and-such." Well, it really wasn't me; it was Tee. So then I have to go find that episode and listen to what Tee said so that I can reply back to the people, because if you send an e-mail to Tee, you might get it back in six weeks, where I'll give it to you right away.

But it has been a really great thing, and I would encourage anybody that is trying to launch a new product to think about new media. Not just podcasting, but think about some aspect of new media and how you can leverage what your book is all about, especially if it's a nonfiction book. Can you emulate that? And that was what the companion podcast was. Tee was just going through and, "Here's my chapter on portable recording." He actually did that on a portable voice recorder.

Fred Castañeda: I remember he did a carcast from Arlington, right?

Evo Terra: Yeah, he's got those iRivers hanging from the mirror as he did that. And it was a perfect demonstration. You'd listen to that, "Ah, that's what this book teaches me." And I think a lot of people who have a product, not necessarily a book, but any sort of product can have some sort of companion new media process. I don't care if it's Facebook; I don't care if it's Twitter, Flickr, a blog, whatever. Find a way to go beyond your product and embrace new media to enable you to get to your goals.

Fred Castañeda: Right. And I have to hand it to you because I took a page out of your and Tee's book, mainly because, as you know, I have a podcast called *Gain Control of Your Day*, which is a companion podcast to the seminar that I teach on personal productivity, and it's working very well. So it does work, folks, and this is a page I took out of their book for what they did. And by the way, I did listen to all 20 episodes of the companion podcast of *Podcasting for Dummies*, and that's what inspired me to go get the book.

Evo Terra: Excellent. That's good to know. I will say this, Fred, before we go. *Podcasting for Dummies* is out right now, but Tee and also a guy named Chuck DeMossie are in the process of revamping the original *Podcasting for Dummies*. The second edition of that should be out sometime at the end of 2008 with all new updated information.

Fred Castañeda: Fantastic. So if our listeners are into podcasting or if they have an inkling of finding out what podcasting is now in the new world of new media, then the second edition of *Podcasting for Dummies* will be out soon. And for those of you who are into podcasting and want to know more, I highly recommend that book, *Expert Podcasting Practices for Dummies*. I haven't read the whole thing entirely, but what I have read in about four chapters is just excellent. So thank you very much, Evo, for sharing that with us.

One thing before we go I'd like to ask you. If you had words of wisdom that you could give to somebody who's aspiring to be an entrepreneur and getting into their business, especially in the area of either high-tech or media, what kind of words of wisdom would you give them to say, "These are the struggles you're going to have" -- aside from the legal and aside from the accounting -- what words of wisdom can you give them to help them along?

Evo Terra: You're going to find quickly that, especially if it's in technology and/or new media, you're going to quickly find that most people don't get what you're talking about. Because if they do get it, that means what you're getting into has probably been done and maybe you want to find something new.

But if you're really trying to be groundbreaking -- much as I think we were when we released Podiobooks.com -- it is going to be difficult to find people to share in your vision. But don't stop looking for them. Somebody else out there gets what you're doing, and somebody else out there probably has the skill set that you need. I couldn't have built Podiobooks.com if it wasn't for one of the co-founders, Chris Miller, who was the developer that wrote the code. I could manage IT projects, but I don't know how to write code to save my life. If I do that, that'd be a bad idea. But Chris did, and I found him -- he got it, he understood what I was trying to do. He had a background inside of literature and was able to help.

But it took me a long time to find Chris. I was talking to people about this for three or four months, trying to find somebody that understood that which I was trying to do, and was running into brick wall after brick wall; several people being negative, "You don't

want to do that. The audiobook business is terrible. Audible has everything locked up. Why would you want to get into that?"

So, that's okay. Listen to those criticisms; find reasons for you to keep going, if in fact they exist, and there must have been. You had an idea to start a business, so go find out if it's the right thing to do, make sure it's still good, take all those negative people and see if you can keep being positive about that, and then go find people to help. It doesn't have to be lawyers, it doesn't have to be accountants, but it probably needs to be somebody else who at least shares in the vision that you have. Maybe it's a customer. Maybe it's your very first customer is really all that it takes to get things to go. But find the people that actually can help you with it.

