

## Daniel Munday Small Business Dads

[00:00:00] **Daniel Munday:** The reason why you get out of bed every day, I guess it's just, you know, you do it for your family, you do it for, you know, for some satisfaction with what you do.

[00:00:09] **Paul Sweeney:** So welcome to The Business Behind Your Business podcast. And look, we are coming up to the 30 for September, which is International Podcast Day. And if you didn't know, International Podcast Day existed, well, you won't be alone, but we're here to tell you it does. And what better way to celebrate International Podcast Day than to interview another business owner who set up his own podcast.

[00:00:58] And it's quite an [00:01:00] interesting story as to why the podcasts and how it's different from the actual business that he runs. So we are joined today by Daniel Munday. It's good to see you. We can actually see each other, but we can't physically see each other at the moment, but, uh, you know, technology.

[00:01:22] So Daniel your main business is DPM Performance. And do you wanna just tell us a little bit about what DPM Performance is?

[00:01:29] **Daniel Munday:** Yeah, it's one of those things that, um, it's a personal training business, but the name, if I had my time, again, 16 years later, it's something that I wouldn't run with now, back in the day, I used to want to get involved, [00:01:40] I was involved in rugby and all that sort of stuff and wanting to get involved with training athletes. And, but at the time I was working in corporate health and I sort of figured, well, you know, I've got a client-base here looking for service and know, looking for stuff that wasn't being offered in the gym [00:01:56] I was working at the time and it seemed silly to throw all that [00:02:00] potential clients and what I was already doing away to try and get in the rabbit hole of working with athletes and doing all that sort of stuff, when there's enough people doing that anyway, at the time. So I started a business off the back of the corporate health background and 16 years later here we are, you know, now. It's running through, we've gone through all different stages with my clients and, you know, people were getting married and having babies, and now we're all 40 and 50 plus and some, a little bit older and that's one of the you know, it's the joys of doing what I do has been able to help people, especially now keeping them [00:02:35] Um, you know, keeping them active. Even though we're doing it remotely or via zoom, we're giving people an outlet basically for exercise.

[00:02:43] **Paul Sweeney:** Yeah. That's, that's great. And I think a lot more people have been focused on that exercise or looking after their own health during, during this COVID situation. But I guess having to move from what is traditionally a very face-to-face way of delivering your service to moving into remote or video [00:03:00] delivery that must have been [00:03:01] quite a change.

[00:03:03] **Daniel Munday:** It's hard. Initially when we had a bit of experience last year with it there was a few, you know, speed humps you'd get over and your work, you find out what works and what doesn't work. You know, and for me I'm going out in the car and doing my session at 20 to six in the morning for my first group now [00:03:20] so I don't wake up the house and don't want to wake up the kids or the wife, cause I've figured out that's not worth the hassle and I don't want to pay for that, but so yeah, so I go out in the car and it's in the car doing it, but it's basically you know, you just learn as you go and we're a lot better off now than what we were if this had've happened, you know, 10 years ago, whatever.

[00:03:42] And there was no such thing as Zoom. You know, y'all could do one-on-one Skype meetings, I think at the time you know, video calls with people. But I don't think there was a way where we could really do group stuff.

[00:03:51] **Paul Sweeney:** Yeah. And I guess that was a lot of lag in those Skype sessions. I remember often you'd hit wait and then eventually the voice would come through and maybe the [00:04:00] video would come through and they'd be out of sync.

[00:04:01] So it'd be very hard to deliver. So yeah, we are fortunate we can do that. And I think there's a bit more, or actually there's a lot more acceptance because I think we've been forced to accept a different way of doing things.

[00:04:13] **Daniel Munday:** Yeah, I think, and I think now, especially like I'm lucky in a way, because before one, I can still do it. [00:04:18] But the fact that my business is health based and fitness based. It's an outlet that people need right now. I know it's another time, you know, another session they've got to spend on their computer, but at least they're actually physically doing something. And it's an outlet that we all need now [00:04:33] And especially, you know, for, as you and I both as, as as parents you've got a whole bunch of things on your plate anyway, and you need a clear head, so you're not coming home and taking out the frustrations or switching the computer off and taking your frustrations out on the kids all the time.

