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"The Wonderful World Of Podcasting!"

**A Broadcaster Shows You How To Use Your
Voice & Personality To Win On The Internet!**

By Victor K. Pyles ©

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Introduction

Many people don't know much about Podcasting, but they have at least heard of it. I want to take my 30 years of broadcasting experience to expand on this new medium and help Internet marketers use their innate talent to Podcast to their customers (audience).

This isn't just any book about 'how to set up a podcast' because people can get that information easily. It is about how to USE the podcast to really sell and be effective. I can cover this because I spent over 30 years "on the air" as a broadcaster. In fact, every time I 'crack' open the mike on my stations, I speak to over 600,000 people. That's bigger than Woodstock (a USA term).

It is now easier than ever to set up your podcast from your living room and deliver your message to the World. Podcasts are simply recorded audio programs that people can download from the Internet and hear on their computers or MP3 players.

The subjects available for you to podcast are infinite. Anything that your heart desires, from your love of collecting stamps to the difficulties you've personally experienced in fighting a disease or other health issue.

For instance, when Kim Maffin learned that she had multiple sclerosis about a year ago, she decided to use this new technology to reach out to others coping with the disease.

She started making podcasts right from her home in British Columbia. She spoke frankly and with passion into a microphone connected to her computer, and then posted her thoughts on the Internet.

Since then, thousands of people have listened to that first podcast and many others which she created about her disease and related issues. She even started interviewing others as part of her program.

Ms. Maffin is just one example of the growing number of people creating their own podcasts. Listeners find these programs by searching Google by topic; for example, by using Google, Yahoo or iTunes via a podcast directory.

You'll find podcasts about family reunions, walking tours of a neighborhood, comic routines of a stay-at-home dad, discussions of favorite movies and books, and personal explorations of thousands

of different topics.

Entry into the wonderful world of podcasting is open to everyone who owns a computer. The cost can be as little as \$10 for a microphone - and maybe not even that if your computer has a microphone built into it, or you can spend as much as \$30,000 for a well-equipped recording studio.

In this book, we'll help you to zero in on your topic, and then cover ways to “flesh out” that area of expertise and help you to create podcasts that shine and offer really exciting content that will draw an audience.

We'll discover how to produce your audio and the many ways to present it. You'll learn how to develop a 'presence' on your recordings and use your new-found abilities to really touch an audience.

The use of podcasts by marketers is a large part of this book. If you have an Internet business, you will learn how to use podcasts to get your sales message across in a convincing manner that results in many more sales.

Together, we'll discover that your voice is the vehicle that gets your message across in a much more dynamic and useful way than the mere written word can. People are more susceptible and open to your message, because they are using their sense of hearing which, you will learn, is a powerful, direct approach to the brain.

This book isn't written in chapters. Instead, I've decided to send you 'transmissions'. That's a way of communication that Marconi discovered, with the creation of the radio signal, and which he never would have imagined could have reached such personal and devoted levels in the 21st century via the podcast.

I have five 'transmissions' coming your way:

1. Podcast Equipment.
2. Podcast Content
3. Podcast Delivery

4. Podcast Formats

5. Podcast Business

About The Author

My area of expertise is broadcasting. I've spent over 30 years 'on-the-air', working in major metropolitan US cities as an announcer, on-air personality and broadcast executive. In that time, I've developed many programs, including some which are heard nation-wide. In all of these efforts, it was essential that I attract an audience - I would have been fired if I didn't.

So, helping you to develop your unique podcasts and then turn each of them into a popular, audience grabbing one, is the challenge I've set for myself in this book.



The Author With Country Music Super-Star Wynonna!

The major difference between podcasting and broadcasting can be found in the root words. A broadcast, by definition, must appeal to a 'broad' or wide audience. It doesn't have the essential character of a podcast which should be narrow, topic-specific and directed to a select audience.

But, they also have many things in common. For instance, they must be essentially entertaining and informative. Your delivery must be understandable and coherent. Both draw on a form of communication that is as old as mankind - the spoken word.

I intend to share with you some long-held secrets in the broadcast industry, and ones which I've used as voice-over talent* in the commercial arena, to help you excel in your delivery and expression.

I'll help you to develop a style, using emphasis and emotion to get your point across; the best ways to be as creative as possible when developing your podcasts.

Podcasts are remarkable vehicles, because they can turn us all into investigative journalists of our own lives. They can help us to be more expressive and creative, too. When you produce your own podcast, you share yourself with the World.

That includes your dreams, ambitions, desires and plans. You can creatively involve people you've never met, from around the world, and make friendships and discoveries that will serve you for a lifetime.

And don't forget, you can use podcasts to multiply, many times over, your profits in an online, commercial enterprise.

In all, this journey will be an exciting adventure. I look forward to helping you become all you can be as a shining podcast star!

Check your transmitting antenna, the first amazing transmission is coming your way!

Victor K. Pryles

*** A voice-over talent is someone who voices commercials for radio, TV, movies, or industrial clients. I've worked with ad agencies and production companies which employ copywriters and producers, as well as voice talent, to create the varied commercials you hear all the time. Basically, a voice-over talent is an actor using only his/her voice to convey a message or script.**

End transmission.....

Transmission One

The Podcasters' Equipment



As I mentioned in the Introduction, you don't need expensive equipment to create your first podcast. You can use a simple \$10 microphone, or the mike that came with your computer.

The recordings don't have to be perfect, either. In fact, sometimes a little background noise can provide a podcast with its own rugged charm.

However, you will need a software program to record your audio.

As a beginner, I suggest that you try a free program like Audacity (<http://audacity.sourceforge.net/>), or you may have a program already installed on your computer to record sound.

Then, it's just a matter of:

1. Turn on your microphone,
2. Hit “record” on the audio software and
3. Take the plunge.

Either way, once these essentials are covered, you may wish to expand your repertoire of equipment:

Microphones

Many computers have built-in versions, but separate mikes sell for as little as \$10. Those in the \$30-\$100 range, however, can do a better job of reflecting the richness of a voice and improving sound quality. Buy the most expensive one you can afford, without breaking the bank.

Software

Audacity, which is free, and Garage Band, which you can buy for about \$100, are popular audio recording and editing programs. Later, we'll look at 'online' sources where you can visit a website and have them help you produce and host your recordings.

Mixers

A basic version, at about \$65, creates a smoother sound when combining audio sources like two mikes, or background music and sound effects.

Headphones

These help monitor how well you are speaking into the microphone. A good set can cost \$40 to \$100 dollars.

Of course, you may decide to do as Dave Winer of Berkley, California did. Although he started out with minimal equipment for his podcasts about computers and podcasting technology, he eventually used more sophisticated equipment and started <http://www.scripting.com/>

He starting out by using a P.D.A. (Personal Digital Assistant) and a \$100 microphone to pick up the voices of people sitting at a restaurant table and recorded his 50th birthday celebration. Then, he sent the recording , using a Wi-Fi connection, to his computer server so that it could be posted online. He said that the birthday podcast was popular with listeners.

Advanced Sound Recording Equipment

For about \$500. you can buy a Mackie Onyx 1220 mixing board, which combines audio from several sources. Add an Electrovoice RE20 microphone for about \$420. Then, place some hardware to process the audio feed from your mike: a Symetrix 528E voice processor (about \$550.) to insure, for example, that the volume of your voice stays relatively constant - and why not throw in an Aphex 204 aural exciter (about \$200.) to put some more sparkle in your voice?

We're not done yet!

Instead of recording on your computer, you can invest in a Marantz PMD 670, a \$700. digital recording device. This machine records to a memory card that you pop into your computer to edit the recording. For post-production work, you can use a \$600 audio editing suite like Bias Peak Pro 5, to trim stumbles and pauses.



Marantz PMD 670

The only reason that I've listed all of these much more expensive alternatives is to bring home the point that you can turn this podcasting business into a pretty extensive (and expensive) hobby.

Like many hobbies, the options and fine-tuning can be endless - with toys galore. That's the joy of the hobbyist; the ever-growing ways in which you can explore and develop your passion. You can literally spend tens of thousands of dollars in creating a home studio to play in and, believe me, there are a lot of people who do just that!

Here are some websites I've found that can help you explore studio-level equipment for your podcasting:

<http://www.equipmentemporium.com/>

http://www.alanaecology.com/acatalog/Choosing_Sound_Recording_Equipment.html

http://www.alanaecology.com/acatalog/Choosing_Sound_Recording_Equipment.html

However, a more sane and practical approach is certainly fine when you are getting ready to podcast. Don't feel like you must invest a lot of money in equipment. It isn't necessary just to create lasting messages that are entertaining and informative.

And, if you're like me; equipment phobic, then you might wish to do away with all manner of equipment and simply create your podcast using a online service that takes all the mystery and complex techno-speak out. Such a service is:

Podomatic

Visit <http://www.podomatic.com/home> to see what they offer.

PodOmatic is the easiest place to create, find and send podcasts. You don't need an iPod to tune in!

