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Contents

Please Read This First.....	2
<i>Terms of Use</i>	<i>2</i>
<i>Disclaimer</i>	<i>2</i>
Contents	3
About the Author	5
Introduction.....	6
Why Podcast?	8
Your Self-Check	10
Installing Audacity	11
Using the Audacity Program.....	14
<i>Getting Help for Audacity.....</i>	<i>14</i>
Setting up Your Podcast on iTunes	16
Storing Your Podcasts	18
Setting Up on Libsyn	19
Setting Up on Amazon S3	20
What Makes good Intros and Outros?	22
Promoting Your Podcast.....	23
What Type of Web Site will you Use?	24
Design Your Podcast.....	26
Podcasting F.A.Q.....	27
Connecting with the World.....	28
Good Enough really is Good Enough	29
Perfect Practice.....	30
Pitching on Your Podcast	31
Fitting the Bits Together	32
Don't cut too many Corners.....	33

Check Your Facts.....	34
More Tips	35
Resources	36
<i>Get Services.....</i>	<i>36</i>
<i>Podcast Promotion Services</i>	<i>36</i>
<i>Useful Software.....</i>	<i>36</i>
Your Audience is Waiting!	38

About the Author

John Williams wants to help more people start podcasting.

John said, “Podcasting is the easiest way to share your knowledge and experience of your business, hobby or any special interest you have with other people, or promote yourself or a cause which you support.”

“You don’t need special skills and you can get started with free tools!”

“Anyone that has a business, hobby or a cause which they want to promote can reach more people with podcasting for a lot less money than any other way.”

Podcasting has advantages over social media because you have more control and the people that listen to your sessions are obviously interested in your topic.”

John said, “It’s a proven system with a 20 year history and business experts say it is more popular and effective than ever! I am sure that it will continue to grow while other platforms are losing their appeal.”

“You don’t have to be a polished speaker or have any special training. You just need a basic computer and something you want to tell other people about.”

John was a professional magician and conducted training courses on public speaking and basic computer subjects.

He wrote this book to help you get a fast start to making and sharing your podcasts with the world!

Introduction

Have you ever listened to a podcast or an audio talk on the Internet or a CD?

It is a very powerful medium for learning and sharing knowledge.

Making your own recordings and offering them as podcasts is also a proven way to become recognized as an authority on the subject you talk about.

Why podcasts? They are simple to prepare and your costs are very low.

The audience for podcasts is huge. Thousands of people listen to podcasts regularly and many of them act on what they hear

Forbes, the respected business magazine, reported that there are almost a quarter of a million podcasts on the Internet and surveys indicate that over one hundred million people in the U.S.A. alone have heard at least one podcast.

That doesn't include the huge and expanding number of listeners in the other countries!

If you put an advertisement or an appeal on radio or television, you have a very short time to grab people's attention. When your advertisement has been delivered, you have to pay for it to be run again.

But, your recorded podcasts can keep working for you.

They can be downloaded later by people who didn't know about the original broadcast. They will listen to them on various devices at whatever time suits them. And, they can share them with friends for months or even years to come.

If you have a business, you can promote it through podcasts where you share your knowledge. You could promote your services, hobby or talk about a cause which you support.

Podcasting has advantages over many other types of promotion. It is personal, low-key and you have full control.

You can include new information and change any part of your broadcast right up to the moment you broadcast. You have most listeners' full

attention.

People are demonstrating great loyalty to the podcasts they like. And, they do tell their friends about them.

And, each podcast you do can stay on the Internet to attract new listeners for months or years to come.

You don't need special training or a professional speaking voice. You just need a basic computer with a microphone and you can start preparing your podcasts with this ebook and a few free high-quality programs.

Some people continue to use those programs when their audiences grow. Others decide to pay for programs which offer more features or have support from the developers included.

You just need something to say and a desire to help people with your knowledge, experience, and enthusiasm

My book will help you find the audience and keep them.

I will help you through setting up and making your podcast, getting it on the Internet and dealing with your audience.

Why Podcast?



Podcasting is an easy and low-cost way to share your views, promote your business or cause and connect with people interested in a subject you have information about or related skills to offer.

This is a very democratic form of media. Almost anyone that has a basic computer and Internet connection can become a podcaster, sharing their views, work and other activities with the world at large.

This can be profitable and it can be a means of helping people around the planet learn to understand each other much better as well.

It's a very cheap form of promotion. Wherever you are, your podcast can reach interested people in almost every part of the world.

They may become customers, suppliers, joint-venture partners or just colleagues who help each other and enjoy sharing their activities.

The Internet has lowered the costs of producing broadcasts and increased their potential audience hugely.

You never know who you might have listening. And, you may be surprised who your subscribers may share and recommend your podcasts with.

Podcasts encourage potential users of your services or products to subscribe to your podcast so they will be notified each time you produce a new one.

They have more incentive to stay on your list than they do with an email only list because they have heard at least one of your podcasts and know they will continue to get value from future ones.

Podcasts were very popular a few years ago and then interest subsided a bit. But, they are now more popular than ever because your subscribers can download the broadcast to most of the devices available and choose when they listen to them.

