

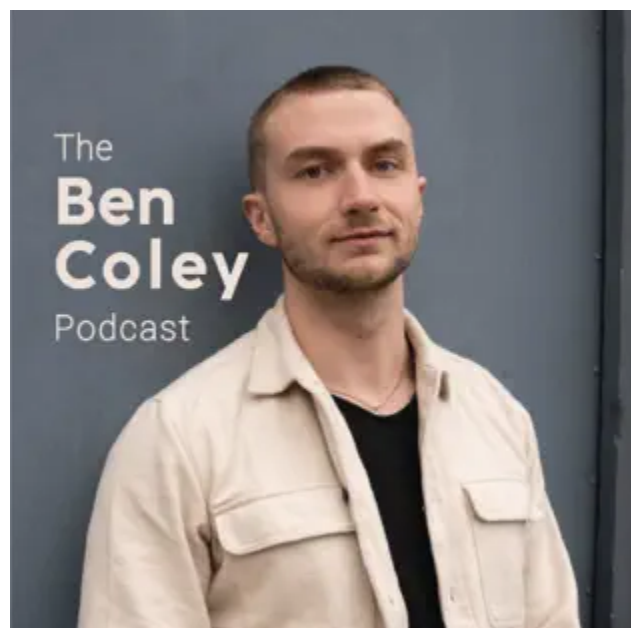


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The Ben Coley Podcast #030

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<https://podcasts.apple.com/gb/podcast/the-ben-coley-podcast/id1490833663>





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Goals

- To grow audience
- To grow personal brand
- To get more bookings

Thoughts/Analysis

Pros

- Wide range of guests
- Good conversation
- Available on many platforms

Suggestions

- Links for social profiles in podcast and/or episode descriptions - Make yourself and everything you do as easy to find as possible for people trying to contact you
- Post Linktree everywhere possible
- Use audiograms/quote images to promote the podcast (either on your own social media or by creating a specific one for the show) - I can show you how to automate and streamline this
- Repost to YouTube - I can show you how to automate this
- Use audiograms/quote images across multiple platforms - I can show you how to automate this to post across multiple channels with one click

Everyone assumes that most of the work is creating a great show. Sadly that's only about 25% of the battle, most of the work is promoting it on social media, as I have discovered.

In the past, I have had huge people on my podcast (including 6 former JRE guests) and failed to get anywhere near the amount of views I believed that I should. Then other shows with much lower profile guests have blown up, because they were marketed correctly. And in 2024, that means short-form video.



Short-form video [delivers the highest ROI](#) compared to all other forms of content and [nearly a third \(30%\)](#) of all short-form videos are watched 81% of the way through.

Audiences hang out in different networks, one person might be a Twitter doom scroller and the next might like to see pretty pictures on Instagram. [52% of US online adults](#) say they use multiple social platforms. Of this group, 56% use four or more social platforms, and 23% use seven or more. So in order to maximise your audience capture, you need to be posting your content in a least 2 or 3 different places and formats.

I can show you some pain free ways to create content for social media that will save you a massive amount of time and help to grow your podcast. ***(Or you can hire me to do it for you from £15 an episode).***

You can read more here:

- <https://thejist.co.uk/explainer/supercharge-your-shorts-and-reels-with-automation/>
- <https://thejist.co.uk/podcast-automation/how-content-repurposing-brand/>

Video Content

Here are some audiograms and graphics I've made for your show

https://www.dropbox.com/scl/fo/9o7hv8ny7hvqin4g6n9vy/ADBmIO_4cWJ-KaQyBzhOFKk?rlkey=57cupl1o7pmax7okjrd6oru11&st=4v2w4q6u&dl=0

"I feel like if you do anything creative, if you're in music or maybe you're a writer or an actor or something, you have this idea in your head of what the job is actually going to be. But that idea that you have in your head is like ten years out of date because the industry has already moved on and it's kind of continuing to move on."

Will Pope - The Ben Coley Podcast

Castmagic

"When you don't have all the time in the world, you're like, 'how should I best use my time to do things?' But it's really good to experiment and to keep just sort of enjoying the the fun of it".