Pod-O-Matic was the first choice for me when I started out in the field.

You can use;

<http://www.podomatic.com/user/register/podMail> to create and send mp3s to anyone.

<http://www.podomatic.com/download/podAmigo> to find and download podcasts daily.

the free <http://www.podomatic.com/user/register/podcast> services to set up your own show.

<http://www.podomatic.com/user/register/podcast> **(just released)** to make your podcast page the way you like it and

<http://www.podomatic.com/user/register/podcast> (also **just released**) to get listener feedback on each show.

You can do a web search on podcasts to find other companies. The number of these groups is growing as podcasting becomes more mainstream.

Conclusions

Here, in transmission #1, we've explored the technical side of podcasting. Remember, you can always start your podcast enterprise cheaply, and even for free. If you so desire, you can slowly add components and more sophisticated audio equipment as you become comfortable and can afford it.

It's a good idea to involve your technologically advanced family members, friends or co-workers in your enterprise. Tell them about your plans to create entertaining podcasts and ask for their guidance and opinions concerning equipment and operation.

This can bring you closer together and allow you to get someone else involved in production that enjoys it, leaving you free to be creative with your scripts and content.

As a broadcaster, I am dependent on a slew of engineers. Even though I attended Radio Engineering Institute (REI) myself, as a young man, securing what is called a “1st Class Telecommunications License” (required at the time by the Federal Communications Commission - FCC), I never enjoyed the technical end of broadcasting; too much maths!

But the highly trained, brilliant engineers I've had the pleasure to work hand-in-hand with over the years, have taken the load of technical excellence off my back and delivered amazing audio results for my programs.

On the professional broadcast and commercial stage, a labyrinth of highly sophisticated audio chains must be set up and these folks know how to do it. It's a remarkable field, and the people involved are truly dedicated to excellence - even if, half the time, I don't have a clue about what they are saying!

So, if you're fortunate enough to know a “gadget freak” or “geek” then, by all means, get their input! It can make your podcasts sound more professional and that's always a good thing.

But, I can't emphasize enough that you don't need the most expensive equipment to make this venture work.

I have found that “content is king”!

In other words, it's what you say and how you say it that counts, not the technical quality.

If you had a podcast that guaranteed listeners could find the secret location of a hidden treasure chest worth millions of dollars, it wouldn't matter if your production values sounded like a tin can attached to a string. People would flock to listen. So, the rest of this book will be dedicated to exploring ways to develop and convey your content.

End transmission #1.....

Transmission Two

Content Is King



Content is what fills your podcast and makes it interesting to listeners. It must be strong, unique and offer information that is rich in discovery. To be honest, people are just too busy to take time out for rambling, unfocused or light content. They want valuable information and they want it now.

To become a successful podcaster, you must provide the information they crave.

This will require research, dedication and good common sense. You can provide all three of these demands fairly easily. But, if you shirk them off, your podcasts are destined to languish in no-man's-land where they will seldom be heard.

Research

It's very possible that you have enough information about your particular topic already in your head and from your experience. If this is the case, you're miles beyond many other podcasters who must spend time on research so that they can 'flesh out' their topic with interesting facts.

Maybe you already know enough about the 1972 Pontiac GTO , as an example, to fill hours of podcasts. You can tell all kinds of stories about its origins, its engine makeup and its aesthetic

qualities, because this car is one of your deeply held passions and has been for years.

Good for you!

You can still profit from these ideas on research to expand your knowledge and continue with more podcasts for the foreseeable future.

In my previous book, “Anyone Can Consult!”, I dedicated well over 40 pages to the subject of research. If you're really interested in expanding your knowledge of this subject, then I strongly urge you to get a copy from your eBookWholesaler Representative who sold you this book.

It contains an exhaustive five-part exploration of how to use research tools like a pro!

However, for our purposes here, I'll condense that material to give you the essentials for developing your podcast content.

Professional Online Services

Let's get this out of the way first. There are services that are fee-based. In other words, you have to set up an account, and then supply a user ID and password before you can search their huge databases.

They often contain information that you won't find anywhere else, such as legal cases, conference papers and special journals. Here, you can find under one roof, sources that you'd have to search long and hard over the whole web to uncover.

But, they are not free.

Companies like Dialog, Lexis-Nexis and Dow Jones Interactive are fee-based. When do you need them?

When you want to find essential information about your topic that is very valuable to you and your listeners.

The information that you get is often UNIQUE, covering HUNDREDS of publications at one time.

They are POWERFUL and SOPHISTICATED. The information is highly ORGANIZED and is often more RELIABLE than what you'll find on the Web at large.

Take a look at one such service here: <http://www.dialogweb.com/>

Also try <http://www.djinteractive.com/> and click on their Publications Library link.

Now that you know something about paid options, you can put that in your memory bank for those times when it is essential that you absolutely must get the information.

Of course, you want FREE sources whenever possible.

The Human Equation

You can add to your storehouse of knowledge and your podcast content by using newsgroups, chat rooms, mailing lists, electronic conferences and other virtual communities. This is what researchers call the Human Equation.

Don't undervalue 'conversation' with the experts floating around the Internet. There are people on the Web who are known as “Gurus”. These highly specialized 'experts' set up their own mega-sites to help folks just like you.

Ask anyone in a newsgroup or message board to recommend a 'Guru' on your subject and you'll likely get several names and websites that you can visit.

They might have valuable information that you can add to your podcast content ...and it's free. However, it is only common courtesy to mention the individual that provided some valuable insight when you use it as part of your content in your podcast.

Also, keep in mind that these individual experts are usually very open to interviews which you can use to fill your content needs. It provides added exposure to the expert and this is a powerful motivator for them to give you their best tips and tricks.

They probably will want the opportunity to plug their newest book or article, product or service

during the interview. Be generous on this account and you'll get plenty of excellent content.

A good interview with an expert takes the weight off your shoulders and makes for very interesting content which your listeners will eat up.

Search Engines

The most common, free source of additional information on your topic is through search engines. Here are three which you can visit right now to get a feel for what they look like. Just place your unique topic into the search box and see what you come up with:

<http://www.infoseek.com/>

<http://www.altavista.com/>

<http://www.hotbot.com/>

Remember, your best bet is to use a variety of search engines and directories if you need a thorough search of your topic, because no one service or index can cover the whole web.



Now, I'm going to give you a tool that does this for you. You'll love this!

It actually places over a dozen search engines all in ONE page that you can make your start page if you want. By clicking SELECT ALL, you'll get fifteen search engines scurrying to look things up for you at ONE TIME.

It's called Net Depot. <http://www.netdepot.org/>



This incredible tool allows you to search, using 15 search engines at the same time. Just enter your search term or your podcast topic for that day, and select ALL (or you can pre-select the particular search engines you wish to use). Then Net Depot will scurry around the world looking things up for

you.

Each search engine presents its results in its own pop-up window. That means you'll see the results from all fifteen search engines flow rapidly into your lower tool bar. Simply click on each, in turn, and it will fill your computer screen with what it found.

I've used search engines whenever I'm stuck for a daily topic. I enter a phrase or two, using quotations marks (“ like this ”) around the topic and, many times, get fresh insights and new perspectives which help me flesh out my discussion for that podcast. You should do the same.

Your Unique Selling Proposition (USP)

Content, to be valuable and create listenership, must be unique. You don't want your podcast to melt into the world of, “oh!, I already knew that!” You want to discover what specific, unique contribution you can make to the subject of your podcasts.

What is a U.S.P., or Unique Selling Proposition?

To put it simply, its a clear reason why your listener should take action or tune you in.

If you're using your podcast as a marketing vehicle, this becomes even more essential to success. Your USP is the one thing that makes YOU KING (or, for the ladies, QUEEN!)

You must find one clear reason why your listeners should do business with you. It's not value or service, I promise you. Those attributes are a constant in thousands of offers, everywhere. There's nothing unique about them.

Remember, as podcasts become ever more popular, you'll be competing for success with many hundreds of other individuals. In fact, on average, people see up to 3,000 marketing messages a day. There are no measurements, yet, for the number of podcasts listened to on any given day. But, don't be surprised if such “ratings” do come into being in the future.

So, you'll need to develop a niche for your podcast. It's essential that you be able to phrase that uniqueness into one clear sentence.

In my travel business, I came up with a USP for those that want to discover bargain travel opportunities. My Podcasts open with: “ *Pauper Travel--- Where Paupers Meet & Travel Cheap!*”

It's a short, one sentence U.S.P., that reveals the purpose of my podcast right up front. People interested in expensive ocean cruise lines, or high-end travel experiences, won't be interested in my podcast.

Fine! They are not my audience, anyway. My people are hungry for travel information and really cheap (inexpensive) trips.



My U.S.P. tells them that this is a community of fellow travelers and that we meet in one specific place regularly (my website) to share ideas and plan really dirt-cheap adventures around the globe.

