

# Ep 64 Wine Communication with Interpreting Wine Podcast Hos...

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## SUMMARY KEYWORDS

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## SPEAKERS

Janina Doyle, Lawrence Francis

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Janina Doyle 00:07

Welcome to Eat Sleep Wine Repeat, a podcast for all you wine lovers, who, if you're like me just cannot get enough of the good stuff. I'm Janina Doyle, your host, Brand Ambassador, Wine Educator, and Sommelier. So stick with me as we dive deeper into this ever evolving wonderful world of wine. And wherever you are listening to this, cheers to you.



Janina Doyle 00:31

Hello to all my favourite wine lovers. So today this episode is actually a little bit different. I am chatting with a fellow podcast host and wine friend Lawrence Francis, who runs the Interpreting Wine podcast, if you haven't listened to it, go over there. There's a million episodes, chatting mainly to wine producers and enologists around the world. And if you're studying your WSET level 3, or your level 4, the diploma, a lot of the content in there is amazing for you and your exams. So go check it out. Now, this episode is part one. Part two sneak preview, we're going to be talking about Sherry. So you definitely want to stay tuned for next week. But we're not talking a wine region in this one, but more wine communication. So we'll be talking a little bit about what we both think is missing in terms of selling the story in the wine world. Gary Vaynerchuk, who famously started the first YouTube wine platform and has since gone on to become the biggest branding and marketing entrepreneur. I think this episode brings about conversation that can actually be very useful for you in any business if you're looking at doing any kind of marketing socially, or digitally and actually, it's just a nice conversation between friends so do let me know if this kind of wine chat is also nice to throw in every once in a while. So hit me up [janina@eatsleepwinerepeat.co.uk](mailto:janina@eatsleepwinerepeat.co.uk) or Instagram. Slide into my DMs as you'll hear Lawrence say later on, @eatsleep\_wine repeat. Right grab yourself a glass. Let's go over to the chat with Lawrence now.



Janina Doyle 02:15

Lawrence, this is serious time now we are officially recording. Are you ready?



Lawrence Francis 02:21

I am ready. As I will ever be.

- J** Janina Doyle 02:23  
Like the Gladiators...three, two, one. I was gonna put on an accent and then I realised I can't do that. But anyway, for people who do not know who you are. Do you perhaps want to introduce yourself? Because I think you would do a far better job than I would.
- L** Lawrence Francis 02:38  
Yeah, I'd be yeah happy to share a bit. I mean, I think people probably most know me as the founder and host of interpreting wine.
- J** Janina Doyle 02:48  
Yes, they do.
- L** Lawrence Francis 02:50  
Which is another wine podcast.
- J** Janina Doyle 02:53  
A very successful podcast.
- L** Lawrence Francis 02:54  
Coming up to it's, yeah, it's I mean, it's, it's coming back to is fourth anniversary, actually. So, 20th of September, give or take. That was when the first episode of interpreting wine ever went live and kind of went out there into the world. And kind of fast forward, I mean, we will of course fill in and go backwards and forwards but, 450 odd episodes later. It's taken me to, you know, literally to countries and to places and experiences that I never thought where ever possible. Really, when I started out I you know, I started out with just very low ambitions, just you know, get the damn thing up on the internet, which is, you know, the biggest hurdle that anybody ever has to cover.
- J** Janina Doyle 03:42  
That is true. Any content is better than none. So episode one then, how did it start?
- L** Lawrence Francis 03:47

Yeah, yeah. I mean, it's, I'll be I'll be truthful. I have been asked that a few times on the shows I've been on...



Janina Doyle 03:55

Have you lied on the other ones?



Lawrence Francis 03:57

No. I haven't lied. But I wanted to give you an exclusive.



Janina Doyle 04:00

I love an exclusive. I'm ready.



Lawrence Francis 04:02

So I went back. I thought about you know, who are my sort of OG influences and I think this, this might be interesting for some of the wine fans out there. Because you know, so many people when they start talking about their journey into wine, they'll talk about a specific wine, or maybe a specific trip or the, you know, a bottle that they were sort of given and it just sort of changed their life. It absolutely was not like that for me. Actually, we have to go back to not that far back, back to 2015. New Year's Eve. It's been a bit of a funny story. I actually came down with the worst food poisoning of my life.



Janina Doyle 04:42

It doesn't sound that funny to me so far. But continue.



Lawrence Francis 04:44

It gets better. Trust me. But I'm, so I was there like laid out in bed on New Year's Eve. But you know, I like to go out on New Years Eve, you know, and I kind of, you know, my friends were out and I couldn't go out and join them. But I think there was a part of my brain that's like still wanted alcohol. So I was like, literally laid up in bed and started searching on YouTube for wine content. And I kid you know, it was it was the channel that I found, which is called the wine brothers, and they are, they're based over in the US on the west coast. And I spent New Year's Eve 2015 binge watching episodes.



Janina Doyle 05:24

With them! With them!



Lawrence Francis 05:25

Well, yeah, virtually virtually virtual connection.



Janina Doyle 05:27

Do they know? Do they know they spent New Year..