When you have your own regular podcast, you can approach experts and

ask them to let you interview them about the topic.

Some people have actually done that very early in their podcasting. I will give you some more tips about that later in the book.

You don't have to be an expert on your topic. There are always people that have less experience or knowledge and they can find great value hearing what you learned during your first steps because you will not confuse them as much as some advanced people might.

You are not bound to keep producing podcasts on just one topic.

You could even produce a separate series on different topics and create extra streams of listeners (and cash!) that way.

There are also many things which you can develop from your podcasts. Some people are very successfully having their podcasts transcribed and sold as books.

They promote the books on their pod casts and vice-versa.

Your Self-Check

Before you make your first podcast, you need to make an honest evaluation of yourself and the equipment you have for preparation and distributing the podcast.

If you are promoting yourself as a supplier of services or products, you will be expected to be business-like. If you are a hobbyist, even an advanced one, talking mainly to other hobbyists, you can be more casual in your approach.

Check your voice by recording a short segment of relevant material and listen to it. Ask a friend whose opinion you respect to give you some feedback about the recording.

You don't have to have a professional standard voice, but you need to speak clearly, with as few "ums" and "errs" as possible.

Writing out and reviewing what you will say will help to eliminate them and reduce any nervousness.

I don't say everything just as I wrote it because that can sound fairly mechanical.

But, I have a script in front of me which I have read through a couple of times before switching on the recording software.

Then, I put a check mark next to each point as I talk about it on the recording so that I don't repeat points.

Many people find they are easier to understand when they slow down their rate of speaking.

Installing Audacity

I chose Audacity as the program to focus on because it is free to use, has a good reputation and is well-supported, especially for a free program.

The instructions were reviewed just before this book was published but the suppliers often change or update instructions without notice.

Always follow the instructions provided on their site or which you downloaded with the program in preference to the instructions in this book which may be out of date. If you have difficulty, please ask a friend who is knowledgeable about computers to help you.

Go to <http://audacity.sourceforge.net/download> This is the official source of this program



There are links on that page where you can download the version of Audacity for your computer.

Download the program to a place on your computer where you will be able to find it. Your Desktop or your Downloads area are usually good choices.

Then, click through to that area and scan the file with your antivirus and anti-malware programs.

Always do this before opening any new file.

You need the Lame plugin so you can create MP3 audio files with Audacity for your Podcast.

But, these files are on a separate page on the site.

Click on the Plug-ins and Libraries link in the Menu on the left side of the page <http://audacity.sourceforge.net/download/> on the Sourceforge site.

← → ↻ audacity.sourceforge.net/download/



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(source code)

Follow the instructions for your type of computer system on that page:
http://manual.audacityteam.org/o/man/faq_installation_and_plug_ins.html#lame

. Use the links where I have a green circle to get your copy of the plugin.
Read through the instructions carefully to be sure you understand them.

[manual.audacityteam.org/o/man/faq_installation_and_plug_ins.html#lame](#)

[back to top](#)

How do I download and install the LAME MP3 encoder?

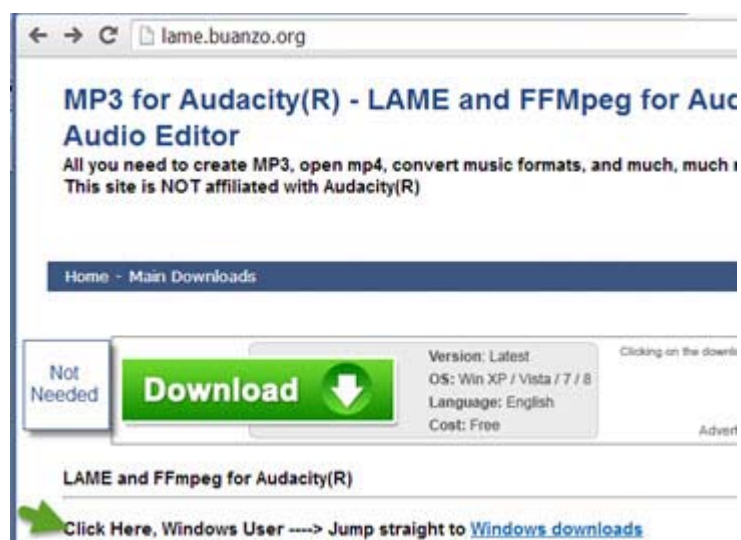
Because of software patents, Audacity cannot include *MP3* encoding software. Instead, use the following instructions to download and install the free and open-source LAME software.

Windows

1. Go to the external *LAME* download page:
Left-click this link, do not right-click.

When you go to the page shown below, the green Download button is for a program you may not need.

The link you do need for the Lame download is where the arrow is pointing on the picture here:



Using the Audacity Program

Using Audacity is fairly easy.