In my broadcasting jobs, I've always had to develop a U.S.P. for the radio station. For instance, right now, I'm on-the-air for WROR in Boston. The station has positioned itself as the one that gives you "the music you grew up with!"

That rings a very familiar bell with the audience who can easily agree and think, "yeah, I remember this music. It was a vital part of my life growing up! What fun to rediscover it!"



What's your U.S.P.?

Exactly why are you unique? The more specific you can be, the better. What's the benefit of my listening to your show?

The best question you can ask yourself as you attempt to come up with a U.S.P. is, “*so what*”? Start listing your unique ideas and contributions and then ask, “so what?” until you realize that there really is a good solid foundation for your podcast.

This is really such a simple concept, and yet, so few really take the time to figure it out. Many folks spend more time developing their web graphics than they do in figuring out why someone would tune in to hear their content.

The good thing about zeroing in on your U.S.P. is that it sets you free to start developing content around it.

If your topic is Cheap Travel, for instance, you're still too broad in your U.S.P. It should be more specific. I chose the image of the Pauper, someone that doesn't have money falling out of his wallet, someone who is frugal and clever. A traveling pauper uses his wits and is sly in his approach to purchasing travel bargains. See?

The Emotional Factor

In the next chapter we will discuss your presentation, and you will really see the importance of emotion in your delivery. But, right now, as we discuss making content king, please keep in mind that emotion is the key to successful podcasts.



So, after you've done your research, and after you've developed a U.S.P., start incorporating that information in an emotional way. In other words, if you're writing a script from which you will read, start using emotional words, paint emotional scenes, tell emotional stories to your audience.

Dry facts, dull material or uninspired copy will not make your podcast shine. People will get bored and tune out. You need to fulfill their desire for excitement and adventure, to thrill in the discovery of something heretofore unknown to them. Show them in word pictures what you see from your own unique perspective.

Whenever I write content, I have a trusty thesaurus close at hand. I use it to bolster my descriptions and add flair to my writing. You should do the same thing when you prepare a script for a podcast.



Why say, “*the Pontiac GTO was a fast car for its time, with speeds reaching 120 mph easily*” when you could say, “*My 1972 GTO was like spit on the wind when I cranked that baby up and let her fly. She reached speeds of 120 mph as easily as a falcon sweeps down on its prey. Oh! The thrill of speed in my GTO was exhilarating!*”

Do you see the difference? In example one I'm uninspired, boring, and too factual. Sure, I've told my audience that the car was fast and could go 120 mph, but I said it without inspiration and EMOTION.

Example two conveys the same facts but, boy, what a difference in appeal and emotional thunder!

I sound excited and convey that with my words. You can almost see the car as it shifts gears and whizzes by you with wind that nearly knocks you down. The podcast achieves a new urgency, a new level of communication, because I wasn't afraid to paint a little picture or use unusual words.

No matter what category your podcast aims at, no matter what your U.S.P., if you don't get emotion working for you in your copy and, as we will discuss in the next chapter, in your delivery, then you're sunk!

Your listeners will tune out and feel like they have somehow been cheated.

The sheer power of story-telling is another way to bring your audience into your podcast.

Don't just dictate facts and figures, tell a story instead. Instead of relaying the fact that your GTO was red in color, why not tell us how you came to choose that color?

Take us to where you selected that car, that color. Convey the thoughts that ran through your mind.

? Was it because red made you feel dangerous?

? Did you love red because that was the color of the GTO you saw in a movie?

Give us a picture and take us on a tiny adventure into your choice.

You chose to enter the wonderful world of podcasts. You probably are passionate enough about a certain subject to devote many hours to communicating it to a wider audience. Then bring your enthusiasm to your writing and delivery. It will make you a shining star in a firmament of all-too-many dull and uninspired podcasts that populate the Internet.

End transmission #2.....

Transmission Three

Your Delivery

This should prove to be an exciting chapter for you, dear podcaster. I want you to rest assured that, when it comes to vocal delivery, I really know what I'm talking about. That's not a brag, it's a fact.

I've spent over 30 years in broadcasting. It is a very competitive arena and only the truly dedicated and talented survive. Not only have I used my voice and delivery on radio programs, I've employed it successfully as a voice-over talent in the world of commercials.

In this world, time is money. Major ad agencies don't book recording sessions cheaply. It costs mucho dinero. Add the cost of a highly skilled engineer to record the session, at least one - but sometimes two producers, a copywriter and the voice talent ... and you've got a hefty investment in a single 30 second commercial announcement.

The voice talent had better have his chops in good working order. He had better deliver on time, with just the proper diction and emphasis required by the client or he doesn't get any work. Sometimes this can be excruciatingly precise work.

I remember one session in particular, in which I was ensconced inside the glass 'voice booth' with my headphones wrapped around my ears, attempting to deliver a bank commercial. The producer was anxious to hear a certain phrase vocalized with just the precise inflection and nuance. It was a common set of words, as I remember it, perhaps, "come in today!"

Let me tell you, there are hundreds of ways to say that phrase. You can emphasize each word differently, you can say it faster or slower, you can add or subtract urgency, you can make it casual or emphatic. I think I tried at least 50 of those one hundred ways during that session. It got claustrophobic in the voice booth and, as the producer said : "**Bank commercial take #35**", I had to beg for a break.

I walked around the building a few times and gulped in some fresh air, cleared my mind and tried to relax.

I would have to return to my duties and nail that phrase! Luckily, in two more takes, I achieved the exact sound the client and producer wanted. Success!

In addition to this kind of work, I have instructed other air-talent and announcers too. I developed a series of "workshops" for these folks which incorporated many of the ideas I'm going to present to you here today.

Of course, all of my students were working professionals and had achieved a level of expertise through years of hard work and practice. They came to me to reach 'the next level'.

The program I developed was so unusual and unique that The National Association Of Broadcasters (N.A.B.) asked me to deliver a talk about it at their annual convention.

I say all this just to let you know that voice work has been a specialty of mine, and in the hope that you will be open to use the tips and tricks I'll present in this chapter. Let's begin!

Your Voice!

I can promise you that the first time you hear your recorded voice you won't believe that it is truly ... you!

It sounds foreign, like another person entirely, doesn't it? You wonder how that could be. After all, you've been speaking all your life (since you were 2 years old, at least) and it never sounded like this.

Who is that stranger that appears on my recording, anyway?

Rest assured, that is truly the way the world hears you, dear podcaster. That is just exactly how you really, truly sound.

Most people don't like the sound of their voice when they first encounter it. It is too alien for them to accept. They are a bit embarrassed by it. This is a very human, and natural, first reaction. Don't feel like you're the only person to have ever experienced this sensation.

The fact of the matter is, that our facial physiognomy has played a trick on us all!

You see, our ears are located in the wrong place. To hear ourselves as others do they would have to be moved to somewhere in front of our faces, "Out there" where other people encounter the sounds we make, for us to hear our voice as it truly is. By the time the sound leaves our mouths and travels inwardly and around to our ears, it is perceived differently.

That's why your voice sounds so strange to you, the first time you record it. You've placed your voice "out there" in the same place you encounter the sound of other people everyday, where your ears can hear it as it truly is.

Now I'm going to give you the single most valuable tip on delivery you will ever get:

You must expose yourself, relentlessly, to this new voice of yours.

By this, I mean that you must record yourself frequently and then LISTEN to it again and again, and again - many hundreds of times, before it, at last, becomes familiar to you. More vitally important than that; it will be something which you can manipulate.

Read that last paragraph again. Sear it into your mind and follow its instruction every day. Get out a tape recorder and just read the newspaper into the microphone. Do this for at least 10 minutes. Tomorrow, set aside some more time to do the same thing.



Eventually, and it may take months, you will begin to accept your 'outside' voice more and begin to play with it a bit. You will find yourself gaining some mastery over it and will be able to direct it. There is no other way I know of for you to achieve this ability.

Please take serious note: this ability to 'work with your voice - to direct it', is the single most important achievement you can aspire to.

You will amaze yourself at the added quality and tenor of your speech. You will begin to feel a sense of power as you sound EXACTLY like you want to sound. No longer a creature of habit, you taught yourself to really hear, and then change the way you speak.

Do you hear a nasal sound? You will be able to correct it in time.

Does your voice sound too thin or high pitched? You will be able to gently lower it in tone and make it more broad and richer.

Do you dislike the way you pronounce words, stumbling over them too often? You'll be able to rectify this, too!

It all comes down to you being super-familiar with your voice. The time which you invest in recording and critically listening to your delivery will pay off in spades.

During each “recording session”, and after you've spent at least a solid week just listening, you can pick out a small flaw that you hear and begin experimenting with it. Try and change it a little at a time. Re-record yourself and see how you did!

Slow Down!

The most egregious problem I hear when someone delivers a talk is the pacing; namely, they are talking too fast.

If you race through your podcast, sweeping each sentence along like a bolt of lightning, then you'll be leaving your audience behind. It takes discipline, but you will do wonderful things when you deliver your podcast with a relaxed, even deliberately slowed delivery.