[00:04:48] And So I just think for your own mental health, especially, you know, as we record this tomorrow, is R U Okay day? And there is a higher importance placed on mental health, luckily at the moment. And, [00:05:00] and luckily people are seeing it as a way to get an outlet. And that's, you know, I think it's something we all need to focus on right now.

[00:05:07] **Paul Sweeney:** Hmm. I, I think that that self care for, for anybody in business is important, no matter what stage is. And like we're focusing, I guess, very heavily on COVID. Cause that's, that's, that's what we're faced with at the moment, but I think. That whole idea of self care and looking after yourself as a business owner because a lot of business owners don't have that network that don't have that support network and they'll pour a lot of their time and energy into the business.

[00:05:32] And then 10, 15, 20 years later, they've got some serious health problems because they haven't looked after themselves in that period. And then when they're not looking after themselves, they're not looking after their family. They're also not looking after their business as well. So I think has the catalyst of COVID helped, with raising awareness of the need to look after yourself?

[00:05:50] **Daniel Munday:** with the people that I work with, I think more, it's just been not I'm lucky enough, a lot of my clients are long-term, you know, I've been in business for a while. I guess a lot of my clients have been with me for five [00:06:00] plus years, 10 plus years some coming up to 15, so they already have known the importance of looking after themselves and it's just normal part of their day for So, I don't know whether from that regards to there, um, you know, they finally realized there's a chance to look out for himself, but I know in the general population, I just, you know, you look out the window and there's more people walking past my front door than they used to be, you know, families going out for walks or people just go in there for walks. [00:06:25] I know that's just to get outside of the house, but they're still doing something. So, I guess indirectly, it probably has for a lot of people if they weren't already doing something and would have been a good chance to, because you don't have that day-to-day incidental exercise that you normally would, you know, whether you walk to the train station or your walk up to the office or your walk, you know, a couple of blocks to get lunch, or you go to a cafe for a coffee.

[00:06:48] Like people aren't doing that anymore. Because we're all at home. So I guess anything is, it's all going to add up.

[00:06:56] **Paul Sweeney:** Yeah, look, I know that the, the days that I don't [00:07:00] exercise and I spend more time sitting down in front of the computer are the days, I actually feel more fatigued and probably less effective.

[00:07:07] And when you, when you add a few of those end to end, all of a sudden you're quite tired, energy low, tempers are fraying. It's not a good situation. You've got to get outside and, and take advantage of it, move around and, and, and do some exercise, even, even just walking around. It's gotta be a start. So,

[00:07:27] **Daniel Munday:** so it doesn't matter what it is. [00:07:28] Just someone someone's doing something. You just know if you're not used to doing anything, get outside and walk around the block. And before one of the break up your day, especially if you're under the pump you know, just to clear your head space. Now I just think you need that. Something to get away from everything right now, and to put focus on you. [00:07:45] So you are looking after yourself.

[00:07:47] **Paul Sweeney:** Yeah. And like you mentioned that some of your clients have been here for 15 years, so there's a bit of loyalty there and that's, that takes a lot of efforts to build up. But the, I guess, you know, the temptation [00:08:00] would have been for a lot of, a lot of customers and a lot of businesses just to say, well, hang on, we can't do anything.

[00:08:06] Put this on hold until we come back from COVID obviously that was a choice that you said, well, no, we're not going to do that. We're going to look at it a different way of doing it. What are some of the things that you did with your customers to make sure that you've held onto them during this period?

[00:08:20] **Daniel Munday:** I think it's just.

[00:08:24] Well, I think for one, just being able to adapt and provide the zoom, but you know, like we said before, like they need the exercise as an outlet, as much as you know, you and I do. So a lot of them are business owners themselves. And even those that aren't, you know, they're all in high pressure jobs. And they've all got a hundred things to do each day.

[00:08:43] And. Well, I guess for me it's so I think it's just giving people what they want it's that old saying, give people what you want. And then you, sorry, you give people what they want and you'll get what you want in the end. And, and I just think you come across as relatable [00:09:00] and that you actually care about people, that you actually care about the client. [00:09:05] Um, you know, that comes through and then they're more likely to stick around as well, because I saw a lot of people last year, and even this year as well, when, not a lot, but a couple that are, you know, they're a bit old fashioned and they're not into zoom and all that sort of stuff, but they said, look, we're still happy to support you because we want your business to still be there at the end.

