You're listening to You've Got This, episode 415.

Welcome to You've Got This, a weekly podcast for higher education professionals looking to increase their confidence and capacity for juggling the day-to-day demands of an academic life.

I'm your host, Dr.

Katie Linder.

On this episode, I want to talk about the benefits of revisiting a topic for new learning.

Now, I would imagine that you have picked up on the fact that I'm a lifelong learner.

I have so many certifications.

I pursued another master's degree.

I love learning new things.

This is something that I really, really spend a lot of time on and I think very carefully about where I want to invest my learning time.

But one of the things I don't always do is circle back to something that I learned a while ago and kind of revisit that topic.

It's actually, I think, more fun and interesting to just move on to learning something new.

But this year I've circled back to some areas that I first learned about a while ago, like years and years ago, and I have the basic concepts down, but I decided I wanted to do a deeper dive and to kind of challenge myself a little bit.

And I have to tell you, it has been so fun to revisit these areas and to see what I can learn.

And I think one of the best things about revisiting an old topic for new learning is that you can often see like immediate results because you aren't starting from scratch.

You aren't starting from zero.

You have kind of more of a baseline that you're building off of.

And so you start to see yourself leveling up a lot more quickly.

Now I've heard some people say this is kind of similar with languages, that if you learn a language, kind of the basics of it, or even pretty advanced, and then you kind of lose it over time, if you go back to it, you start to pick it up really quickly.

Or if you immerse yourself in another country with that language, you can pick it up really quickly.

So I feel like this is probably a little bit similar to that.

When you have a foundation of something and then you start to build off of it, your learning can just be a lot faster.

So let me offer a couple of concrete examples so that you know kind of what I'm talking about.

So the first area that I chose to revisit this year was my email marketing platform, MailChimp.

And this is a really good example of just choosing a tool that you are currently using.

And maybe you've gotten a little bit complacent with a tool and you're not even sure like what the features are or what's going on with it anymore.

I could imagine that if you have like a task management system or something like that, this would be something that you could revisit.

And I realized some time ago that this is one of the more, you know, significant expenses that I have in my business to have this email marketing platform.

And I even looked around at some other tools at one point to see if I could save money if I switched and you know, they were all about the same cost.

So I decided to stick with this platform, but I also wanted to revisit the features and just make sure that I was really making the most of it.

So since I first started using MailChimp, which was probably, I don't know, eight years ago, I've learned a lot more about business in general, about the kinds of communication that I like to have with my clients and my general audience, and also what my audience tends to like to hear from me.

But some of the technicalities of these tools is not something I've spent a lot of time with.

So revisiting MailChimp allowed me to see the following immediate results.

And this is just after a period of weeks of doing a little bit of a deep dive.

First, I was able to consolidate some of my lists and audiences, and it did save me some money in my monthly bill.

And that is not something that I was necessarily expecting to be able to do.

So that was really interesting.

Second, I took a quick course on MailChimp online.

It was probably just a few hours invested of my time.

And I realized how much I already knew about the basics of email marketing.

So this was very affirming that I could kind of recircle back to what are some of the introductory topics that are being taught in a course like this.

And just realized that there was quite a bit that I'd already picked up over time.

The third thing was I designed an automated email sequence for my AMA sessions that I'm running this year.

And this allowed me to pre-schedule a bunch of reminder emails in advance to the audience that is signing up for getting reminders about this set of sessions.

And this also was kind of a refresh and a reminder to me that I can do these kinds of things and create efficiency in my business.

I think the last time that I did automated email sequencing was probably five, six, even seven years ago.

It's been a long time.

So revisiting that was also just like a really good refresh for me.

And lastly, I learned that MailChimp does offer a certification.

So I am planning to look into that a little bit more just to see if there's anything else that maybe I can pick up and learn that might be useful.

The second area that I chose to revisit this year was video editing techniques.

Now I have edited YouTube videos for my original channel on books and reading for a couple of years now.

And if you check out those videos, you'll see that they're mostly formatted as like me talking to the camera, you know, just sitting in a chair with some additions of visuals for the covers of the books that I talk about.

So I have to figure out kind of how to insert images with certain timing.

And you know, I created an intro and outro for those videos.

I've also done videos over the years for different courses where I basically do voiceover PowerPoint.

So nothing too crazy when I'm thinking about these kinds of skills.

When I decided to launch a new YouTube channel, I knew I wanted to revisit my editing skills and see what maybe I was able to learn.

And so far, and this is about a month into doing this, I have seen immediate results.

Now the first thing is I did learn an entirely new editing platform called Final Cut Pro.

And before I was using iMovie and I switched over to Final Cut Pro because it offers more advanced features than what I was using before.

Now I will say I have not learned the entire platform.

It's very complex and there's much, much, much more for me to learn, but I have been able to figure out the basic things that I was doing in iMovie and Final Cut Pro.

And I've also layered on some additional things as well.

So I've already been able to incorporate more variety into my videos, things like sound effects, simple animations, and B-roll, which I hadn't really done before.

And if you're not quite sure what B-roll is, basically like your main part of your video is A-roll.

And then if you add in other shots, you know, from different angles, or if you add in other kinds of video clips or other kinds of images, that would be considered B-roll.

And it's not something that I had really done before.

The third thing is I've definitely noticed an increase in my confidence of the content that I'm producing, which makes it so much easier for me to share on a regular basis when I feel good about what I'm putting out.

Fourth, I am so much more energized around creating these videos with my new editing skills, even though I will say it takes me at least four times as long to edit these videos for the new channel.

And they are probably about a quarter of the length of what I'm used to producing, but the creative challenge has just been incredibly fun for me.

And I really look forward to thinking about the challenge of each new video and how I really want to align the visuals of what's in the video with what I'm trying to kind of teach or share.

And finally, I am way more aware of other video tools and editing techniques that other people are using.

So I'm paying a lot more attention to the effects that I see in other videos, and then I'm researching them to understand more about how people are able to make them happen.

Now these are just two examples of what I've revisited this year, and it's only January, so I can imagine I'm going to do deep dives on other things.

But what I can say is it's such good evidence of why it's worth it to circle back around to something that you've learned a long time ago and see what kind of new things you might add to your toolkit.

And I've just found it to be so beneficial in that it's so energizing to revisit these old tools and see the new things that I can learn.

So of course, I would love to hear if there's a topic that you are revisiting for new learning.

You can always email me at hello@drkatieglender.com to let me know.

I always love to hear from you.

Thanks so much for listening.

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