I challenge you to make a recording of your talk, and then slow the pace down until it seems almost unbearable. By then, you will have achieved the pace needed.

Why unbearable?

Because, to YOU, it's sounds slow and unnatural. That's because you know your subject thoroughly, like the back of your hand. So, to you, this information can be speedily delivered, and the next item or point can be reached with all due haste.

But, it's not like that at all to your audience!

They are hearing this information for the first time, in many cases, and need the space, which a slower delivery gives them, to digest it. They want you to talk steadily and deliver the information in a conversational tone, not one that is blazing along like a jet taking off.

There is a much-valued, added bonus to slowing your pace down on your podcast, too. You have the opportunity to zero in on the words that need emphasis, and you can color your speech more easily.

By this, I mean that you can now “punch” a certain word or phrase, because you've allowed yourself some breathing room in your delivery.

So, slow down!

Don't get ... too ... slow ... that your ... listeners ... fall ... asleep! But, for heaven's sake, *notsofastthattheygetconfusedandlostwhenlisteningtoyou.*

It's The Emotion, Stupid!

To hear this section as a podcast, [click here](#) or [click here](#).

We return to the key subject of emotion. Just as it was important for you to tap into when you were writing the script, it is vital that you bring emotion in to your delivery, too!

It's no good if you've hand picked some marvelous words that convey energy and excitement, but fail to speak them out loud when you produce your podcast. I want to show you the best ways to bring those words to life.

One technique is called *inflection*.

By placing emphasis on certain words, they seem to “jump out” of the text and take on additional verve. Professional broadcasters do this all the time. They purposely underline certain words in the text to remind them that they should put extra 'umph' in the delivery at those points. This underlining is a very important tool, if you work from a script.

Choose words that will move your story along. Add emphasis to the ones that make a particular point. For instance, let's use the copy we created earlier about the GTO car:

“My 1972 GTO was like spit on the wind when I cranked that baby up and let her fly. She reached speeds of 120 mph as easily as a falcon sweeps down on its prey. Oh! The thrill of speed in my GTO was exhilarating!”

Remember that we were pretty happy with the CONTENT of this paragraph. It was emotional and gave the vital feeling we wished to convey. So, we did that job as well as we could. If it just lays there on the paper, and doesn't come to life in our DELIVERY, then all the hard work we went through is wasted.

Believe it or not, and as hard as it would be to do, that copy CAN be delivered poorly, flat and uninspired. You could simply READ it, without inflection, and let it ‘die on the vine’. But, you've decided to use this trick of underlining certain words to make them “pop” when you do your reading:

“My 1972 GTO was like spit on the wind when I cranked that baby up and let her fly. She reached speeds of 120 mph as easily as a falcon sweeps down on its prey. Oh! The thrill of speed in my GTO was exhilarating!”

Do you see how emphasizing a couple of phrases and words can make this copy come to life? Do you get the feeling that the paragraph wishes to portray?

Please realize that the words and phrases I've chosen are not written in stone. You could easily choose other words and phrases, and still make this content come alive. For instance, you might feel more comfortable putting the inflection on “cranked that baby up”, or the phrase “easily as a falcon” - it's just a matter of personal taste.

The important thing to understand is that you must choose *something* to put your emphasis on. Don't let each sentence or idea just lay there with each word and phrase having the same amount of weight. Some words and phrases are literally begging you to bring them alive with passion and strength. So do it!

Another tool that will increase your delivery popularity with listeners is *pace*.

I know that I covered this earlier, but now I'd like to add to what you know about it. You see, it's not just a matter of slowing down your delivery. No, real pace is achieved when you can intelligently speed up, as well as slow down.

There is no contradiction here. When I said to slow down your delivery, earlier, I meant it. You should slow your delivery down OVERALL, especially when you are starting out. But, there needs to be some flexibility in your delivery and pacing which allows you to really make your what you say come alive.

Again, let's take our car copy as an example. I will indicate where you could SLOW DOWN your delivery with the letter “S” and indicate a faster, more urgent pacing with the letter “F”.

“My 1972 GTO was like spit on the wind (F)when I cranked that baby up and let her fly(/F). She reached speeds of 120 mph as easily (S)as a falcon sweeps down on its prey(/S). Oh! (Pause)(F)The thrill of speed in my GTO was exhilarating(/F)!”

What about the words outside the brackets and colors? Well, this would indicate a more normal, steady pace in your delivery. You'll notice that I also put the word (pause) in the copy. This is to indicate I want to come to a complete stop - rest a moment, and then begin again. It adds to the drama of the reading.

I'm saying “Oh!”, and then pausing (the longer the better - but not so long as to sound unnatural), and then quickly keying you into my excitement. That little pause makes it sound like I'm savoring the memory of my fast car ... *it allows the audience to experience it with me.*

Act Naturally! Don't Read!

All of these techniques will add an immense power and vitality to your delivery. But, you may be thinking that they will stand in your way of being ... natural! You'll feel like a fake, a charlatan if you employ these tricks of the broadcast trade.

Why can't you just talk naturally and let it go at that?

I'll tell you why. If you don't work consciously on your delivery, you'll be reading to me, not communicating.

Do you remember when you were in school and someone in class was called on by the teacher to stand up and read a passage from a book you were studying? Didn't you just hate it? I know I did. Unfortunately, we weren't voice talents or podcasters of the first order. We were just kids reading from a book. It was slow, faltering, without inflection, without pacing and without emotion.

That's how your podcasts will sound if you don't work on your content and delivery. If you're marketing on the Internet, this spells disaster. People don't buy on logic, they buy on emotion and, if your delivery isn't passionate and filled with emotional key words, then they won't buy. It's as simple and deadly as that!

Now, I certainly don't want to take your naturalness away from your delivery. It is so important that you be comfortable when you talk into your microphone. Take a deep breath, stretch your arms and legs a bit. Calm down and realize that this isn't rocket science; it's just you speaking to someone else about a topic which you love and find very interesting.

In broadcasting, we are taught to never think of the audience as some mass of people out there who tune in to hear us. We are trained to speak to ONE person at a time.

One listener; a close friend or buddy that we enjoy being around.

They are not critical, or demanding. This friend is supportive and enjoys listening to what we have to say.

You should use the same mental trick when you approach your podcasts. Imagine, in your mind's eye,

one of the sweetest people you know sitting across from you.

They are eagerly anticipating your newest podcast. They love you and can't wait to learn something new.

They don't mind if you occasionally clear your throat, or sigh deeply, or snicker and laugh. In fact, they really like that part of your presentation. It makes you human and your subject approachable. Really, the more you can reveal about yourself, the better. People are interested in people. They want to know that you're just like them.



You have your doubts, your moments of crises and indecision. You make mistakes and get lost sometimes. Other times, you're inordinately silly and laugh at inappropriate times. You fail, you succeed. You share both experiences with your listener. In short, you're REAL!

Delivery is just a fancy word for the way which YOU communicate. Every person does it slightly differently. No two podcasters will ever be exactly alike. Each brings their own life experiences and sense of the world to their delivery. They all make for a wonderful mish-mash of different viewpoints and visions.

In the next chapter, we'll help you decide on a format for your podcast. Podcasting is something that will require you to form fresh ideas and explore heretofore unknown areas of your subject. Only with creative formats, like the ones coming your way, can you hope to have and keep a large audience for your podcast.

End transmission #3.....

Transmission 4

Podcast Formats

Almost all media use certain "formats" to present their material. For instance, in my hometown of Boston, we have many local newspapers, each of which presents the news using a different format. The Boston Globe has a full spreadsheet paper and uses different typesetting than that used by its competitor, The Boston Herald, which uses a tabloid format for its editions.

It's the same thing in television. MSNBC has a different format from CNN, even though both are primarily news outlets.

Of course, in my field of expertise; radio broadcasting, we also use different formats. You can hear an "oldies" station, a "Top 40" station and a "country" station, etc.

But, that's not where formats end. Each station within that genre also has a unique format that differentiates it from its competitors, from which they present their programming. This is a fairly intricate affair. Program Directors are hired to create formats, each of which must offer something unique and, in the end, achieve ratings success.

As a broadcast executive, I was responsible for creating such formats. I brought the world a format which we called the "Class-FM" format, an adult contemporary music blend with highly imaginative contest promotions and a certain feel that was hugely successful. I also developed the first "classic rock" format of its kind in America at KIXK, in Dallas, TX.

Another format that was unique and new, was my "Heat!" format originating from ABC/Cap Cities. That was broadcast over 60 markets throughout the country and was an experiment in "theater of the mind".

I'd like to introduce the idea and implementation of a format to your efforts as a podcaster. This knowledge alone will make your purchase of this book worthwhile. You'll be miles ahead of competitors by knowing how to structure your podcasts.

That's what a format really is, after all is said and done. It's a structure that you develop to make your

podcast unusual and entertaining.