#030 Will Pope
The Ben Coley Podcast

Castmagic



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Here are some other audiograms I've made for clients

<https://www.dropbox.com/scl/fi/aogca1ypf32tggq9dt37v/The-Booking-Club-Jack-Aldane-2.mp4?rlkey=d70vq7qjrljdlw4dseti7pf9p&st=yqddh7fb&dl=0>

<https://www.dropbox.com/scl/fi/i2zj5rwvt2cv7zkrv446g/The-Booking-Club-Jack-Aldane.mp4?rlkey=vq2c8xa8jogynukkk200joi24&st=gqs4zo2y&dl=0>

<https://www.dropbox.com/scl/fi/ttqwh8oucevyjejsz7x8z/The-Booking-Club-Jack-Aldane-6.mp4?rlkey=3b3m205kncqe8mvds22cfv9pb&st=sjgu95wn&dl=0>

Suggested Titles

1. Navigating the Chinese Music Scene, Honest Songwriting, and Overcoming Writer's Block with Will Pope
2. Will Pope on Beijing's Music Community, Honest Music Creation, and Battling Writer's Block
3. Folk Music Insights: Will Pope Discusses Beijing's Scene, Honest Writing, and Tackling Writer's Block
4. Exploring Beijing's Music Scene and Honest Songwriting: Will Pope's Journey
5. Will Pope's Experiences in Beijing's Music Scene and Strategies for Overcoming Writer's Block
6. Honest Songwriting and Writer's Block: Will Pope's Musical Journey in Beijing
7. Inside Beijing's Eclectic Music Scene: Will Pope's Take on Honest Music and Writer's Block
8. Will Pope on Beijing's Music Scene, Crafting Authentic Songs, and Conquering Writer's Block
9. Beijing's Music Scene and Honest Songwriting: Will Pope's Guide to Battling Writer's Block
10. The Creative Process: Will Pope on Beijing's Music Scene, Honest Songs, and Writer's Block



Suggested YouTube Tags

folk music, Will Pope, Blackbird Fever, South Yorkshire, Rotherham, London, folk musician, teaching English in Beijing, finger picking, Tallest Man on Earth, lo-fi music, acoustic guitar recording, self-produced music, music production, Focusrite interface, electric guitar, songwriting process, vocal melody, acoustic guitar riff, creative process, 2021 music release, Stormy Seas, Beijing music scene, Chinese audience, Gretsch guitar, jazz box guitar, finger style guitar, music collaboration, horn section, string arrangement, writer's block.

Timestamps

00:00 Tallest man on Earth modernized folk music.
03:40 "I produce all my own music, usually at a friend's place or in my flat in London."
09:37 Be honest, develop technique, be distinctive.
10:50 Started music at 25, missed formative years.
15:04 Outdated industry views persist among creative professionals.
16:54 Foreign musicians tour China, perform in Tango.
19:59 Choosing finger style guitar.
23:16 Considered solo singer-songwriter; exploring piano, banjo, guitar.
26:20 Trust your instincts and pace yourself.

Description/Summary

Hey everyone, it's Ben Coley here from The Ben Coley Podcast. Just wrapped up an enlightening session with Will Pope, a fantastic folk musician from South Yorkshire. We dove deep into the Chinese music community, the art of writing honest, raw music, and tackling the dreaded writer's block. Will shared his journey from teaching English in Beijing to becoming an artist in London, and it's packed with inspiring insights for any creative soul. Don't miss this episode, #032, it's a gem for all music enthusiasts and aspiring artists. Catch it now on your favorite streaming platform!