[00:09:23] Yeah, which is appreciated, but I think that comes back down to the relationship that you're able to build with the people over the years before that.

[00:09:31] **Paul Sweeney:** Hmm. So, so building those relationships, that's been been key and yeah, I guess, critical to maintaining your clients over such a time period.

[00:09:40] **Daniel Munday:** Oh, that's the only reason I'm still in business now, you know, like it's I don't claim to know everything or, you know, maybe my 21 year old self might have thought otherwise.

[00:09:49] But yeah, definitely. Now the older you get, you realize you don't know at all, but just like I said, just actually caring about people and about the outcome and not just being in it for me.

[00:10:00] I think that helps.

[00:10:01] **Paul Sweeney:** Yeah, oh good. Good Good. Yeah so. Look, we, we mentioned at the beginning that it's International Podcast Day that we're recording this for. [00:10:09] Uh, during this period, I've discovered you and your podcast, the Small Business Dads podcast. What was the reason behind starting a podcast and particularly one that seems, I guess, quite different to I guess the personal training and health and fitness.

[00:10:27] **Daniel Munday:** It was something I do a little small fitness one on the side, just, you know, every couple of weeks I put out a five minute episode or whatever, just basically, it's just another way to put content out from that one as you know, it was just Recycling some content from my blog and my emails that I send that to my clients and people in my database. But with this one, it was an idea I had in the back of my head for a little while. The start of last year, I think also, you know, I don't know. I just, I don't know why. I just thought something popped into my head.

[00:10:57] yeah about business and about [00:11:00] dads and about doing something and I don't know, on the top of like that I thought, oh, you know, I've got a hundred things to do. I'd never really gave it much thought. But then when the first lockdown hit last year, I thought, okay, well now's the chance to see now, see what it's about because there's a lot of podcasts out there as you know, but you know, a lot of business podcasts as, you know, parenting podcasts and all that.

[00:11:21] And I didn't really find anything. That was able to build a personal connection with people. And that's how, you know, when you don't know someone. But then you're trying to get their story out in half an hour. But I don't know. I just felt like people it's that old saying, you know, you're more likely to do business with someone if you know them and if you like them and if you trust them.

[00:11:42] And I figured rather than just another podcast where someone's coming on and, you know, which is basically an advertisement, I want to know a bit more about what makes someone tick. And I don't know it's like it. So it was just an idea that. So I thought, well, you know, we'll give it a go. And as I think this [00:12:00] morning I did the 64th episode.

[00:12:04] So it's just, um, it's gradually just well, in the space of 18 months, I guess it's, um, we've been able to knock out a few episodes.

[00:12:13] **Paul Sweeney:** Absolutely. Look, I think most don't get past the 10 episodes. So it's a great achievement and look, having a listen to the content that you've got on the Small Business Dads podcast, [00:12:27] Well, I think essentially you've got dads who are business owners or running a business. And again, like you said, you're not just looking at their business skill, but you're looking at the story behind the person and, and making it, I guess really approachable, but also people your listeners can identify with who you are interviewing.

[00:12:45] **Daniel Munday:** Well, that's what I hope, at the end of the day like I want to come across and this is. I think we're lucky now, times are different from, you know, when we were kids and you know, our parents before us, when, you know, the dad went to work and, you know, you'd see your kids on your weekend, if you were [00:13:00] lucky.

[00:13:00] And we had a lot of trouble to get to this place in the first place, years and years ago. And I just thought if I ever do uh, become a dad, if I'm lucky enough to become a dad, I want to make the most, I don't want to be just a weekend dad. And so I made that and you know, there was a story

familiar. Um, my oldest, she'll be eight in January next year, but when she was, when she was born, there was times like, you know, those days I was doing early morning sessions, I was working on lunchtime sessions during the day. [00:13:28] And then I was doing evening sessions as well. There were days where I didn't see her and. There's a couple of days when I just thought, you know, what like, what am I doing to for? So it was more important for me to be a dad at the cost of my business, you know, I'm sure it's costing me a couple of dollars over the years, but at least now I've got a relationship with my kids now.