Your General Format

Let's start by deciding what general format you would enjoy presenting your podcast in. Notice, I say, enjoy - because I don't want you to get the idea that this format idea is something dry and dull. You should take real pleasure in working within your chosen format.

It should give you immense satisfaction, knowing you've got a solid plan from which to present your special ideas and musings. You've taken the time and made the effort to place a secure structure around all the fun you have making a podcast.

In a way, a good format will actually free you up to experiment and play with your content. Without it, you're just flying blind and presenting material willy-nilly, without a plan and discernible presentation.

Here are some general formats which you can consider using:

- 1) Nuts & Bolts Format
- 2) The Reportorial Format
- 3) The Two-Way Formats
- 4) The Community Format
- 5) The Multi-Media Format

Nuts & Bolts

In this format, the podcaster is not out to shake up the world or be particularly dazzling in his podcast presentation. He's more interested in getting to the “nuts & bolts” of his subject matter. He doesn't use music intros, look for input from “gurus”, conduct extensive interviews or plan to do any ‘fancy

dances’ in his podcast.

His goal is pretty straight forward and direct. He will plug in his microphone and start talking. Plain and simple, he feels the subject matter (his content) is strong enough to stand on its own without a lot of whistles and bells.

He may have chosen this format for several reasons. Perhaps he is a very busy executive or family person who doesn't want to devote a great deal of time producing the podcast.

He may believe that “less is more” in the grand scheme of things, and doesn't want anything to take away from the message he wishes to deliver.

He may wish to use this format because it allows him to do many more podcasts over a shorter period of time or his content is time sensitive and must be communicated with urgency.

Imagine someone in the business of offering stock market advice. Perhaps he does a “nuts & bolts” show because he must let his listeners know the current prices fluctuations of his recommended stocks in near real-time.

Fancy production values would just get in the way.

If your choice is the “Nuts & Bolts” format, rest assured it is an easily produced product that allows for top-notch content, in spite of the fact that it is so basic. Don't let that fool you. There are times when this is the only format that would work.

When do you know if the “Nuts & Bolts” format is the one to use?

- When you have very good content that can stand on its own.
- When you’er pressed for time.
- When your material is time-sensitive.
- When you intend to do a lot of podcasts over a short period of time.

The Reportorial Format

This format is more extensive. While the “Nuts & Bolts” approach lends itself to short and frequent podcasts, the Reportorial Format has much more breathing room. The podcaster develops his content, not with brevity in mind, or the concern about how time-sensitive it is, but rather how deeply he can delve into his subject.

He can make a longer podcast, that is big on detail. This format would be amenable to a complete dissertation on a facet of his subject. He doesn't want to leave any stone unturned in his podcast for that day or week.

Which brings me to the frequency of this format. This kind of podcast may be developed only once a week, with updates that stretch it to monthly. Because it is so involved and has such developed, researched and valuable content, he is not interested in presenting a lot of podcasts. He doesn't have to. Each presentation is fully developed and extensive enough to satisfy his audience on a less frequent time schedule.

The podcast itself will certainly be of longer duration than one employing the “nuts & bolts” concept. In the reportorial structure, he can present material over a :15, :20, :30 minute or even a full hour's time-frame.

The two formats mentioned so far do have something in common. Neither require a lot of production values to create. They are both produced with just a single voice speaking into a single microphone.

When should you use the Reportorial Format?

- When you have very good content that can stand on its own.
- When time is not a concern.
- When you have content that is lengthy and intricate.
- When you can do all the research you need to on your subject.
- When you intend to do only a limited number of podcasts in a month.

The Two-Way Formats

Notice that this format is in the plural. That's because there are two critical elements in producing podcasts using this format; two hosts and two way communication.

Two Hosts

In this case, we don't have a single podcaster, but two or more. These individuals bring their own expertise to the podcast and contribute different, but compatible, content to the podcast.

In other words, this is a team show rather than a presentation by a single performer.

It might be your significant other, where both of you share an interest in a subject and can feed off the input and conversations you have about it.

You could team up with a friend or business associate who has significant knowledge that you lack about some aspects of your subject.

To use our earlier example, a stock market analyst might team up with a mutual funds adviser to broaden the scope of a podcast. Or, a person doing the podcast about the 1972 GTO might team up with a certified mechanic that specializes in working on the engine, or a person who restores antique cars for his expertise on how to make the GTO particularly valuable.

This is a highly effective format and super fun to use. Why? Because you share in the experience of creating a podcast with someone else. It's not such a lonely enterprise and you often get to bounce ideas back and forth. More content can be produced when two or more heads are involved.

This is a team effort. You might have special guests that contribute on a regular basis. But the bottom line is, you are using more than one voice and one expert.

Two Way Communication

The second arm of the Two-Way Formats is what I'll call, “Two-Way Communication.”

Again, you are employing more than just your solo voice in the podcasts. Here you invite the audience to share with you. They can provide feedback and new content, ask questions or offer advice. You might liken this to a radio “call-in” show where the audience participates with the host in the show.

This requires more time and effort on your part, but the rewards of utilizing it are manifold. You will need to secure a way for your audience to post MP3 audio to your website, or to send you comments and questions via e-mail. Then, you will have to collect and edit them for your podcast. But, what a joy to hear all the people become involved in a personal back-and-forth on your subject.

I'd like to remind you that it is very possible to use only one arm of the Two-Way-Formats. In other words, you can hook on to the two hosts idea, and leave out the audience interaction element, if you wish. Conversely, you can do the show alone but with the audience involvement.

When do you choose the Two-Way Formats?

- When you have another 'expert' you want to involve.
- When you both have time and the desire to contribute to the show.
- When you don't mind sharing the spotlight.
- When you want to get feedback from your audience.
- When you want to take your podcast to 'the next level'.
- When you have time to develop and interact with others.

The Community Format

This format takes the basic idea of the Two Way Format a step further and involves many, many participants. In this format, you are more of a host, a group leader, than the star of the show. You facilitate a forum of discussion on a topic and guide it in a certain direction.

There will be many personalities and contributors to the Community Format podcast. You could set your podcast up with one of the free services mentioned earlier, like Pod-O-Matic, and give your user name and password out to the community so they can post their podcasts along with yours.

This format would be excellent in a closed business environment; perhaps where you work, or within an organization to which you belong that has members who are like-minded.

You can create your own “members only” podcasts and invite the general public – those who are interested in your topic - to join.

In essence, you are developing a club with this format; an audio-based club that shares ideas and content with everyone involved. It's a marvelous opportunity to spend time with folks that are much like you, with the same loves and passions.

The added benefit of such an arrangement is that many more ideas and subjects can be addressed by the community. The input grows substantially and the content becomes broader and more developed with such an approach.

Of course, it will be important to have a subject that appeals to a large audience. For instance everyone is interested in dining. Perhaps you could start a community that is dedicated to recommending and critiquing restaurants around the world. Or focus on the subject of parenthood; how best to care for and nurture children.

The list of possible subjects is endless - but it must be one that interests a significant number of the population.

The exception is for the more tightly focused community that has a burning desire to share information. For instance, you may work in the Aero-Space field, and have colleagues scattered around the globe. You can start a community where members in your chosen field share comments and ideas about the latest innovations or gossip floating around in Aero-Space.

When do you choose the Community Format?

- When you have good organizational and people skills, and you enjoy bringing people together

around the topic you love.

- When you have enough time to invite and monitor memberships.
- When your topic is broad and deep enough to involve and interest many people.
- When your topic involves a specialty group eager to share ideas.

The Multi-Media Format

Here's a format which you can really sink your teeth into. It requires a real sense of dedication, lots of time and effort, but the rewards are immense. You will become a real expert, a burgeoning source for others to turn to for information, and a podcaster of the first order.

With the Multi-Media Format, you employ other experts and other media in your podcast platform.

I mean that you will have a website dedicated to your podcast, a forum for them to write comments, articles which you will write, pictures and images that support your subject, select mailings and even video.

This complex and involved format is for the podcaster that wants to squeeze out the total potential of his subject matter. Not satisfied to produce a simple nuts & bolts podcast, he/she must take the content into the stratosphere.

He may even have ideas about commercializing his podcasts, getting sponsors and making money with it. Why not? This format is so extensive and engrossing that advertisers would love to become a part of it.

Here you will employ the expertise of a webmaster to set up your web site. You can incorporate all of the elements listed above in one location and start spreading the word about your community.

You can get as involved and particular about your content as you wish, offering a wide variety of opinions and viewpoints. The sky is the limit, as far as the creative outlets you can have with this format.

The key is to employ many types of media about your subject, not just the podcast. To compliment your spoken 'casts', provide written and visual materials and additional ways to communicate including forums and mailings or newsletters. You've decided to 'blow the lid off' of your subject matter and provide extensive coverage.

When do you choose the Multi-Media Format?

- When you have a subject that has immense potential for good content.
- When you are super-passionate about your subject.
- When you can devote many hours a week to its development and growth.
- When you have more ideas than you can shake a stick at.
- When you love the idea of working with more than one media source.