Key Points

1. ****General Thoughts on Music and Creativity****



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- Interesting and terrible aspects of the current music scene
- Challenges of standing out as an artist
- Importance of doing music for the love of it

2. ****Will Pope's Introduction and Background****

- Will Pope's experience as an English teacher in Beijing
- Origin and current base of operations (Rotherham in South Yorkshire, based in London)
- New single release: "Blackbird Fever"

3. ****Discussion of "Blackbird Fever"****

- Influences from "The Tallest Man on Earth"
- Recording and production details
- Feedback and personal preferences on the mix and sound quality

4. ****Creation Process of "Blackbird Fever"****

- Simultaneous development of vocal melody and guitar riff
- Lyrics development following the melodies
- Process of recording and refining the song

5. ****Honesty in Music and Artistic Process****

- Staying true to personal experiences in songwriting
- The uncertainty of what makes music stand out
- Enjoying the creative process



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6. ****Will Pope's Journey in Music****

- Timeline of releasing music since 2021
- Late start in serious songwriting and formal music education
- Role of music as a journaling method

7. ****Beijing Music Scene****

- Duration and experience in the Beijing music scene
- Characteristics of the community and environment for musicians
- Comparison with traditional music industry hubs (London, LA)

8. ****Instrument Preferences and Details****

- Discussion on guitars, including Gretsch and Martin preferences
- Experiences with different types of guitars and their significance
- Casual conversation on guitar-related topics with Ben

9. ****Musical Techniques and Inspirations****

- Influence and interest in artists like Andy McKee and Don Ross
- Exploration of intricate guitar techniques and fingerstyle guitar
- Practicality and realism in adopting complex musical styles

10. ****Future Musical Directions****

- Potential for introducing more instruments and collaborating with other musicians
- Examples of previous collaborations and song arrangements
- Upcoming single "Rooftops" with string arrangements



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11. **Discussion on Writer's Block**

- Personal experiences with creative blocks
- Importance of persistence and knowing when to take a break
- Balancing forced creativity with natural progression
- Using new music and inspiration to overcome writer's block

Key Quotes

The Evolution of Folk Music in Modern Times: "Tallest man on Earth was one of the first artists I came across who was really modernizing that kind of Chedd Atkins style of finger picking that was kind of quite big, I suppose, in the seventies and earlier back like this."

— Will Pope [00:01:5600:02:15](#)

The Creative Process Unveiled: "I came up with both the vocal melody and the acoustic guitar riff, like the main melodic line and in the vocals and the guitar riff kind of together on, like, one morning."

— Will Pope [00:07:1000:07:22](#)

The Secret to Authentic Artistry: "All you can really be it sounds quite trite, but you just have to be sort of as honest as you possibly can to your own experience into what you see around you."

— Will Pope [00:09:3700:09:45](#)

Starting Late in Music: "I didn't really start singing or releasing or getting serious about the songwriting until I was, like, 25."

— Will Pope [00:11:2200:11:30](#)

Finding Yourself in Music: "Music had always been, and up until that point and continues to be a kind of form of journaling, I suppose."

— Will Pope [00:12:2200:12:28](#)

The Magic of Beijing's Music Scene: "We're in this place, and we just like making music and we're just gonna jam, and maybe something happens, maybe something doesn't."

— Will Pope [00:13:3900:13:46](#)



actions

****Are We In The Right Place?:**** "But I feel like nowadays, that's less and less the case. I don't really feel like you need to really be anywhere."

— Will Pope [00:14:1400:14:23](#)

The Evolving Creative Industry: "If you do anything creative, if you're in music or maybe you're a writer or an actor or something, you have this idea in your head of what the job is actually going to be. But that idea that you have in your head is like ten years out of date because the industry has already moved on and it's kind of continuing to move on."

— Will Pope [00:15:2400:15:43](#)

"Finding My Unique Guitar Style": "And I ended up really connecting with this one guitar that was kind of small, I forget the name of it. I don't really remember the models or anything. I probably should, but the guy who sold it to me described it as a finger style guitar and he was like, oh, it's good, but you should only get that if you want to learn finger style guitar. And I was like, maybe I will, maybe I won't. But then I got it."

— Will Pope [00:20:0900:20:32](#)

"Artist Collaboration Aspiration": "Yeah, no, I quite like collaborating. That's something I'm trying to do a lot more."

— Will Pope [00:23:5500:24:01](#)

LinkedIn Post

🎙️ ✨ Exciting News! Our latest episode of The Ben Coley Podcast is live! In episode #032, I had the pleasure of chatting with the incredibly talented Will Pope about his journey through the Chinese music community, creating authentic music, and tackling the ever-dreaded writer's block.