Lawrence Francis 05:29

I have told them. Yeah, I have, I've kind of told them that they were an inspiration as well, you know, across Instagram. But the real big hook, though, was that they specialise you know, and the, the import company that they were kind of doing the videos for, they specialise in Spanish producers. And, you know, I still am a, you know, huge Spain fan. And I was, you know, learning Spanish and around Spanish people loads of the time. So that was that was the initial hook, it was like, okay, wow, here are these two brothers who were making this incredible content that was like, totally on my wavelength, it was all around the producers, they were like painting these pictures of, you know, what it was like to stand in the, in the, in the vineyard and what the people were like, what the producers were, like, you know, like, even just like, you know, the size of their hands, they were like, you know, these big, like burly producers with these massive hands, they were just joking about, you know, you shake his hand and it sort of just takes your whole arm basically. And it just all of these stories, and I swear, it's it's was the first time that I'd ever sort of felt like someone had virtually thrown the door open to me, and just said, it's not about, you know, complicated classifications, and it's not about, you know, knowing grape varieties, and, you know, all the other things that I think people can kind of tie themselves up in, it was just around storytelling, and that was absolutely the, the the start of it, that was that was where it all began for me. Fast forward. 2017 I was I was actually working as a translator over in Madrid, and, you know, I still do, you know, love the Spanish language. And that was the best way to learn, go to Madrid and work as a translator. But that was only a six month contract. So it was coming to an end. And I was, you know, looking for something to kind of keep me there. And, you know, there wasn't really much out there other than teaching English, which, you know, didn't appeal to me and you know, was was kind of, you know, where most English people kind of tended to end up Americans. But I founded a job online an advert for somebody to do social media for a Tapas Tour company based in Madrid. So it wasn't actually the going around with people to the bars,

which, you know, I'm sure there would have been loads of that as well. But this part was around, you know, just getting the getting the tours, and the company itself known. And I, you know, had a couple of weeks to prepare for this interview. And I was, you know, kind of quite nervous, because I thought, okay, that I haven't really seen much, the job market was pretty down. So I was like, what can I possibly do to set myself apart and be like, the standout candidate here, and I was, like, I know, I'll start a wine podcast. I will, I will use the time that I have to travel out there into into the, you know, the great unknown. And go out and kind of, if you like, you know, it was very much linked to what the wine brothers were doing. It was like, okay, let me go out there because I already had the Spanish language and, you know, and I could go to places, you know, basically where somebody that didn't speak Spanish kind of couldn't really go and kind of get those stories and bring them back. And even the name, even the name interpreting wine was a nod to that. It was he was me kind of going out there, having these conversations in Spanish, and then bringing them back and kind of to the English side and then you know, broadcasting them out there to obviously a much wider audience. So that was, that was the short term push really to just, you know, bloody get on with it and, and get it done.



Janina Doyle 07:17

So the first episodes then, you met the winemakers, spoke in Spanish, and then the episode itself is just you speaking obviously in English, telling their story?



Lawrence Francis 09:18

Exactly, exactly. So again, it's very much you know, sort of it was you know, that was again that the the wine brothers being such a big influence, they also influenced the the structure of those earlier episodes, and it was, it was bloody hard work. I've got to say. You know travelling, travelling to the winery, recording you know, in you know, I didn't I didn't know what I was doing really. Do I know what I'm doing now?



Janina Doyle 09:43

Do any of us? Yea, exactly do any of us?



Lawrence Francis 09:46

But getting this like three hours of sort of, you know, rambling commentary.



Janina Doyle 09:51

Don't tell them that.



Lawrence Francis 09:53

But it was, but it wasn't, I didn't even press stop. You know, if we were like getting in the car to drive somewhere. They're telling me about what they had, So I, then I would like edit it and kind of just, you know, try to sort of tie this all together whilst translating it from Spanish into English, then write myself a script, then record it, then edit. As I'm sure you know, from your experience that that is basically is the hardest possible way. Yeah, it was like what, you know, kind of weeks of my life went by so I actually only got eight episodes in that format. You know, after I'd sort of been told that I hadn't got the job.



Janina Doyle 10:27

Oh boo!



Lawrence Francis 10:27

Yea, I know, I know.



Janina Doyle 10:29

We should skip over that bit. Quick quick quick, moving on. But the legacy of your podcast continues. That's the main thing.



Lawrence Francis 10:37

This is it! And I think that, you know, I think the, the moral is is like, you know, using using what I'd learned there, and kind of doing it the hard way, meant that when I actually came back to London, and actually kind of, you know, the shackles are off, there was no like language, there was, you know, I could travel into London and I could meet producers there. And I could meet restaurateurs there. And it was all in English. And I got actually a proper microphone, so I could just, you know, have the conversation and record it there. And in the moment, everything just got, you know, 10, 15, 20 times quicker. And I was like, Wow, this is so easy. Compared to how I started, where I was basically just making everything as possible hard for myself. I was like, Wow, this is so easy. And that was really what I guess kind of yeah, the brakes really came off. And I just absolutely went for it. When I when I came back to London.



Janina Doyle 11:30

Well, every day is a school day isn't it. It's all about learning.



Lawrence Francis 11:34

Totally, totally.



Janina Doyle 11:36

You obviously have gone full steam ahead with the podcast. I know you really do believe in digital and social is where it's at for wine communication. Who do you think has been the biggest inspirations other than these wine brothers for you to help you on your journey?