Choose one of these general formats to get started on building your podcasting empire. You can develop a compelling presentation by using any one of them. None is particularly “better” than another. They all have value and are useful in structuring your adventure!

End transmission #4.....

Transmission 5

Making Money With Your Podcast

This is the transmission you've been waiting for if you're a budding entrepreneur and wish to use the new technology and portability of podcasts to make a living with your marketing.

Podcasts are an ideal vehicle for Internet marketers and can be gainfully used in many different commercial arenas, as we will discover. The wonderful thing about your voice and the chance to contact your client base, is that they will feel an instant camaraderie with you, and be more open to your sales presentation than they would if they were exposed only to your written words.

The voice is a human instrument. It denotes warmth, personality, and feeling. These things can't be generated with just the written word. So now, you can take your listener into your world of excitement and possibility as you speak directly from the heart to them.

Because Podcasts can be transported on portable MP3 players and iPod-like listening devices, you can really mine the possibilities of your message while your prospect is "on the go!" This is a vitally important feature of Podcasting.

Just as people listen to the radio or MP3 player in their cars, while jogging, walking the dog or commuting, they can easily take your podcast with them. They aren't stuck at a computer terminal. If you take advantage of this portable feature, you'll find there are many opportunities that await you in this field.

Propertycasting

As an example of this portable feature with podcasts, there is a whole new field available to those in the Real Estate business.

Propertycasting.

The flexibility of this medium is what will drive the growth of propertycasting tremendously over the next few years. Currently the most useful application for real estate organizations worldwide, is complementing already existing real estate web pages with audio and video feeds.

These propertycasts detail important notices and information that may be prudent, along with a quick marketing pitch from a broker. These can be used for seasonal marketing activities, special events or monthly updates.

For years and years, associates and brokers have been sending out property listing updates. These propertycasts can be inserted into your existing listing pages. Most firms have numerous web pages which deliver real estate information in text and pictorial format. Providing an audio or video link on that page gives the user a different, and much more effective, format for receiving the information.

The popularity of portable on-demand information will grow even greater as wireless Internet services continue to flourish across the country. These portable devices will no longer have to be connected to the Internet; they will receive information by wireless as it is updated. In addition, as cell phones and portable devices continue to merge together, the market grows larger.

For firms that have thousands of employees or brokers, the distribution of company information is very important and, once again, this offers each institution a method of on-demand delivery which is convenient to all.

There are numerous uses for propertycasting currently and it will explode in popularity over the next few years. It is beneficial to institutions, as well as to the consumer, and it will be seen as a great tool in any real estate organization’s operations.

Medcasting

Medical casting, or “Medcasting”, is the commercial application of podcasting for medically-related institutions. Medcasting is the distribution and publishing of audio and video feeds which offer medical information delivered for on-demand listening over the Internet.

This system presents the medical industry with a very unique opportunity to reach its community through the new medium. Those individuals, who are already seeking medical information actively, will use RSS subscription technology built into each podcast feed, to receive information immediately it is updated by the medical institution.

With one click of a button, a user can subscribe to a feed that may be interesting, and any related

information that is ever updated to that feed will be automatically processed to their personal aggregator. An aggregator is able to subscribe to a feed, check for new content at user-determined intervals, and retrieve the content.

To take this process one step further, podcasting publishes each feed with the capability to be transferred to any portable audio or video device. So, with the growth of the Ipod and all the other portable media devices, you have the ability to grab Medcasts and place them on your portable player for listening or viewing.

Most users attach their portable players to their computers daily or weekly and, once the player is attached, they automatically receive the new medcast updates.

The flexibility of this medium is what will drive the growth of Medcasting tremendously over the next few years.

Currently, the most useful application for medical institutions worldwide is to complement already existing medical information web pages. Most institutions have numerous web pages which deliver medical information in text format. , by providing an audio or video link on that page it gives the user a different and potentially more effective format for receiving the information.

The popularity of portable on-demand information will grow even greater as wireless Internet services continue to flourish across the country.

These additional formats that are already being used are;

- medical talk shows, where various specialists within each institution will speak or answer questions on a certain topic and
- Medical lectures and seminars which are recorded and made available for the public or employees to download easily and on-demand.

In addition, any information that may need to be delivered to employees can be recorded and made available on an in-house delivery network. For institutions that have thousands of employees, the distribution of company information is very important and, once again, this offers each institution a

method of on-demand delivery which is convenient to all.

Medcasting can also be used as a direct line of communication, by recording video-casts of company messages from executives for company-wide distribution.

Travelcasting



Travelcasting is the commercial application of podcasting for the travel industry. Travelcasting is the distribution and publishing of audio and video feeds which offer travel information delivered over the Internet, for on-demand listening.

"This is a new step in the evolution of on-demand travel information delivery, making it accessible, informative, useful and appealing" says Ryan Hoback, CEO of What I Want Podcasting.

This system presents the travel industry with a unique opportunity to reach its audience through this new medium. Those individuals, who are already seeking travel information actively, will use RSS subscription technology built into each podcast feed, to receive information immediately as it is updated by each organization.

To take this process one step further, podcasting publishes each feed with the capability to be transferred to any portable audio or video device. You can grab travelcasts and place them on your portable player for listening or viewing. Most users attach their portable players to their computers daily or weekly and, once the player is attached, they automatically receive the new travelcast updates.

There are a numerous formats which can be used in developing a travelcast. Companies can offer the

power to the listener or viewer to receive on-demand virtual audio and video travel tours about their intended destinations. In addition, podcasts are being placed on portable video devices to offer high-end guests tours of the property when they check-in.

The best thing about travelcasting are the endless marketing opportunities. With normal media, once a program is developed, it only lives for a certain amount of time. Then it goes dormant and no longer exists in society. With podcasting, these feeds can be published to the web so that they will live forever, or until the organization asks for them to be removed.

Here are some examples of how podcasting will affect the travel industry:

Travel agents and agencies rely on the operators of each resort to constantly update them with new deals and promotions, as well as to supply them with the tools they need to promote those resorts, in order to keep clients satisfied. With podcasting and its subscription based technology, you can put out audio or video updates of information that you would like the travel agencies to use, and they will receive them as soon as it is posted on your server.

Another example of its use could be in coordination with existing web pages. Most resorts have numerous web pages which deliver travel information in text format. By providing an audio or video link on that page, it gives the user a different (and potentially more effective) format for receiving the information. So, not only can these audio and video feeds be placed on web pages where “one-click” lets your clients listen to or view a travelcast, they can also be sent to portable devices.

What Field Are You In?

As you can see from the above examples, podcasting can reach any field of endeavor and amplify its impact. So, what field are you interested in? Whatever it may be, podcasts can make it more accessible to everyone you're interested in communicating your message to.

Let's face it, if podcasts work for such diverse and gigantic fields as Real Estate, Medicine and Travel,-they certainly can be useful to you! Just let your imagination flow and start being creative with this new medium. Think of ways that it can augment your current field or enterprise.

End transmission #5....

Transmission Six

The Podcast Business Model

To develop a highly effective business podcast, the first and most important factor is targeting; a plan must be developed that identifies your ideal customer. Podcasting is a medium that offers unparalleled access to niche markets, based upon consumers accessing content on-demand to their specific tastes.

In most cases, these podcasts are in series, where subscription-based “tagging” or RSS technology, allows the user to click a subscribe button once and then receive all the updates to come in the future as soon as their published.

This sort of medium, coupled with this technology, allows businesses to identify consumers, and it gives direct input into their lifestyle preferences, habits, wants and needs. This makes podcasting an extremely viable and quantifiable business tool.

Let’s say you are Pampers Corporation; you have newborn mothers and expectant mothers all over the world buying your diapers and using your products for their kids. At the next P.R. and marketing meeting, when the discussion focuses on, “How do we better reach our mothers?”, and “What will form a stronger bond with our company over Huggies?”, you mention podcasting.

And here is an idea that pops up. “Well, how about we utilize this new medium of podcasting to target our mothers with informative audio and video podcasts?” We can put out 10-15 general 1-3 minute podcasts, which detail an array of topics from “what to do about diaper rash” to “choosing the right size diaper for your baby.” This will give mothers the ability to go to the website to hear and see this information or, better yet, they can subscribe to the Pampers feed and receive on-demand updates downloaded to their personal MP player.

Get the idea? You can translate this example into any business model which you work with. By “narrow-casting” your information, you feed a niche market like nothing else can with your podcast. This can translate into huge profits and customer loyalty.

You can use podcasts to gain more clients. If you’re in the consulting field, you can use podcasts for community outreach and helping civic organizations to spread the word and educate.

The fields of use are as infinite as the world of commerce is grand.

You can take any hobby or recreational activity, any field of business, and translate it into programs that you create and distribute with a podcast.

Let's Listen In!

Though still in its infancy, podcasting is growing by leaps and bounds. It is the cutting edge for those interested in information technologies. You've got a book in your hands, (or should I say on your computer screen) that attests to its growing popularity.