[00:13:48] And so that was part of the driving factor behind something like podcasts as well. Putting, you know, I want to have a chat with other, other blokes that you know, that yes, they run a business, but it's not the only thing that drives. [00:14:00] It's um, so I wanted to make it come across as something that's personal.

[00:14:04] And, and, and see if there's a market for it. Basically, it was just basically throwing it up in the air and then seeing how it works. And, you know, it's not the most successful podcast in the world, but we're still ticking away and that's I enjoy having a chat with people and finding out more about them.

[00:14:19] And just, you know, giving blokes an outlet where they can be heard. And it's a small little way that they can pump their business. Yeah, hopefully and not indirectly one way or another might lead to someone hearing it at one point or another one, I think. Okay. You know, resonate with this bloke. And that might be someone that I'm wanting to look into using their services.

[00:14:35] Yeah.

[00:14:35] **Paul Sweeney:** Uh, yeah, you touched on it. Like as a business owner, you do business with people. You don't just do business with business. You do business with people and, and, and helping people actually, uh, learn about who's in the network. Well, who's in the community that runs a business and they're not just a face. [00:14:51] They're not just a guy out there spruiking their business, but they're a real person. There's a real story behind them. My [00:15:00] awareness of some of the guys in the, in our community. So we're from the same community, the Hills community in Sydney. And my awareness of some of the people that are running or some of the dads, particularly who are running businesses has grown from listening to your podcast.

[00:15:14] Because there's guys on there that I've not met, have not interacted with, but all of a sudden, I know, Hey, this is the guy I need to go to. Because I know he does this and this is why I'm going to trust him because I know a bit more about him.

[00:15:26] **Daniel Munday:** Yeah, well, that's yeah, that's the whole point of it really isn't it because, you know, the world's big enough these days that you don't know everyone in the your community, obviously, and people, these days are all busy with their own lives, but if it gives some way you know, I want to know someone people to share their story basically.

[00:15:43] And it's, um, it's fun to do. And you find out something about them, what makes them tick, but also about what they do, of course, which, like you said, because you don't know when you're going to need that product and whether it's a plumber and your hot water system goes, or, you know, your accountant, if you're not happy with your one that you know, that you're working with [00:16:00] now, and, you know, as you know, um, Uh, it's, the possibilities are endless with all the different types of people that we can have in our guests.

[00:16:06] **Paul Sweeney:** Yeah, absolutely. Look, one of the things that's really been beneficial for me, I know that you've found this as well 'cause I've picked up on some of your responses in the

interviews is that the people you're interviewing, you actually learn a lot from them, yourself, which you can apply to your own business.

[00:16:23] Often I hit stop on the recording and walk away going right now, okay, from that, I need to do these three things because I'm not doing them in my business and they should be done. So all of a sudden, I've, you know, I've had a half hour conversation with somebody, but I've walked away with three absolute gems of things to do. [00:16:41] And sharing that with other people. But I know that I can't do everything. So if I'm going to need more, more help with that, I know who to go to now. So what are some of the things you've learned from 64 episodes? What have you picked up?

[00:16:58] **Daniel Munday:** Well, I think it's awesome. What we said [00:17:00] over and over again, just hearing someone share their story is pretty cool, but this, the main thing, you're not alone, it can be, I'm a sole trader it's [00:17:09] You know, I work by myself. I'm used to that, but you know, obviously it's 16 years coming up in October, but. You're not the only one that goes through the small issues and not everyone's fine, not everyone's making millions and millions of dollars and that's fine. Everyone's just doing their best. But there are hard parts, no matter what stage or size your business is there's going to be hard [00:17:28] parts, is going to be days; there's going to be good days, there's going to be bad days, celebrate your wins. And you know, learn from your losses, I guess, and setbacks. Um, you know, I've had plenty of in my career there's stuff that I wouldn't do again. And, but I just think. [00:17:45] that old question that I always ask, and that I asked you that, you know, what would you tell your younger self? That's always an interesting thing too, because going back to, you know, going back to what you would say back in the day is something that, um, you know, you obviously can't go back and do, but it's pretty cool to find out, you know, [00:18:00] what you would go and tell your younger self.