Fred Castañeda: And you can find them in different places. For our listeners, just want to let you know that I personally met Evo at the Podcamp Arizona event that was an Un-conference, November 3rd or 4th of 2007. And at that time, here is Evo, a renowned expert in this area of podcasting, been doing it for three years, and yet he sat in on my session as one of the student participants, and the topic was how do you move from podcasting as a hobby and podcasting in the corporate environment to profitable podcasting. And you and Doug Welch were sitting right next to each other. Here are two pundits of the industry, basically, and they were sitting in my session.

So there's always something that you can learn from someone else regardless of who it is. If there's value there, you can create the relationship and learn from it, and I think that's what you're trying to tell us. Don't ever shut your mind off to anyone else because there's always a keeper; there's always a gem you can get from a relationship and dialog that you have with someone, right?

Evo Terra: That is very, very true, Fred.

Fred Castañeda: Okay. Well Evo Terra, I'd like to thank you for your words of wisdom for us. I think you're a wonderful case study that a lot of our entrepreneurs can say you went from zero to hero in a very short time. You had a few breaks and you also were also able to get your claim to fame. So this is a double whammy for those podcasters to get them an impetus and also the hope to say you also can make it.

Good words of wisdom and especially I like what you said about the legal entity and the accounting. Good, solid base of foundation to know that it's a business that you're going into, not just an adventure.

Evo Terra: Well, I'm glad to help out, Fred, and I look forward to seeing who can take these words of advice and all the other great pieces of wisdom they get from your show and apply them and become the next successful entrepreneur.

Fred Castañeda: Okay. Any other books coming besides *Expert Practices for Podcasters*?

Evo Terra: I think I am taking a break from the writing career for just a bit. I've got a couple of more things I'm noodling with, but my goal in 2008 -- I'm not a resolution maker, but I have made one; to try and get a little more focused. I got rather scattered there in '07, and so writing has been taken down a notch. Once I get things figured out through the rest of '08, then I'll see what I'm going to write for you in 2009.

Fred Castañeda: Okay. Before we leave, I wanted the people to know if they want to find out more about what offerings you have, Podiobooks or anything else, what website should they go to on the Internet?

Evo Terra: Everything about me can be found at www.funanymore.com. I picked that domain because someone once asked me why I do all this crazy stuff, and I said, "Hey, I'll keep doing it until it's not fun anymore." And so therefore, funanymore.com is where you'll find the latest greatest thing about me, the newest thing I've picked up, or the latest thing that I've hated. It's all over there.

Fred Castañeda: And you're on Twitter as well. I know; I'm one of your followers.

Evo Terra: Yeah. You can find me on Twitter; just about every social media platform that's available, I've got some sort of profile. So just look for "Evo Terra," search on it. You can't miss me.

Fred Castañeda: And from Amazon and other places, you can order either *Podcasting for Dummies* or --

Evo Terra: The *Expert Podcasting Practices For Dummies*.

Fred Castañeda: Exactly. And then later on this year, you'll be able to order the revised version of *Podcasting for Dummies*.

Evo Terra: Exactly.

Fred Castañeda: Now, Chandler, Arizona, is that your home?

Evo Terra: That's where I'm at, in lovely Chandler, Arizona. It's nice and toasty warm.

Fred Castañeda: Okay. So from Chandler, Arizona we'd like to thank Evo Terra for joining us on today's episode of *The Struggling Entrepreneur*. Thank you, Evo.

Evo Terra: Thanks, Fred.

You've been listening to The Struggling Entrepreneur at www.strugglingentrepreneur.com. Now if you listened to this podcast episode through some click-to-play option, well then thank you very much. But do consider subscribing to this podcast show series so that you can have all the future episodes delivered directly to you the moment that they're released.

Until then, we'll see you next time.