🎵 Will Pope, a folk musician from Rotherham, South Yorkshire, shared his experiences and insights on modern folk music and producing lo-fi sounds in an increasingly polished industry.

🔑 ****Key Takeaways:****

- ****Authenticity in Music****: Will emphasizes the importance of being as honest as possible with your experiences and surroundings when creating music. He believes this authenticity can resonate deeply with listeners.



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- ****Navigating Writer's Block****: Will provides practical advice on overcoming creative slumps—emphasizing the dual approach of both pushing through and taking breaks when necessary.

- ****Community and Creativity****: Through his unique experience in Beijing, Will highlights how a supportive and eclectic music scene can inspire creativity and provide a space to enjoy music purely for its own sake.

Don't miss out on this enriching conversation! 🎧 Listen to the full episode now and join us in exploring the artistry and challenges of the music world.

#TheBenColeyPodcast #FolkMusic #AuthenticityInMusic #CreativeProcess #WritersBlock
#MusicCommunity #LoFiMusic #PodcastEpisodes #NewEpisode

👉 Listen to the full episode here: [Podcast Link]

Drop your thoughts below 🗨️ or share this post to continue the discussion in your network!

Newsletter

Subject: 🎸 Discover Honest Music & Creative Insights with Will Pope on The Ben Coley Podcast! 🎵

Hey [First Name],

We're excited to bring you the latest episode of The Ben Coley Podcast, featuring the incredibly talented folk musician Will Pope! This episode is jam-packed with insights into the creative process, the vibrant and eclectic Beijing music scene, and strategies for overcoming writer's block. Here's a sneak peek of what you'll discover:

Episode #032 / 'Will Pope' on the Chinese music community, writing honest music & WRITER'S BLOCK

🎵 Behind the Music: "Blackbird Fever"

Will gives us an in-depth look at his new single "Blackbird Fever." Ben Coley hears influences from "The Tallest Man on Earth" and praises the intricate finger-picking style. Will candidly discusses the production process, balancing lo-fi aesthetics with polished sound.

🌍 Immersive Musical Journeys

Ever wondered what it's like to be a musician in Beijing? Will shares his unique experience of teaching English and immersing himself in a small but vibrant music community. It's a testament to how music connects us, no matter where we are.



🎸 Guitar Geek-Out

Guitar lovers, this one's for you! Dive into a fascinating conversation about Will's choice of guitars, from Gretsch to Martins, and how these instruments shape his sound. Ben and Will also explore the world of fingerstyle guitar, touching on influences like Andy McKee and Don Ross.

🧠 Tackling Writer's Block

Struggling with creative blocks? Will's got your back. He opens up about his own battles with writer's block and shares practical advice on staying inspired and productive. Whether it's taking a break or powering through with a flurry of songwriting sessions, there's something here for every creative soul.

🎵 Future Sounds

Will also discusses his plans for future projects, including exciting collaborations and new instrumentation. Keep an ear out for his next single, "Rooftops," featuring a stunning string arrangement.

[🔗](#) [Listen to Episode #032 Now!](#)

[📢](#) **Help us Spread the Word!**

If you enjoy this episode, please share it with your friends and fellow music enthusiasts. Don't forget to leave us a review on your favorite podcast platform to let us know what you think! Thank you for tuning in and being part of our podcast family. Stay creative and keep the music alive!

Best,

The Ben Coley Podcast Team

P.S. Make sure to follow us on [\[Twitter\]\(#\)](#), [\[Instagram\]\(#\)](#), and [\[Facebook\]\(#\)](#) for behind-the-scenes content, updates, and more!

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💡 **Got feedback?** We'd love to hear from you! Reply to this email or drop us a message on our social media channels.