[00:18:02] You know, it's just a confirmation, I guess, that it's all that the thing, you know, the reason why you get out of bed every day, I guess it's just, you know, you do it for your family, you do it for, you know, for some satisfaction with what you do. And, you know, I love getting out of bed and, you know, I love getting to be able to help people and it's just, it's nice to meet people that are like that as well.

[00:18:25] **Paul Sweeney:** Hmm. So what, has there been any, any particular. I guess conversations you've had, where, where you've just where it's been ground breaking for you, been one of those 'aha' moments where you figured, all right, this is, this is going to change how I do things.

[00:18:40] **Daniel Munday:** Um, well I think for me, it's more realization that, okay, look, I don't, I don't have to do what everyone else does.

[00:18:50] And you know, everyone's got your own way of doing things. I'm pretty set in more ways now, I guess, but.

[00:18:57] It's more reassurance, I guess, that, you know, [00:19:00] you're hearing stuff like what you said in your episode. You know, you mentioned just reinforcing the importance of looking after yourself and that you're a better dad when you do that. Um, know it makes you more effective at running your business and on, and now it's more, just a reassurance of things that you hear things over and over again.

[00:19:16] And I guess, you know that you're doing okay and you're going to have good days as a dad. You have bad days as a dad. And it's nice to know that you're not the only one, the more get frustrated or with the kids or whatever. Sometimes I don't know. It's hard to say. So I think it's more, it's just a reassurance, um, overall that, you know, you're doing your best and yeah.

[00:19:34] And that just shows you care about your kids. I guess that if you know [00:19:40] we're all going to stuff up at one point or another. But you just keep turning it up and then you keep having to go. So it's probably, it's probably a long-winded answer, but probably the only way to get to the point. But yeah.

[00:19:54] **Paul Sweeney:** Yeah. I think as a sole operator role or the key person in a business, that it can [00:20:00] be quite lonely at times. [00:20:01] And, and sometimes when you do have those hard days, it's, it can be tough. So knowing that other people have had hard days, they've had tough circumstances and they've got through. Yeah. You're not alone in the community. And, um, yeah, you mentioned the, the R U OK day, and there's a bit more awareness about that, [00:20:21] traditionally, you know, uh, males didn't open up, wouldn't communicate when there was an issue and we bottled it up. But I think now there's a bit more awareness or a lot more awareness, a lot more support that, uh, things don't always go exactly as we planned. But there are ways that we can move, move out of it and we can get support for those things.

[00:20:39] **Daniel Munday:** No, I totally think that's more acceptable now to reach out for support. And I think what's the stat. Is it something, one in five people I think it might be at some point in their life that's going to have some type of a mental illness. It's like, it's not as if it's just, you know, some person that you never hear about the chances are [00:20:58] if it's not you, it's going to be [00:21:00] someone you're pretty close. One in five and like, we can't have blokes killing themselves or, you know, I don't want anyone kind of anyone, not women as well. Of course. Um, you know, kids that's not the main thing that, especially when you're a parent is you know, that you'd like, you know, you gotta be there for your kids. [00:21:13] And so if something's not right, you gotta do something about it before it's too late.

[00:21:17] **Paul Sweeney:** Yeah. And look, there's plenty of places that that you can get help. You've mentioned, R U Okay and I think we've got Lifeline and

[00:21:25] **Daniel Munday:** Beyond Blue is another one, Black Dog Institute is on the list

[00:21:29] **Paul Sweeney:** so there's plenty of resources out there. [00:21:30] And look, if you, if you are struggling with business then or anything. Because you to reach out to one of those and we'll put the links to those sites in, in, in the notes. But look as a business owner you're not alone. And, what you've shown Daniel through the Small Business Dads podcast is that there's a lot of guys out there running businesses and running and being dads and working through some of the issues that are going to come up in running a business.