Lawrence Francis 11:51

Yeah, it's interesting. I mean, I I would say, no offence intended,



Janina Doyle 11:57

Oh, oh wait. Are you sure you want to say this?



Lawrence Francis 11:59

Here we go. No offence intended, but I actually like, as far as it comes to podcasts. I absolutely try to avoid listening to wine communicators and listen to wine podcasts.



Janina Doyle 12:14

How dare you?



Lawrence Francis 12:15

How very dare you!



Janina Doyle 12:17

Get off! Get off!





Lawrence Francis 12:17

Okay, that was the shortest ever episode. But that, you know, hear me out here. You know, the reason is, is that I, you know, I just think that, you know, let's get some perspective, let's kind of take a step back. I just feel like it's such a big world. And, you know, there is a, there's kind of a world outside of wine as well. And I just think that actually, like by not recognising trends that are happening, like more widely in society. I think I think myself and I personally think that's, you know, some people, some people in wine as well, and maybe the, you know, the kind of how it's done in wine, and the sort of status quo, maybe they don't adapt as quickly as they might do, if they kind of took a step back, and kind of got some perspective. So, I mean, I an example of that is just that, you know, and it's not, it's not like, exactly, but it's like I saw as obviously, like things like the rise of Netflix. I mean, that was sort of over that time. And yeah, and I noticed that and of course, it's that's not directly related to what I'm doing. Although I have I have used the kind of tagline I want to be the Netflix of wine podcasts. That's sort of borrowed from there.



Janina Doyle 13:23

Dream big.



Lawrence Francis 13:24

This is it, you know, it was series really. It was like, with people being able to kind of immerse themselves in a different world, which, you know, I totally get when it comes to Netflix and to series, and all the other, you know, rise of all the other sort of direct to consumer TV things that are happening in the moment. And that was what influenced me really to start doing Series. So you know, doing a real, like, deep dive exploration of a region, of a producer, of a wine style that was directly from Netflix, and I don't think that I would have necessarily got to that point, if I'd, you know, only been looking to wine for my inspiration. I mean, I do, would also, you know, give a shout out as I have on on many other podcasts to Gary Vaynerchuk. And, I mean, he's interesting, because really, really, I mean, he now is mainly, I think 99% or more is actually business content. So he came through originally as the wine guy, and he was only talking about wine. But interestingly, it wasn't actually anything that he did on wine that really got me going. It was him and his voice in 2017 that was saying and was kind of broadcasting in his way and telling everybody that would listen, that guy's podcasts are about to explode, they they are going to be the next big thing. So it was his kind of insistence, like literally and he is relentless. Like every day like start a podcast. Start a podcast. Start a podcast. And I listened. And that was 2017. And kind of the rest is history.

J Janina Doyle 15:07  
I mean, that guy is interesting. He's inspirational, and also really annoying. All at the same time.

L Lawrence Francis 15:16  
100%

J Janina Doyle 15:17  
And I haven't decided what I think of him. In fact, it was funny. I was speaking with another wine friend recently. And they said that they were being very, they had been very inspired by many of the videos out there of Gary Vee, shall we call, in fact, actually, is that the name of his you tube. It's called Gary Vee.

L Lawrence Francis 15:37  
Yeah, he's I think Gary Vee on most social platforms. But yeah, Gary Vee, Gary Vaynerchuk. The same guy.

J Janina Doyle 15:43  
Yeah, exactly. But for me, it's like he, he swears all the time. And he, he's really, he just tells people exactly what to do without knowing any of their circumstances. And I'm always like, Oh, you just can't just be that blatant. Like one rule for everyone. However, my wine friend said to me, Look, you've got to get past that. There's a lot of passion in what he says. And actually, I think we are so like, always trying to be very polite, and maybe sometimes beat around the bush.

L Lawrence Francis 16:17  
Yea he is not.

J Janina Doyle 16:18  
He's just direct. And I mean, actually, so my friend said, come on, you know, you've got to really get into what he's saying. I have. I mean, actually, for anyone who's interested in social media, or anyone who's interested in digital marketing, I mean, this guy is like, do you know, I found out when I was looking into him, he literally had a lemonade franchise

as a child. Did you know this? Apparently going around on his tricycle, I don't know, I'm making that bit up. And apparently taking money from the other kids who were selling lemonade on their stand.

**L** Lawrence Francis 16:49

He is a hustler. He's a complete hustler. I mean, I mean, I will share something, you know, it's, it's not kind of, you know, get on his back. But he, he knows that he's very Marmite, you know, very very marmite. And I'll be honest, you know, we're sort of jumping back to 2016. Now, you know, after I'd sort of watched all of the wine brothers videos, or I sort of had my fill, the next person, you know, the good old algorithm pops up is Jancis. You know, and she's like, go and watch the Jancis DVDs. And, you know, they, which were also great, and, you know, sort of soft focus lens. I think they were sort of at the dawn of DVDs. And, but I came across, and so I loved what Jancis was doing and wanting to kind of learn more, but then found an episode of where she was on, Gary Vaynerchuk's Wine Library TV. And I watched it because, okay, I know, I want to see this for Jancis. And there's this other guy, this Gary Vee or whatever. And I hated him, because he he, like, he, like constantly interrupted her all the way through. And it's absolutely hilarious. You know, he's like, so high energy, he absolutely shouted the intro. And, and you could kind of see, like, I don't think he'd warned Jancis he was gonna do that. So he probably, like, blew out her ear drum. And, you know, she just sort of totally sort of tensed up next to him, but it was, it was more that thing of, you know, I just thought he was a loud brash interrupting New Yorker.