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Twitter Thread

Sure, here's an engaging Twitter thread based on the transcript:

📖 Thread: Navigating the Musical Journey with Will Pope 🎵🌿

1/ 🎤 "Do it for the love of doing it." These wise words from folk musician Will Pope remind us that passion should always come first. Listen to his new single #BlackbirdFever now! 🎵
#FolkMusic

2/ 🌍 From teaching English in Beijing to strumming strings in London, Will's journey is anything but conventional. He discovered a unique music scene amidst Beijing's bustling streets. 🏙️

3/ 🎧 Influenced by the intricate finger-picking of artists like The Tallest Man on Earth, Will infuses lo-fi, grainy mixes to modern folk, making imperfections a part of his charm. 🎸
#MusicProduction

4/ 🏠 Home studios can work wonders! Will recorded #BlackbirdFever right in his London flat using just a simple setup. Proof that passion trumps equipment any day! 🏠🎤

5/ 🧠 Ever feel the mix is too muddled? Will did too, but he loves the droney effect it creates. "It's all about what feels right to you," he says. Trust your ears! 🧠

6/ 🎵 The creation of #BlackbirdFever was a meditative process - guitar melody and vocal lines meshed together organically over a morning. Songwriting can be as spontaneous as it is beautiful. 🌞🎤

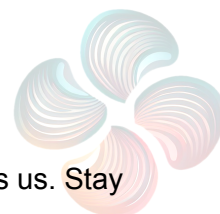
7/ 🌍 Will's music translated into a unique experience for Chinese audiences, despite the language barrier. Proof that music is a universal language. 🎵🌐

8/ 🎸 Fun fact: Will is a fan of Gretsch guitars, perfect for his fingerstyle patterns! His collection is a testament to his evolving sound. 🎸❤️ #Guitarist

9/ 🎶 Collaboration is key! Will's next single #Rooftops features a string arrangement by a friend. Bringing new textures into your music can be incredibly rewarding! 🌟

10/ 😞 Dealing with writer's block? Will advises: "Sometimes you do have to force it, other times you need a break. There's no one-size-fits-all approach." Creativity has its own rhythm. 🕒
#SongwritingTips

11/ 🌍 In our digital age, you don't need to be in LA or London to make it big. Will's journey shows that passion and authenticity can shine from anywhere. 🌟🌟



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12/ 🌱 "There's a lot of interesting, cool stuff happening all the time now," Will reminds us. Stay inspired, stay true to yourself, and keep creating! #MusicLife #StayInspired

Hope you enjoyed this insight into Will Pope's musical journey! 🎵 Follow him @WillPopeMusic for more tunes and stories. ➡️

[Link here]

#MusicJourney #IndependentArtist #FolkMusic #CreativeProcess

Promotional Tweets

Sure, here are five engaging tweets to promote the episode:

1. 🎧 NEW EPISODE ALERT! Dive into the eclectic world of Beijing's music scene with the incredible folk musician Will Pope! 🎵 ✨ Discover his inspirations and journey on #TheBenColeyPodcast. Tune in now! 🎧 🌍 #FolkMusic #PodcastEpisode32

2. 🌟 Ever wondered what it's like to create honest music in the bustling streets of Beijing? 🇨🇳 Join us on #TheBenColeyPodcast as Will Pope spills the secrets behind "Blackbird Fever" and more! 🐦 🎵 #MusicCommunity #PodcastMagic

3. 🎸 From finger-picking influences to tackling writer's block, Will Pope shares it all on the latest episode of #TheBenColeyPodcast! 🚀 ✨ Hit play NOW and unravel the magic of #BlackbirdFever. 🎧 🔥 #FolkMusicLovers

4. 📝 🎵 Got writer's block? Tune into #TheBenColeyPodcast where Will Pope shares his journey of overcoming creative hurdles and pouring his soul into his music. A must-listen for all creatives! 🚀 ✨ #MusicInspiration

5. 🌍 ✈️ From Beijing's vibrant music scene to the release of his mesmerizing single "Blackbird Fever," Will Pope takes us on a musical adventure! 🎵 ✨ Listen to #TheBenColeyPodcast for an insider's look into this folk musician's world. 📻 🎧 #MusicJourney

Feel free to tweak these as needed to match your podcast's voice and style!



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