

Feel Good English

#100

# FULL TRANSCRIPT

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Hello there, Kevin here with another episode of the Feel Good English podcast. Actually, it's number one hundred of the Feel Good English podcast, pretty special I think.

Today I am going to kind of go behind the scenes here, of the Feel Good English podcast, talk about what's happened between episode number 000 and number 100.

I'm going to share with you the numbers of how many people listen to the podcast currently, how people have listened to the podcast. Talk about the most popular episode, the one that's been listened to the most times. Also we'll share with you some of my favorite episodes based on some of my favorite books that I've read over the last year.

I will also talk about what's changed since the beginning. What I have changed about the podcast since I started. I've changed things since I've started based on what I've seen through the numbers and e-mails and your feedback and also based on what I'm capable of doing, and I will talk about what I'm planning for the next, I don't know one hundred episodes of the podcast. Let's see if we get to two hundred. That would be cool. Who knows what will happen between now and then, but I do have some plans, some things coming up and also things that I'm not changing. Things that are working that I will continue to do, okay?

Hope you enjoy this one-hundredth episode, episode.

By the way, if you want to get on my e-mail list every week I send out a weekly e-mail to mostly listeners of the podcast, to inspire your week, give you some English tips, motivational tips. I love recording podcast episodes, I love making music for the episode. I love talking to other learners and teachers around the world, but I also love writing, I love writing short, yet valuable e-mails. So if you want to become part of that list, just go to [feelgoodenglish.com](http://feelgoodenglish.com) look for the bear, make the bear happy by signing up for my email list.

Now let's get into behind the scenes of the Feel Good English podcast episode #100.

The first episode of the podcast came out on April first two thousand sixteen. So a little over a year ago, almost a year in two months, wow *time flies*.

And if you've been a listener for a while or if you know me for a while you probably know why I created the podcast, but just to give those that don't know why I created it or to give you a little review, I was an English teacher for many years. Actually I have been an English teacher for many years. I have been an English teacher for many years, but I used to do it full time. I was in Brazil for 8 years. Most of that time I taught English privately, and then I came back to the US, wanted to continue teaching English, sharing English lessons, but I wanted to make something more specific, something for a specific type of learner, specific type of person. There's so much English content online, a lot of it is very very similar and boring. So I wanted to change that.

Over the years of teaching, I realized that the most important thing a learner needs to do, the best thing they can do, is add into their day, every day exciting content, inspiring content,

motivational content and listen to that, read that, share that, with others. It's very hard to create an English routine, to have English in your day, every day, but that's what makes the difference, is listening and reading to English every day, over time, your English, naturally improves, so I thought “how can I help English learners around the world do this? What can I provide for them that will help them integrate English into their day and make something entertaining and inspiring and motivational, so they'll actually want to integrate English into their day?”

I'm a big reader, reader of personal development, learning life skills, how to do things better, how to deal with people better, how to handle emotions better, how to work better, how to not complain as much, how to not be ungrateful, how to not put responsibility on other people for my own life. So these types of things have interested me for many years. I've shared them with students and I always felt energized when I had classes where we were talking about these types of subjects. So I thought “okay, let's create something based on these types of lessons, this content for English learners.” I listen to podcasts all the time. There are a few English podcasts out there, but nothing dealing with this type of content, I actually remember I had an epiphany. I remember waking up one morning and just thinking I'm going to create something called Feel Good English. It's going to be on personal development. It will attract people around the world that like personal development and business management and life skills and spiritual lessons, that are also trying to become confident English speakers. And that's how feel good English was created.

So I made the decision, did a little research, how to make a podcast what I needed, which kind of microphone, software. I also compared it to some other podcast that I like. It always helps if you copy something. To *start from scratch*, to start from

zero, without any ideas or without any other references is very difficult. So there are some other podcasts that I enjoyed that I thought I could kind of replicate.

I also added in the fact that I like to create music. So I said I'm going to create some happy energizing music to put in my podcast, and that will also excite me because I'll get to spend time making music, so that's what I did.

Came up with some ideas. What the first first episodes would be, then I just started recording. Started editing, learning how to edit episodes, add music, do different transitions, all those little aspects, playing around, spending hours and hours and hours and hours and hours making it as good as possible, and I hope it's good. I hope the feel good English podcast is good, and makes you feel good. Most importantly it makes you feel good about life and makes you feel good about your English.

Some of the numbers after one year. Obviously I've created 100 episodes. This is the 100th episode, actually one hundred and one, because the first introductory episode 000 is there too. Since the Feel Good English podcast started, a little over a year ago it has been listened to a little over two hundred and eight thousand times. That's probably the most impressive number, that one makes me feel good. So, over two hundred and eight thousand listens to the feel good English podcast around the world.

Currently there are around twenty one thousand listens per month, that means the episodes, all different episodes are listened to twenty one thousand times a month. So either there's quite a few people listening or there's a few people listening to each episode thousands and thousands of times, just kidding, that's not happening.

Each episode, each week gets around twenty five hundred listens, twenty five hundred is also two thousand five hundred. Interesting number, and that's a very important number when you're talking about podcasts. I think it's something like eighty or ninety percent of podcasts get up to a few hundred listens, so the majority of podcasts, and another ten percent, get listen to up to three thousand and then there's a very small percentage under ten percent that are listened to more than three thousand times per episode.

The most popular episode I've done is based on the book “The Power of Now.” The Power of Now” by Eckhart Tolle has been listened to close to four thousand times, thirty eight hundred to be exact. Why, exactly not so sure, but the episode was listened to around the world a little bit more than the others.

Some of my favorite books. Well the “Four Agreements”, which was released recently. I think, is such an important book. Four life lessons that can really change your life, don't take things personally, don't assume things, always do your best and be impeccable with your word, that is episode 97.