**J** Janina Doyle 18:21

Which he kind of is.

**L** Lawrence Francis 18:21

Not getting the expert to interrupt. Yeah, it's a fascinating one.

**L** Lawrence Francis 18:26

A fascinating one, because I think he, where he goes and where he does, what he absolutely does what you've just said there, you know, he will be so direct. But I believe that, well, a couple of things. I believe that he's you like he genuinely is doing that to help the person. And that, you know, he does, he does try to get context before and tried to kind of, you know, zone in on that, on that, on that feedback. And I've seen him also take critical feedback as well. It's just that maybe that isn't the stuff that gets broadcast so widely, but but he definitely is out there. And that he's a real complex character, you

know, like the things that he's like most behind, you know, he talks a lot about hustle, everybody kind of latches on to that. But he talks a lot about empathy. He talks about knowing yourself and actually.

**J** Janina Doyle 18:26  
But he is knowledgable.

**J** Janina Doyle 18:42  
Yeah, and family, respect, giving love to your family and time.

**L** Lawrence Francis 19:20  
Yeah, he's a mixed, he's a real mixed bag, and I get it, he's a contradiction. And if you just kind of, you know, tune into the loud energy, I would say, and don't know about the rest, then you'll do like I did, I think and just switch off. I didn't come back to him for like, a couple of years further down the line. So that was cool. Yeah, we sort of broke up. We met and broke up and came back together. Yeah, he does now.

**J** Janina Doyle 19:45  
I think anybody actually who's intrigued go to Wine Library TV. I don't know if he's even doing any odd episodes now at all.

**L** Lawrence Francis 19:51  
He does like the odd one now. Like one every year. Or Thanksgiving one sometimes. Yeah.

**J** Janina Doyle 19:56  
But it is brilliant. And he literally turned his dad's business from a couple of million a year to like 60 odd million by setting up one of the first e-commerce wine websites which is still there, you can buy wine if you're in America, and he has that Wine Library TV, which, actually funny enough, I started my YouTube channel, which by the way, everyone is just not very successful because I just don't put up enough videos. And again, it's consistency.

**L** Lawrence Francis 20:20  
Subscribe.



Janina Doyle 20:22

Yes, subscribe, please. But I committed to the podcast now. And it's so hard to keep on doing all the different content, I probably should listen to Gary Vaynerchuk much more because, one of his big advices is give, give, give, give, then ask it's all about like, literally, it is like you said that hustle. But he's also very much about it's not the struggle, it's about being clever being I remember, he's a big, big advocate of create something once and make sure you put it everywhere, you know, take it apart. And he is a king of branding and marketing. But at the same time, anyone who loves wine, go into the Wine Library, he passionately does talk about so many different wines with so much knowledge. And people said to me, this is literally going back 10 plus years, they said, Oh my god, I don't know if this is a positive or a negative. They were like, you're like the female version of Gary Vaynerchuk. They meant it as a compliment. But they meant that because of my energy. But unfortunately, with the YouTube channels, I think I don't know, I think I'm still a bit too serious. So it hasn't I don't know, I haven't quite found myself there. But we'll we'll see. And there's still some good content. Everyone go go to my YouTube channel, Eat Sleep Wine Repeat.



Lawrence Francis 21:32

This is it. Link is in the Bio!



Janina Doyle 21:34

Well actually it always is in the bio. But you know, he was actually a slight inspiration to me, it took me many years to get cracking, but he was an inspirational, because I thought, well, everyone loves him. Why wouldn't they love me. But again, you don't copy anyone, you need to take what you have, your positives, now we're more we're talking, I'm going from hating him to loving him. It's weird. And he has a saying that basically, it doesn't matter whether you're like 9 years old, it doesn't matter whether you're 90, like stop focusing on what you're bad at, and just take the things you're good at and just go go go something like that. And it's so true. We, we spend so long, just like I'm not very good at this or actually not paying attention to our positives, so that we actually just waste a lot of time. Whereas if we really understand who we are, he's very much isn't he, about personal brand. This is, this is solid advice for anyone, whether you're in the wine industry, whether you want to do social digital marketing.



Lawrence Francis 22:27

This is it. I mean, I think as well his his story is interesting because it started with wine. Another another story that that he shares quite a lot is that you know when he you know had done the and achieved the things that you talking about, like you know, the the YouTube channel, the e-commerce, but then he started to, if you like on his YouTube channel, start to put out business content, all based on what he'd already done and achieved, you know, real kind of from the coalface stuff. He was getting a lot of hate. And people were...



Janina Doyle 22:58

Oh was he?