[00:21:57] **Daniel Munday:** there always is. And a lot [00:22:00] every. At the end of the day, we're all going to have a bad day at one point or another. I think there was one, I can't remember what episode it was, but there was one episode. Um, I did recently and he just said like, have a bad moment. Um, actually it was David Lindsay [00:22:14] it was who said have a bad moment, not a bad day, accept it for what it is. And going back to your other question, that's probably, that's probably another good take home point. Um, you know that I learnt moving forward is, you know, things don't go; always go to plan you're going to have a bad day. Uh, or you're going to have a bad part of a day. David's point was to try and make it a bad moment rather than say, okay, this is going wrong.

[00:22:34] This is going wrong well today's a write-off. Okay. This has gone wrong. Okay. It is what it is. Accept it. Then move on and do what you got to do to, if you can't solve the problem and then walk away, do whatever you got to do, but then just realize it's a bad moment. There's not, there's not necessarily a bad day.

[00:22:51] Um, so I stopped myself in my tracks then, cause I was saying everyone has a bad day, but coming back to that point, um, yeah, it doesn't always have to be a bad day. [00:23:00] That's probably a big take home point.

[00:23:02] **Paul Sweeney:** Yeah, absolutely. That's that's great advice. And I look, you've, you've spoken with a lot of guys that have got some great experience to share. [00:23:09] So. If somebody wants to have a listen to the Small Business Dads podcast, where do they go?

[00:23:17] **Daniel Munday:** Well, you know, Apple, Spotify, and Google, whichever basically, um, basically anywhere where you listen to a podcast, iHeart Radio, all those sort of options. They're all up on there, but there is a website, <https://smallbusinessdads.com.au/> that's got the info [00:23:31] as to which of the episodes, but it also has a little bit of a profile on each of the blokes as well, and a bit of a bio on their background and then the link to their business as well, to help promote a lot of what we said. The whole point of the show is just to have dads having a chat and, and there was a guest early on, Jason, who I had and I didn't know him from a bar of soap and he's, you know, he runs an awesome charity business, Super Tea, [00:23:53] and he said afterwards, after we stopped recording, and it was just like two blokes having a beer, and that was the way,. [00:24:00] the whole point behind it initially. And it was nice, I said that was coming across. There was just, I don't want it to be too formal and I'm not the most polished bloke around as you've noticed from, you know, from this chat today.

[00:24:11] But it's just, you know, I just want it to come across as two blokes having a chat and we just come across as relatable and you know, no one. So I guess you're going to be drawn to it. If you're the type of person that's open and up to that type of thing, and you're not up yourself, so to speak and you're a bit down to earth and [00:24:27] you're going to be drawn. Uh, you're going to be this type of guest for the podcast then, you know, and give me be more drawn to listening to it, too, I guess.

[00:24:34] **Paul Sweeney:** Yeah, I certainly would recommend it, um, and have recommended it to other people because I think we do, we do get hung up on these, I guess the success pedestals that we see a lot of people promoted on and there's some very real stories of successful business owners and dads that have gone through some of these issues. [00:24:50] So it's great to have that resource available and, and thanks for putting that together. Cause it's been, been really good to listen to and hear some of the stories and, and that's fantastic. So [00:25:00] what is. To know how we can, uh, how could somebody help your business? So how could they get in touch with you, um, to, to get, to get help with looking after themselves?

[00:25:11] **Daniel Munday:** Sure. Well, so basically, um, I specialize like we said earlier on personal training, I do group training as well when we're allowed in person, but, um, so mainly these days it's lug, it's 40 plus people. So 40 plus parents is what a normal target, but you know, not everyone is a parent. And not excluded, but yeah, normally, and we're a better fit those days for people that are over 40 there's all types of stuff you can do, you know, for the younger generation.

[00:25:35] The thing I know from years of playing football and doing all that type of stuff, my body's all broken and battered now from everything that I did when I misused it when I was younger. So, and a lot of my clients a lot there too there, you know, they're like we said earlier, they're 40, 50, 60, and they're paying for stuff they did when they were younger. [00:25:51] So it's tailored for their age, it doesn't mean that it's charity work yet, so to speak, but I'm not the type of person that wants to flog people til they spew. [00:26:00] I just want to have an effective health outcome basically, but



they can find me at DPM Transformation is my website or [Daniel@dpmtransformation.com](mailto:Daniel@dpmtransformation.com) is where they can find me.