When I chose to write about this subject, I became increasingly amazed at how far-flung and massive the field has come to be - almost overnight. This means there is increasing support for you as you enter the field. You will have a lot of the intricate details smoothed out, and places where you can distribute your podcasts, already set up and available to you.

In this section, I'll list some popular directories where podcasts can be found, and yours can be listed. I suggest that, once your production is complete, you begin working through this list and place your podcast out for the general public to find.

Have you been searching for the best podcasts to listen to? Well, here's a list of the 22 most popular (as of Fall 2005) podcast directories for your listening pleasure.

You can find the links to these podcast directories by doing a search for them on your favorite search engine.

- 1. Podcast Alley** – podcasts by topic, name or ranking
- 2. Audio.Weblogs.com** - last 100 podcasts made/updated.
- 3. Podcast.net** – podcast directory (organized like Yahoo.com).
- 4. Odeo** – a place to find new podcasts or create your own.

5. **iPodder.org Podcast Directory** – categorized directory of podcasts.
6. **Podcast Central** – Podcast RSS feeds.
7. **Potkast** – Podcast search engine.
8. **The New, New Podcast Review** – reviews of podcasts.
9. **DownloadRadio.org** – peer to peer (P2P) network of podcasts.
10. **PodcastDirectory.com** – international podcasts.
11. **New Time Radio** – Podcasts and radio shows.
12. **Podcast SA** – Podcasting in South Africa.
13. **Loomia** – podcast/videocast search engine.
14. **Podcasting Station** – podcast directory arranged like Yahoo.com.
15. **Podsafe Music Network** – Music podcasts.
16. **Podcast Shuffle** – a podcast shuffle & directory.
17. **My Podcast Center** – directory of podcasts and podcasting web sites.
18. **Podscope** – podcast search engine.
19. **Yahoo! Podcasts** – find & subscribe to podcasts.
20. **Teen Podcaster's Network** – Podcasts created by teenagers.
21. **Podfeed.net** – find or share your own podcasts.
22. **Women in Podcasting: The List** – list of podcasts hosted/co-hosted by women.

As you can see, there are quite a few podcasting directories and we haven't even scratched the surface. The next time you're looking for a podcast, try one of the above mentioned podcasting directories. And, as mentioned, use these services to put the word out about your own.

Two Business Considerations

Using humor and personality in a business podcast are two considerations you may wish to consider. Below are two differing opinions by two business podcasters on this subject.

I could have placed this discussion in the chapter on "delivery" but, instead, saved it for now, because we are exploring the use of podcasts for business purposes.

The business environment is somewhat different from the "club" or "leisure" podcast environment. That's why I've made sure that you get two opposing views on how to structure your podcast for business.

It's just a fact that some people approach business with a more unforgiving nature than they would a subject meant for fun. If I'm podcasting about my love of the 1972 Pontiac GTO, there is a lot of leeway. But, if I'm podcasting about starting a business SELLING GTO's, a different approach might be needed.

One podcaster, Donna Papacosta, president of a communications company in Oakville, Ontario who hosts a podcast herself, suggests that you leave the humor out when communicating with a business audience.

"For a B2B podcast, I would skip the humor. People want content that is relevant to them," says Papacosta.

However, Penny Haynes, CEO of Georgia-based company that teaches people how to create their own podcasts through a virtual course, disagrees. She doesn't think your podcast should be dry and stiff, no matter who's your target audience.

"Everyone has their own ideas and tastes regarding programs, but I love a little humor. A little bit of someone's personal side can add a lot to it," says Haynes.

Paige Eissinger, who hosts a computer call-in radio show in Missouri, says that she is immediately attracted to podcasts that inject a little humor.

"The worst people in the world to do business with are the ones who are humorless and I sure wouldn't listen to their podcasts," says Eissinger.

"I don't mean that you should have a ready joke for all your B2B podcasts - just that, if your message lends itself to humor, take advantage of it. Don't pass up a witty remark just because 'It's business'," says Eissinger.

Being witty is one thing, but being silly can really turn off a listener. Just ask Papacosta, who's not afraid to unsubscribe from a podcast if it turns out to be a total dud.

"I've hit the stop button on many a podcast because of content which I deemed stupid or a waste of my time," says Papacosta.

We've discussed content and how to use your voice more effectively earlier in this book. Now, the term “personality” enters the equation. When you are doing a podcast for fun and not profit, your personality adds a lot of joy to the listening experience.

It contributes a great deal to a leisure-based podcast. People enjoy people with unique personalities. I think that it works well in business too. I personally like people; I like their quirks and idiosyncrasies. It's what makes the world go around.

So, my advice is to let *who you are* shine through, without hesitation or fear.

But, not everyone is the same in this regard. Some want, “just the facts, ma'am”. You'll have to decide which audience you are catering to before deciding how much of yourself you wish to share in your podcast.

One podcaster, having a deeply-entrenched Texas accent, placed many colloquial phrases and snappy word-plays into his podcasts. Some of us loved it, others didn't.

"His content is great and very relevant to my business, but [his Texan] accent grabs me every time,"

says Eissinger.

While spontaneity, humor and personality can add some sizzle to a podcast, Angelo Cerase, a Toronto-based financial adviser who has a list of podcasts he enjoys listening to, draws the line when a podcaster lacks focus in their program.

"I really, really, really hate it when a podcast has the author going on and on about absolutely nothing, without a real plan or script of what he was going to say," says Cerase.

"A little 'useless' filler is welcomed in a podcast; it makes the person on the other end seem more human. But too much is, well, too much," says Cerase.

Having a great microphone, snazzy music and earth shattering content is not enough. You need to inject a little bit of humor and personality into your podcast to really get people to subscribe to your feed week after week.

Special thanks goes out to the members of the Podcaster Central Network who contributed their comments for this section. If you want to join Podcaster Central click here:

<http://podcastcentral-network.ryze.com/>.

What's in it for you?

Podcasting is obviously all the rage nowadays. According to I ISP Interland's Summer 2005 Small and Medium-sized Business Barometer, 11% of small business leaders are interested in using podcasting as part of their website's features.

A forecast based on the data on sales of portable digital music players and high-speed Internet penetration by The Diffusion Group released in June 2005, showed that demand for podcasts is expected to reach as much as 60 million users by the end of the decade.

Another interesting fact probably worth mentioning is the release of iTunes 4.9 in June 2005, which integrated podcasting for the first time into the music player used by close to 40 million consumers.

Only two days after the release, podcast subscription reached a number probably none of us would

believe before: **one million**. Many podcasts received free exposure and got a surge of subscribers at that time.

As Yahoo! Podcasts enters the market, this event might very well happen again. I am not a psychic but, if you can tap into this publishing medium and be one of the first to immediately get exposure to millions of people searching for very specific content they are interested in, I know only good things will happen to your business. I hope you agree with me.

Why it matters to your business

iTunes Podcast Directory offers more than 15,000 podcasts and the number offered is growing quite rapidly at 1,000 a week according to Steve Job, the CEO of Apple Computer. That is just one directory. This may seem like a lot at the first glance but it really doesn't even scratch the surface when compared to how many websites are currently available on the Web.

More than 6 million podcast consumers have already listened to podcasts by April 2005, so there sure is a lot of room to play. If you want proof, just browse any popular podcast directory and see how many of them only have a handful of podcasts offered, even on relatively popular topics.

But, "Why does it really matter to my business?" Well, for the first time, there is a way to reach your audience of customers through the use of voice. It's much like your own radio show but listeners can tune in any time they want to.

The power to be able to express emotion and bring personality to your marketing communication can be very powerful. From public relations, customer relationship management, name branding, to generating leads and sales; all can be done through the same medium, but more powerfully than with traditional text-based communication.

Imagine these benefits and the ability to get your podcast in front of millions of Yahoo! Podcasts visitors for free.

A Note Of Caution!

Here's the problem: Podcast files can be very large. Some of them are over 75MB in size. You're using your bandwidth every time a file is downloaded and your web host puts a limit on how much bandwidth you can use per month.

A great many web hosts will simply shut down your site when you reach your limit for the month. Often, they don't even let you know that it's happened. When it does, though, your web site and your podcast are BOTH off the air.

Let's look at how and why this happens. Suppose you have a 10MB podcast file you want to share with the world. And let's suppose that you have a few people listening. But, how many? If your host gives you 10GB per month, up to 1000 people can download the show. So far, so good.

Now, suppose you get your podcast listed in iTunes. Suddenly up to 40,000,000 people are aware of your podcast. Many of them will want to hear it. That's great, right?

Well, it is and it isn't. If too many people start listening to your podcast, you'll end up using all of your bandwidth. There's nothing left for delivering web pages. So your site goes down or you get hit with a huge bill for those extra gigabytes(GB) of bandwidth.