Lawrence Francis 22:59

Yeah people were telling him, they were like, get back in your lane wine boy, oon't don't talk to us about the business stuff. But and I but I respect that. Because, you know, again, he got the he got the kicks and the knockbacks. And, you know, he's quite obsessive about it, though. Because, you know, he will literally like save, when people like take the piss out of him. He'll like, save the tweet, and then wait 8 years but you know, to start this this sort of multi 100 million dollar business, which he is running now and then he'll like, go back to their tweet and say, you know, who's laughing now? cowboy? You know, go back and he is yeah, he's but, you know, is to say, childish and inspirational, hard worker. You know, he's a communicator, loud mouth, he is like, all of these things. And it's like, you know, it's, it's, it's quite a, it's quite a mixed, quite a blend.



Janina Doyle 23:54

Well, he's pissed all over everyone, hasn't he? I mean, he's now got a woman's lifestyle brand. And man's lifestyle brand, his sports marketing. I mean, I don't know, the list goes on. And he's got how many books out in the market, you know, but hey, we're not here to sell him. But I do actually think it's a really interesting conversation. And who wants to learn about wine, actually, you could do from him. But actually, if you want some life lessons, or you want to just hate somebody as well, I mean, he offers everything. He's amazing. And he's annoying. So everyone go and check out Gary Vee. I think he puts out like daily content of his life anyway, doesn't he.



Lawrence Francis 24:30

This is it. Yeah, YouTube and all the channels. You'll find him very easily, I'm sure.



Janina Doyle 24:34

Well, actually, because since we've talked about this, and I knew that you found him, I suppose interesting, inspiring in certain ways. I was looking at some of his stuff to decide earlier, do I find him annoying or not? And one thing that I learned from him that I will take forward actually, is he's very much about document, don't create, and I find that fascinating. We spend so long and definitely, you know, I'm on social media, you've got to create an image or now, is it an Instagram reel? Or how does it look fantastic? How is it going to be different? And it can be very exhausting and time consuming. And actually, one, if you're building your personal brand, it's about who you are, being real. And he's saying, document your stuff, don't create stuff. So instead of trying to create this beautiful picture, or whatever, maybe just literally talking to the camera, like, Hey, I'm doing this today, look at me setting this up and that's your content, your content is created by just documenting your life and what you're doing maybe behind the scenes, I find that a very, very interesting way to get content, be out there, remind people who you are, and give them something that they may want to learn about, in a way that's not over, over acted or over planned, in a way.



Lawrence Francis 25:47

Yeah, yeah. I mean, I think there's also just to sort of change tack a bit, you know, there is there's another I guess, kind of group or school, you know, the way these groups kind of all kind of hang out with each other on social media and, you know, find them by the hashtags and that. But actually like I've been listening earlier in the year especially, but quite a lot of copywriters, and people who are basically growing businesses selling digital products to a mailing list. And one of the people who I absolutely love and would encourage people to just sort of have a listen to is a lady called Laura Belgrey. LAURA BELGREY. And she's, she's like a self confessed, like, lazy person. She's like, I would I want to do I want to do the things I love. You know, for as many hours as I kind of want to do them, preferably in my pyjamas.



Janina Doyle 26:44

I love her already.



Lawrence Francis 26:46

And, and get paid really well for it.



Janina Doyle 26:48

Oh yes, absolutely.



Lawrence Francis 26:50

And, and this is the thing, it's like, I think, you know, what, like, the key thing that I take from, from her and kind of people that she's kind of gone on and inspired is that actually, you know, if you're, if you are communicating with an audience, you know, be that on whatever platform, be that on social media, but that media on email, which is actually, Laura Belgrades kind of superpower, I think she calls it you know, copywriting an email. But but you really, like you've got to just really be like, like, vulnerable, I would say, and honest and open. And I, you know, say I'm subscribed to her email list, and I get these emails, and she kind of, you know, puts in these, like, really, really interesting subject lines, that, you know, one little little tip that sort of stands out from things I've learned from her is, you know, she says, you know, if you're writing even to a mailing list, like don't put the subject line in capital case, or whatever, you know, where people we tend to kind of capitalise each word, it ends up looking quite official. She's like, all lowercase and kind of, you know, using a little bit of slang and you look at it, and it looks like so email a friend would send to you. And what's the, which are the which of the emails that you opened first, the ones that your friends sent to you. So, you know, there's, there's lots of things like that. But I think overall, the thing is just to, to try to be very, yourself, you know, really kind of, you know, and unpack, you know, what, what, what's going on in your life, and, you know, she'll, she'll post, you know, emails about just, you know, how her day is going, and, you know, really, but, you know, obviously done very well and good, well structured writing and funny, but it's just, you know, the basics, it's just the, you know, the things that everybody can relate to. Yeah, and I think that that's the, that's a, you know, a connection I draw with that kind of document, don't create, everyone has the, you know, the same sort of challenges and pressure, behind the scenes, even if they've got the kind of the perfect Instagram, you know, feed and it all looks so amazingly on brand. But, you know, if you share a little bit of that behind the scenes stuff, then people will be, you know, sliding into your DMs before you know it and you will be kind of drawing, you'll be drawing like, you know, I think, not necessarily a following, but you'll be making connections with people, I think, on a level that they wouldn't necessarily make if you only showing them the, the glossy front page. You know, they want to they want to kind of know what's, what's going on behind the scenes as well.



Janina Doyle 29:23

So what about podcasting, though, just from one podcaster to another. Do you feel that there are lots of advantages in communicating through a podcast and more than other



places?