[00:26:10] I do sessions, well all my stuff, mainly used to be, back in the good old days was around the Sydney CBD and in the west when we were allowed to see people, but these days has been, you know, pretty much remote so we can do basically anywhere near, I guess, that's the beauty of it, I've had clients, the one good thing with COVID I've had clients or old clients who've moved away that have been able to join in and do a zoom stuff. [00:26:33] So that was pretty cool.

[00:26:34] **Paul Sweeney:** Great, fantastic. So look, we'll put links to Daniel's business and how you can get in contact with him in the show notes and how you can get in touch to do one of his zoom sessions, because I'm sure it's worthwhile. As somebody that is in that 40 to 50 year age bracket, certainly can't keep up with some of the fitness regimes designed for the much younger.

[00:26:56] And I certainly can't do it now. I can't do what I used [00:27:00] to do when I was a 15, 15 year old, which my kids kept reminding me.

[00:27:04] **Daniel Munday:** Not many of us can, but yeah, I think it's just about doing something that's smart and it doesn't matter what it is, whether it's stuff, you know, that I do, or whether it's something the exact opposite of what I normally do, just someone who's doing something that's it, my thing is because you're going to feel better. [00:27:19] No one ever says they feel worse after a workout.

[00:27:22] **Paul Sweeney:** Mm. Hmm, absolutely. So some great advice. It's a great story and story behind the business and it's great to have a chat with you again, it's been very good and I'm looking forward to hearing some more episodes on your podcast with some of the local business dads and, yeah, looking forward to it.

[00:27:40] So look, we, um, we get questions from time to time about why set up a podcast and why you would do it and how, how hard is it? Um, and look as you and I have found. Yeah, there's a bit of work involved, but you can get started with just a microphone and a computer. So we're going to put a bit of behind the scenes on our website about how we've actually [00:28:00] put our show together and what tools were used and also where we started, because we started very differently to where we're at now.

[00:28:06] Just to take away some of the myth and the confusion around it. Yeah. That's a good thing to do. Um, I know we both enjoyed it.

[00:28:15] **Daniel Munday:** It's a bit of fun and if I can do it, anyone can. You don't have to be the sharpest tool in the shed. That's for sure.

[00:28:20] **Paul Sweeney:** I guess the other thing is that people say to you, how does it actually help your business? [00:28:23] And I think what the key thing is the awareness of who you are and that people can trust you. And because as I said before, people do business with people. And it's good to know people that you can do business with. Yeah. Podcasting is one way of getting the news out to people, spreading the word and sharing some great content.

[00:28:42] **Daniel Munday:** It's also a way to give back to people too, you know, it's like you said, initially, there's no direct link for me, you know, in front of the fitness business to do this Small Dads Podcast, but, The Small Business Dads podcast, but it's, you know, it's, it's like giving back to the community I guess. You know, bit of Karma or [00:29:00] whatever you want to call it, paying it

forward, but there's just, you know, you do the right thing, by people and hopefully, you know, directly or indirectly down the track it might come back to you.

[00:29:08] **Paul Sweeney:** Absolutely. As you're doing with this, well, that's the aim, because the aim is to help people. And look, you know, if we can get the message out and we help 10 business owners or 20 business owners or what, look, we'd love to say hundreds and thousands, but the reality of it is if we can get the message out to help 10 people well then we've achieved, what we set out to do.

[00:29:30] **Daniel Munday:** Thank you for your time. Thank you. Well, I appreciate the opportunity. It's been weird. Being on this side of the microphone, as you can probably tell I'm more comfortable asking questions than answering them.

[00:29:39] **Paul Sweeney:** It's a bit of a change. Sometimes I've been in that situation and I thought, oh, okay. [00:29:45] Uh, yeah. Now I've got to think of the answers now.

[00:29:49] **Daniel Munday:** And I should do some prep I had to think there about a couple of things.

[00:29:52] **Paul Sweeney:** Yeah. Yeah. Now this would be great to have you and thanks.

[00:29:55] **Daniel Munday:** Thanks again. Thank you. I appreciate the opportunity.