Some of my other favorite episodes, two books by Ryan holiday “Ego is the Enemy” episode number ninety two and “The Obstacle is the Way,” which was actually three separate episodes. I did a three-part series seventy one, seventy two, seventy three, both of those books are awesome.

“Rework” a business book for entrepreneurs and business in general episode number eighty two I think is very valuable, great tips on business.

Another good one episode number seventy “What to do When you're New”. This one talks about when you're new at a company or school, or even when you're new at a skill doing something like

speaking English. Give you some tips on how to get through those uncomfortable stages, how to feel more confident, also how to accept the emotions and all the feelings that you will have when you are let's say in a new company, you're the new guy, that's a great one number 70.

And also episode 56 “Memory Palace,” memory Palace is a learning technique, a memorization technique, and it works so well. It has to do with Loci, memory, so you're making memories based on locations. You're creating images, connecting images to words and meanings and also putting those in specific locations around your house or apartment, or where ever.

I also often recommend if you connect with any of the episodes, or the books that I talk about, go deeper, go deeper search out the book, download the digital version or get the audio book, and you don't even necessarily need to read the whole book, you can go deeper online search Google, go into YouTube and search for videos on these topics and go deeper. Learn the topics more deeply.

Some of the things that have changed since I started are as follows. When I started I had this idea that I would produce three episodes per week. I had talked to other podcasters and done some research and they said if you want to grow you should be doing as many episodes per week as possible. There are some popular podcast that do four, five, even daily episodes. So I used to do a Ted video and a book episode and a Q&A episode every week, and I changed that and I actually am currently only doing one episode per week. The reasons that I decided to go down to one episode. Well there are a few reasons, but couple of the most important ones, is I wanted to make sure that every episode I produced was of high quality and I had time to put thought into it, and think about them. I read books or I'll read summaries of books and then I'll spend some days thinking about it and

thinking how that can apply to life, trying to simplify these lessons. To be able to simplify something you have to know about it deeply. The deeper you know about something, the better you'll be able to simplify that so other people can understand it. So I wanted to make sure I had time to do that and I wasn't just forcing myself to put out content just because that's what other people said, and it is working well. The other reason is I think sometimes if there's too much content, too many lessons, too many episodes, too many blog posts, too many e-mails, too many videos, I think we get overwhelmed, and feel like we're falling behind. We can't keep up with the content. So we get discouraged, disappointed, and we stop all together.

One great English lesson or book lesson per week I feel is enough, especially when you're dealing with pretty heavy life issues and lessons and things that can truly change your life, you shouldn't be going through that quickly, you should spend time to learn it deeply.

So yeah now you're getting one weekly episode. It will take me a lot longer to get to two hundred episodes this way, but uh, who cares.

I also have added more music. As you've heard probably. I love music and I like to integrate music into lessons, not too much, so you get distracted but enough to where you don't get bored, and believe it or not, I actually intentionally create the podcast music to help you feel good, put you in a nice mood, a good mood. A good mood for learning. The better you feel the better you learn, feel good, right?

Also coming up soon. This is pretty exciting. I have spent the last couple of months creating a premium membership and I will be launching this membership, these premium lessons very, very soon. Here you will find more English focused lessons, I'll take

one of these books from the month that I talk about, so these are based on similar books that I use for the podcast, but we'll get more focused, they'll be speaking lessons and advanced grammar lessons and mostly audio lessons. I truly believe that audio is best because all you need are your ears, you don't need your eyes. You don't need your hands, just your ears. So anyway speaking lessons, conversation lessons, talking to other people about the book so you can hear native speakers talking on these interesting topics. So *keep an eye out* for that in the next coming months. The Feel Good English Membership, yeah.

So there you go, some behind the scenes information and statistics and thoughts on the Feel Good English Podcast. I still do it primarily by myself. About 95% of it is done by myself. However I do have help out there, people that help transcribe the episodes, also some wonderful listeners out there that are very supportive and help me and ask if they can do transcripts or review transcript sometimes and edit them. Thank you so much for your help. Also people that give me feedback tell me what I should change, what they like, how it's helping them, so valuable when I get those e-mails. So thank you as well.

And before I go today I'm going to wrap it up here. First off, thank you so much for listening, truly keeps me going when I see the numbers of people that are listening to this. When I receive your e-mails, your support, you make it worth it. You make it worthwhile.

Best thing you can do. Help me spread the word. Help me share the podcast around the world. Tell your friends and family, post things online. If you like something share an episode on your Facebook or Instagram or whatever you use. I would truly appreciate it if you shared the Feel Good English Podcast to help other people feel good about life and English.

And I would love it if you sent me an e-mail and told me about your favorite episode and why it's your favorite. Send me an e-mail at [Kevin@feelgoodEnglish.com](mailto:Kevin@feelgoodEnglish.com) and let me know which episode really stuck out to you. An episode you really enjoyed, I'd love to hear from you.

So I'll wrap it up for today. I'll finish for today. Thanks again for listening to the podcast. I hope you stick around for a long long time. Don't forget if you are here to becoming more confident speaker. It will happen naturally. Just listen consistently, listen with emotion, connect to the lessons to your own life, and if you're listening to improve more than just your English well I will continue to bring you life-changing lessons from the best books in Ted talks that I fill my life with.

So, like I often do, I'm going to leave you with a joke and I better make it a good one. What is grammar? Grammar is the difference between knowing your shit and knowing you're shit. Didn't get that, didn't find that funny. Well, go to [feelgoodenglish.com/100](http://feelgoodenglish.com/100) to the blog post on this episode, where you will find the joke explained. And then you'll read it, you'll read the explanation and you'll laugh for hours and hours and hours.

See you in episode number one #101. Thank you bye-bye