- L** Lawrence Francis 29:35  
100% What else am I gonna say?
- J** Janina Doyle 29:38  
I don't know. I'm just saying,
- L** Lawrence Francis 29:39  
No, it's rubbish, don't podcast people. No joking.
- J** Janina Doyle 29:43  
Say what do you think are the advantages of podcasting in this day and age, after the lock downs, maybe I think, that actually they are more useful than ever, everything's gone very much online.
- L** Lawrence Francis 29:55  
So yeah, I think the I think that the thing I would say about about podcasts I think it's, it's got, I would say an unfair advantage.
- J** Janina Doyle 30:03  
Well, that's good for us.
- L** Lawrence Francis 30:05  
Yeah, over over so many other channels. So even just like, you know, we can do this sort of quite left brain quite analytically, you know, there are now it's just come up, just over 2 million podcasts out there in the world.
- L** Lawrence Francis 30:19  
So it's kind of a, you know, this is the kind of big number that they keep a watch on is how many active podcasts there are. There's like 37 million YouTube channels, which feels a bit

low. But that was the that was the stat, I saw. 500 million blogs. And guess how many Instagram accounts as of earlier this year?



Janina Doyle 30:19

Oh is there?



Janina Doyle 30:41

I don't even want to guess.



Lawrence Francis 30:44

8 billion. So I think, you know, on the on, like, on this again, it's sort of the analytical, like, if I'm gonna spend my time and yeah, you know, depending on whatever your goals are, you know, maybe your free time, might not be something that you're interested getting paid for. I have always thought, look, if we're going to do something, I kind of want it to stand out as much as possible. So why not move towards the kind of the whitespace if you like, you know, the area that still kind of underserved. And I yeah, I've, I've kind of calmed down a bit on it these days, but but when I started like in late 2018



Janina Doyle 31:22

You were hard core.



Lawrence Francis 31:22

I was like, I was like, Why, why are you, why are like restaurants not doing podcasts? And why are wine producers and wine regions, and I'd like, call them out constantly. You know, that the pushback always comes around around time, but, you know, I still, you know, passionately believe that it's still one of the best ways to create content, because you know, you, you're going to stand out a lot more, you know, a restaurant that's talking about your producers and talking about your wine list and your wine suppliers and talking about your Sommelier and all, you know, all that kind of good stuff. You'll stand out by being you know, it kind of, it's kind of a bit of a, you know, big fish in a small pond. But if you just another another, another Instagram account, you know, with with plates of food, and, you know, you're then you know, heading into I think, you know, pretty pretty sort of competitive market there. And it's like, you know, you can you can stand out, so I think, yeah, on the on the analytical side, just just podcasting is just whitespace as kind of as it's shown. I think there's also another, you know, is more interesting, probably more more sort

of emotional thing. You know, I, I'm a big believer that listening to a podcast is really like the the equivalent of reading a book. Because I think I think, you know, I think it's why reading a book is always so personal. And I think it can be so engaging, it's just because, you know, we've got these, these words on a page, and in the case of a book, and we have to fill everything else around them, and even things that are not described in the book, we fill them in. You know, we, we can't help but do it, I genuinely feel that's how our brain is, is hardwired to, to sort of fill these things in. And I'm convinced that the same thing is happening when we listen to podcasts as well. Because I just think that, you know, people can't help but imagine, you know, what we look like, you know, you know, where we are, what's the room like that we're in, you know, it's just, it's just quite natural that people will start to do that. And I think that where people actually put a bit more in versus video and kind of, you know, where it's more like, where you kind of spoon fed and the film or the book versus reading the book itself. I think the book experience is always going to be much more personal than the film experience.

J

Janina Doyle 31:22

Yeah, a little bit more real experience. But do you think do you think actually, maybe that's probably one of the biggest problems in the wine world for communications? Like, they're not seizing the opportunity to do podcasts? They're just kind of following what everyone else is doing? Or is there just I mean, is there just a million problems in the wine world for communication? Because I would probably say yes.

L

Lawrence Francis 34:02

Yeah. Okay, how long we got? Um, no, I thought, I think yeah, I have I have been thinking about this. I mean, I think, my, my big thing now, and I think, you know, Where, where, where I'm passionate about, and I guess where where my soapbox has kind of moved now. In 2018. It was my my soapbox was, Why aren't you guys doing podcasts, rightly or wrongly? I think my my, my kind of scope and the types of challenges if you like, that, I'm setting myself and I'm saying to people out there, have gotten a lot bigger. And I and I'm now you know, really talking a lot to people about producer first digital content. So this is, in my opinion, this is the biggest opportunity in the wine world by none. And I think, again, you know, to kind of get the perspective and just say just, you know, take a step back from the, from the bottle and from the from the wine twitter and just sort of, you know, get the get the get a bit of the context here, you know, let's look at all the other trends that are happening in wider society, around food really. And around products, I would say even even beyond food, you know, things are even, you know, towards clothing and bags and shoes and all these things. There's, there's so many, so much more interest now, in wanting to know who made that bag, who put those shoes together, or who grew those carrots or

whatever, you know, just wanting to kind of know where it's come from.



Janina Doyle 35:35

Authenticity, sustainability, people, real real stories, right.