OOPS! You've just become a victim of your own success. It has happened already. One podcaster got his show listed in iTunes and went from 100 listeners to 6,000 listeners in a few days. His podcast used 100GB of bandwidth in 3 days!

Guess who had to pay for it? Yep, HE did. Now this guy is very serious about his show, and he pays the 100s of dollars a month to make it available. Not everyone can do that.

So, what's the answer? That depends:

- ? How serious you are about having people listen to your show?
- ? Can you make any money with it?
- ? Will you make enough to at least cover your cost? And

? Can you keep your web site live for taking orders, etc.?

There are sites that will host and deliver your podcast for a fee. The quality of service and the pricing varies. But, at the very least, your web site won't be shut down just because your podcast has become too successful.

Choose a podcasting service site that has a package you can afford. Be sure that they actually deliver what they promise. Be prepared to pay more for better service. And be sure you can get help if you need it. Ask for actual customer's comments!

For ease of use, a short learning curve and fanatical customer service, I highly recommend:

<http://www.podblaze.com/>

End transmission #6.....

Transmission Seven

Case Studies- Marketing Podcasts

Bearing Point And NPR

Podcasting has significant business marketing potential. If the business' podcast strategy and online visibility plan is properly executed; podcasting has the potential to be a marketing tool that delivers great marketing results.

The professional business marketers over at <http://www.marketingsherpa.com/> have just released a new case study titled "How to Use a Podcast to Promote a White Paper That Generates New Business Sales Leads". This case study is about how Bearing Point used podcasting to promote a white paper and saw sign-up rates of over 30% versus a traditional 10%. This is a 200% increase over traditional marketing techniques.

Here is a short excerpt, "Dunay wasn't sure if the podcasts would be a hit or not, especially as his key prospects tend to be fairly conservative. So he didn't roll out trumpets and strobe lights for the launch.

Instead, the team posted the podcasts and announcements at several related sites, including <http://www.podblaze.com/> , <http://www.freshpodcasts.com/> and iTunes (all of which currently promote podcasts for free.) They also rolled out a press release and an email announcement to their house list. Their first podcast launched quietly July 29, 2005.

RESULTS

Joy and exultation! Hundreds of executives downloaded the podcasts. Dunay had hoped that 10% of podcast listeners would respond to the white paper download offer. Instead, 30% did..."

This is a great example of how marketing professionals should and could be using podcasting to help their business. This is the future of podcasting, Podcasting is going to become a marketing tool that communicates, educates and drives listeners to action. In this case the action was to download a white paper and effectively generate leads.

Read the full case study at <http://www.marketingsherpa.com/>

Experienced online marketing professionals that have expertise in the areas of podcast production, strategy, and visibility such as <http://www.leveragedpromotion.com/>, can help your business achieve these same levels of results.

Just creating a podcast in a vacuum of space is the wrong strategy. Make sure that you achieve maximum exposure for your podcasts so that they can deliver measurable marketing results.

Case Study: NPR

National Public Radio (NPR) has been a trend setter with its embrace of new technology; from streaming “*All Things Considered*” and HD radio in the 90's to today where they are plowing into podcasting with both feet - not because it provides downloadable MP3 files, but because it may have a proven way to make money with it.

“Right now, we have existing sponsorships on air, and we've largely transported it to the podcasting world”, NPR executive VP Ken Sterns says. “There are 'gateway' sponsorships that are 10 seconds long, and there are interior sponsorships, within the podcast itself, that are also 10 seconds long. That's our standard, on-air model. We apply the same rules to podcasts.”

Infinity Broadcasting

In addition to NPR, another giant of mainstream broadcasting, Infinity Broadcasting, now has all nine of its all-news Am's supplemented with individual podcast pages, and each station offers a selection of downloadable files.

As I mentioned earlier in this book, it probably won't be too long before ratings are made on podcasts. To show that point is closer than you may imagine, and even though Nielsen/NetRatings does not track podcast downloads, NPR provides figures to Billboard Radio Monitor covering the six week period after the network launched its new online service August 31 through October 15, 2005 and NPR says it provided **3.2 million downloads** of its podcast content.

With this kind of story, sales staff and sponsors can be very happy - quickly starting to pass money around.

Bolstered by that growth, Stern says, “We've now developed a pretty strong online sales activity for the first time.” He expects to “quadruple our revenues this year from online.” That includes podcasts and other online NPR Internet features.

Time Shifting

One of the wonderful aspects of Podcasting is the ability to take the content with you and listen at a time that is most convenient to each busy person's schedule.

For instance, NPR broadcasts about 15 hours of fresh, new content daily. No one can listen to it in real time, so podcasts offer an opportunity to shift and shape the listening experience into manageable segments of a work day.

This is true for your content as well. Many of your fellow listeners will be very busy folks, and though they would surely like to spend hours listening to your amazing content, they just won't have time. Not in one sitting, anyway.

That's why, when you promote your podcast, you should remind your audience that podcasts like yours are convenient and can be listened to whenever its feasible and they have a few spare minutes during the day.

End Transmission #7

Transmission Eight

Welcome To The Wonderful World Of Podcasts

In this last transmission, I'd like to send you encouragement and some inspiration to make your podcasts as great as they can possibly be.

As you discover new ways to monetize your podcasts and achieve your dream of a healthy income from your creative work and, as you produce your own transmissions, remember that this form of communication is very new.

It was really born just this year. As a shaky, very small infant about 1 year old, podcasting's future is being written almost daily by entrepreneurs and podcasters around the world. Where this communication vehicle will end up is anyone's guess.

But, it is very exciting to consider that you may be the next big innovator in podcasts. You may discover a better way to make the mousetrap, because podcasts can always improve and get better.

I'd like to personally invite you to join me in discussions and further explorations of podcasts with my own podcast! Here's the address:

<http://author.podomatic.com/>

Click on the above link and join us! I'd love to share the very latest information about The Wonderful World Of Podcasting with you at this site. In the months and years ahead, we'll look at the very latest technological advances in podcasting, I'll share my personal stories and add chapters, ... oops, sorry - *transmissions*--- to this book.

In that sense, this e-book is a never-ending volume of exploration.

You see? Podcasting is such a vital medium it allows authors like me to expand on our writing in real time. This offers continuing education for our audience and makes your purchase of this book of even greater value. With my podcast, I don't have to worry about whether I've given you the most up-to-date information currently available about podcasting. I have an outlet that lets me update you

on a regular basis while I continue my research.

For the first time in history, a writer can create a book that UPDATES ITSELF via a podcast. It's amazing, when you consider it. More valuable insight and information is only a microphone away!

Get Your Free Critique

Next, I'd like to extend an invitation to get a “critique” of your latest podcast. If you would like a full 2-page report on how you're doing, just send me an e-mail at <mailto:vkp@authorsden.com>

I charge a mere \$5.00 (via Pay Pal), for an extensive look at your presentation in a written report. I will listen to your content, diction, voice quality and the 'intangibles' that make all the difference.

My report will be an individual look at your podcast. It will be encouraging, helpful and detailed. I'll provide some easy exercises and special 'tricks of the trade', tailored to your particular style.

I wish you the very best in your podcast adventure. Remember, the world needs to hear your slant on things, your unique perspective on life. So;

1. Choose your passion,
2. Do some research,
3. Write a simple but dynamic script and
4. Start your recorder.

I'm certain you will find the mere act of sharing and the great pleasure of expressing yourself, to be a life enhancing act.

Victor K. Pryles

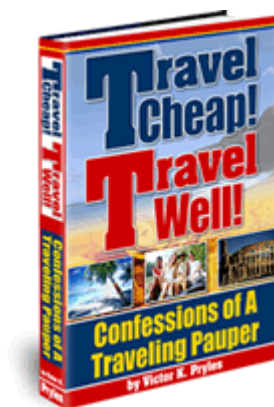
End transmission #8....over & out!

Other books by Victor K. Pryles

"Anyone Can Consult!" - How to Use What You Already Know To Help Others And Make A Sizable Extra Income



"Travel Cheap- Travel Well!" - Confessions Of A Traveling Pauper



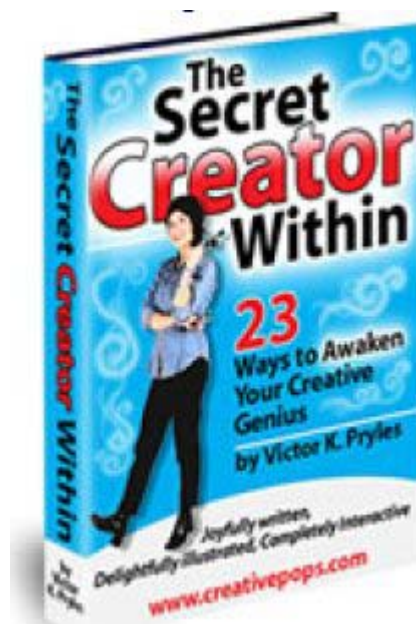
“The Weekend Gardener” - The Busy Persons' Guide To A Beautiful Backyard Garden



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