Lawrence Francis 35:41

And, and if if the, you know, if the brand or if the product is is good, then I think guaranteed there will be an interesting story behind there. I don't think that you reach that level of excellence, you know, without without kind of, you know, really being meticulous along the way. And I think that if if we're not telling that story of that dedication, and that kind of attention to detail, then then we're we're we're missing out and the consumers missing out because they they don't know. And they're not because they're not being told, what's what's gone into making that wine. You know, lineup a load of wine bottles on the shelf, how do you how do you choose? The label, the retail assistant or the Sommelier? Fine, but, you know, right now, I just don't think and I just don't see, for me enough producer first content and that that's a bit that's essentially, the producers themselves, their voice, getting out in podcasts, in social media, in these channels, so that they have the possibility to tell their stories themselves. And it doesn't necessarily have to kind of go through a filter.



Janina Doyle 36:52

Well, interesting. That leads me on to probably the last question I wanted to know, which is the future for Interpreting Wine podcast. You've been working very hard the last few weeks, months to take the podcast in a different direction. Do you want to elaborate because I think you're pretty much set and ready to go. And it's quite exciting, isn't it?



Lawrence Francis 37:10

Yeah, I think so. I think, you know, what I would I would share is you know that I've really been been, you know, working sort of, you know, the last couple of months full time on, you know, what, what do I want Interpreting Wine to kind of become and what I want it to kind of evolve into. And I think, yeah, that right now, and I think for the foreseeable future. It's that whole idea of, you know, producer first content. And I'll give you an example of you know why I think that it's so important, you know, so I, as I say, you know, approaching 450 episodes out there a lot of content, I've edited everything. So a lot of time I know, it takes time, it takes time, I'll edit and then having been there when it was recorded and then edited. I don't always get the chance to come back for a third, a third

pass. You know, it's sometimes that's it, I listened twice, and then they're there if I ever need them. And I'm interested. That being said, you know, within the catalogue, there are what I now call black hole episodes of Interpreting Wine, which are the ones where if I hit play on them, yeah, so for example, over the summer I was doing, I was doing some transcribing, which I know you also love so so I hit play on these episodes. And I just can't help but being drawn into the producer story. And I call them black holes because literally, like if one of them sort of tees up by mistake on Spotify, or just sort of starts playing. I don't want to turn it off. It's just so good. Not to say oh wow, I'm such a great interviewer it's because of them, the producer content that's on there. It's just so amazing. And they are just you know, such fantastic communicators that I just can't switch it up I you know, I enjoying it so much. And those blackhole episodes basically. So over the over the last couple of months and I've been trying to really kind of figure out what it is that makes those episodes so good. Basically what what what makes a black hole episode, a black hole episode. And then also thinking about the as I say, this this sort of bigger challenge of more producer first content. How can I then essentially teach that to other people? So that so that they can then as producers get out there, get onto podcast guests on podcast, get on social media, and you know, create that kind of black hole content. Kind of no matter where they go. And I think, you know, one of one of the things that kind of came out of the analysis I was doing is basically, that all of those black hole episodes, they all shared something in common when they were producers, which is all of the all of them are telling what I call the six wine stories. And I think that these, these are the six wine stories that basically, if you're doing producer first content, these are the six wine stories that you need to tell, and they go from things that are visible, essentially, the things that are kind of hidden. So the six are, you know, the person, you know, the individual and kind of their immediate circle, you know, partner, wife, husband, etc. But then, underneath that story number two, is is around the culture. So you know, what is the cultural place that they kind of grew up in? Maybe how they got into wine, but but also just like, you know, what kind of community are they in? And what kind of people is that attracting? The next story is geographical. So it's like, zooming up looking out, you know, around them, are they surrounded by mountains, they surrounded by lakes, you know, what does it actually look like, if you kind of, you know, stand in the middle of where they are in the world. The next story, then underpinning that is geological, so it's like, you know, what, what has happened in the, in, in the space of the last, you know, however long that they that they know, of, you know, to form that geology, which I think is, is what a lot of people talk about in terms of when they sort of dive in talking about the wine, but I'm not sure that they necessarily spend long enough, you know, just just sort of talking about what's under the soil, I think, I think, you know, done well, it can be really interesting, because it's like, it's the stuff that's hidden, this is stuff that you can't see, but it's absolutely having a you know, huge effect on on the land. And then ultimately, on the wine itself. Then the fifth stories is essentially, the winery pre harvest. So like, right up to that snip. And so like, like,

you know, what, what's going on in the vineyard? How are they, how are they growing? How are they, you know, what's their philosophy towards grape growing and who is working there, and, you know, just like, really sort of painting that story, obviously, getting into varieties, etc, and sight. And then the final story is around postharvest. So after that snip, you know, what are the what are the people deciding upon? Why are they deciding that, and then ultimately, that's, you know, I think, a great place to try wine then because then you really have what I call it, like a 3D appreciation of that wine. It's not just, oh, this wine had 15 months in inox, and they did a little bit of lees stirring, and then it was bottled, and then it was left for six months. And I'm sorry, you know, I think it's quite boring. To just, you know, it's like, like, you're just cutting to the chase, you're just going straight there. And I know that, you know, sometimes we've had to do episodes like that. And they're not blackhole episodes. They're not the ones that I get drawn into. And that the the listener numbers show that people get drawn into. So I think we just yeah, need to eat to communicate more roundly. So that was the that was the sort of the preamble but essentially, I'm I'm launching what I call a wine impact accelerator, which is basically talking to producers and talking to regions, and essentially getting them to a place and helping them to a place where they can produce that that black hole content, first on Interpreting Wine. So there's actually a sort of a pre...



Janina Doyle 43:42

A launch, a launch pad.



Lawrence Francis 43:45

Yeah, exactly. a launch pad is a great way to describe it. So there's, there's like a pre recording course, if you like, like a mini, you know, online course. So that when we actually sit down to record, they absolutely nailed it. You know, they're telling those six stories, they're hitting it out of the park, they feel really confident. And then where we then go into a sort of a almost like a maintenance phase afterwards. It's, it's then open it broadening it out. It's saying, okay, you've done so well, with that appearance on Interpreting Wine, and you know, and giving people a structure, but then also bringing in like other industry experts, you know, as I say, you know, want to bring in people from copywriting, from PR, from social media, also, you know, people who are Masters of Wine and people who are, who are accredited in the wine world, you know, being mindful of all of the amazing experiences that they bring to the table. And I think the, you know, the way this really all leads for me is really around building and helping to support sustainable winemaking communities. I think that's really the bigger objective. I know where you've got people, they might be in the middle of nowhere. But if they can formulate their story and get that out there, the story will will kind of, I think create these ripple effects, where we're actually,

you know, people, they might, in the past, they might have seen the wine and thought, okay, 30 quid for, for that that's, that's a bit steep, you know, or, or whatever the price point might be, but where you're actually people feel as though they've got the connection, and they've got context, they can actually really see actually, you know, I know what this guy goes through and I know the attention and I know the care that goes into each bottle. So actually in context 30 quid is, is arguably cheap, you know, and I, that's maybe, you know, an oversimplification.



Janina Doyle 45:33

Cheaper than a theatre ticket and you can sip it the whole night long.



Lawrence Francis 45:36

This is it, this is it. So that's, that's, that's where I'm at really, with, with with Interpreting Wine, it's just, you know, how do I sort of, like make a make a bigger, bigger impact and bigger objective. And the amazing thing about I think having a bigger objective is that it's too big for me to do alone. You know, if I just wanted to do podcasts, like, you know, I can, I could be doing that kind of by myself, if you like, it could be that just the the podcast guy in the corner, but I kind of want to do more than that. It's more fun, I think to go on these journeys with people. So, you know, definitely, you know, reaching out to people who are, I guess, yeah, you know, maybe working in sustainability. People who are, you know, communicators. You say, not not just wine, but you know, people who, who feel like they're passionate about, they kind of bigger objective. And they kind of they, you know, they feel like they can help, you know, super interested to hear from people that they hear this and it might resonate with them, you know, email me [hello@interpretingwine.com](mailto:hello@interpretingwine.com) Maybe I'm jumping the gun a bit there.



Janina Doyle 46:41

No you are not. I think it's exciting where you can take wineries. Absolutely. And you were a fantastic communicator yourself. People who are listening are going to realise that anyway, quite, I'm quite looking forward to seeing what content comes out.



Lawrence Francis 46:55

Seeing the journey.

- J** Janina Doyle 46:56  
Seeing the journey in the next few months. Absolutely. Or should I say years it's, it's never ending, right?
- L** Lawrence Francis 47:02  
I'd say this is that you know, choose a task that's bigger than you will ever make and you can be busy for a while.
- J** Janina Doyle 47:09  
Well, Gary Vee he says things really big, not just just big but really, really big. But anybody who wants to listen to Lawrence's podcast it's Interpreting Wine. Of course it's going to, it seems evolve as we go on and I will make sure there is a link in the show notes for everybody. So you can go and have a listen and there's a hell of a lot more episodes than there are of mine so it will keep you very busy.
- J** Janina Doyle 47:37  
Now if anybody fancys going across to listen to, as Lawrence has told me the black hole episode to end all blackhole episodes, he recommends you go across to [interpretingwine.com/385](https://interpretingwine.com/385). That will be an episode with Claire Carver. So apparently prepare yourself to be sucked in. To end the episode of course I have a wine quote for you and who better than the one and only Gary Vaynerchuk. Now there are a million of his inspirational and motivational quotes to help you with your business. However, I found a pretty nice wine one and it says:
- J** Janina Doyle 48:16  
"There's always a wine bully, the one person who did read the Wine Spectator who tells you what to drink and why the '97 is better than the '98. I want to punch that wine bully in the face. I want to make sure this generation of wine drinkers isn't elitist and snotty. I want it to be about family and bringing people together."
- J** Janina Doyle 48:39  
Okay, conclusion after this episode, I think I do love Gary just a little bit. Thank you all of you for listening. Please do subscribe if you haven't already. Like the podcast. Leave your comments, especially if you're listening on Apple podcasts and share with your wine



loving friends. Okay, until next week's episode, ideally, grab yourself a bottle of sherry: Fino, Manzanilla, Amontillado, Oloroso, Palo Cortado, if you want the dry Sherry's, or of course there's Pale cream, Medium or Cream if you want the sweet ones. So until then, cheers to you.