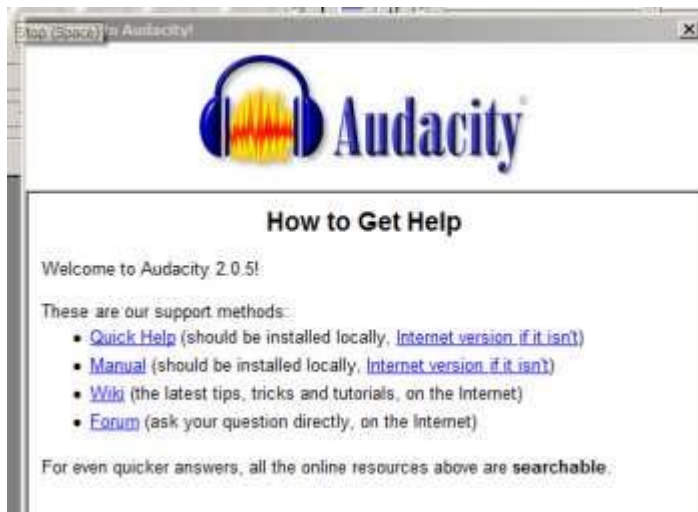
The main controls are represented by keys which look like those on most recorders.

I suggest you make a copy of some music in Audacity and practice the moves shown below on that so you are familiar with them before you do your first podcast.

Always make a copy of your recorded files and use the copy for your editing so that you still have your original file safe in case something goes wrong.

Getting Help for Audacity

When you start Audacity, this window should appear with links to the Audacity help sources:



The Internet help source is currently at http://manual.audacityteam.org/o/quick_help.html

Use the I key to position the pointer where you want to perform some action

Hold down the I key and drag the pointer over the section which you want to change.

Select the double-ended arrow key, then wipe the pointer over the section of track you want to move and drag it to its new location.

Add effects by clicking on Effect in the top menu or using the relevant keys on your computer.

An audio setting between 4 and 6 will give you an audio level on your recording which listeners will be able to adjust when listening on their own devices.

Practice with the microphone which you will use for your actual recording.

I recommend a USB external microphone but you may be happy using the one built-in to your computer. I usually use a low-priced (about \$50) headset from Logitech which they say is suitable for Internet chat.

I think you will find Audacity easy to follow.

When you have produced your file, click the Export tab and export the file as an MP3 which is compatible with all podcast services.

Setting up Your Podcast on iTunes

iTunes is probably the biggest provider of links to podcasts there is.

Note that they don't host (store) your actual podcast – use Libsyn, Amazon S3 or another bulk data hosting service for that.

Google Drive offer a free alternative to the services I listed.

This is the link for Apple's guide to adding your podcasts to iTunes.

Keep it handy because it will change as the Internet evolves even further.

<https://www.apple.com/au/itunes/podcasts/specs.html>

Use Google's FeedBurner for creating your RSS feed for your podcasts and then add that to iTunes after you create your account.

The easiest way to do that is to use a plug-in.

This link will show you the plug-ins for linking you through FeedBurner in the Wordpress official list:

https://support.google.com/feedburner/topic/13055?hl=en&ref_topic=13046 Some have lots of features, some have fewer. Several are free.

I usually pay for plug-ins because that helps keep the designer interested in supporting the users with fixes and often new features.

I suggest you check the Highest rated button to see what are currently getting the best reviews. Some plug-ins will be free, others will cost you money.

I have listed other services and software in the Resources section at the end of the book. I focus on FeedBurner here because it is simple and proven.

Design or order a cover image for your Podcasts. This is required for iTunes to be 1400 pixels square.

Only use pictures which you have the rights to use or you may be sued. This can happen to you at any time and the cost, apart from probably being blocked from the sites which are hosting your podcasts, will be high if you are found guilty.

Be careful to never use a recognizable image of any person unless you

have a written photo release where they specify you can use it. That should be prepared by your lawyer.

Because iTunes will use a reduced (50 pixels square) version of the image you provide on their site, you must ensure that the text is readable in the smaller picture.

That means few letters, high contrast colors, and checking it before submission to iTunes.

The accepted image types are .psd and .jpg.

If you don't have Photoshop, Adobe Photo Objects may handle both of those types of picture files.

But, the free program, paint.net, will handle them both if you also check their site (<http://www.getpaint.net/>) for a plugin to use the .psd files

Add a label or tag such as podcast to the address of each of your podcasts.

Set up an account (free) at FeedBurner.

Complete the iTunes form and submit your podcasts to their system.

Follow the instructions from iTunes to submit your podcast.

If approved you will receive confirmation by email.

Storing Your Podcasts

You need to register and set up an account with your preferred bulk data hosting provider.

Both Libsyn and Amazon S3 have great reputations. I suggest you examine the charges and terms for both before making your choice.

Comments I have heard are that Libsyn is easier to use for people with little technical knowledge or the desire to experiment while Amazon S3 offers more options for those who have some technical experience or who want extra features available there.

You might even put **review: Libsyn** or **review: Amazon S3** in a search engine to find other users' experiences.

Be aware that many of the reviews may be by people that get affiliate commissions on orders placed through the links they provide with their reviews.

But, the reviews will usually have the date they were posted on the Net alongside them, so you will be able to know if they are more current than what I've written here.

Please Note: Both Amazon S3 and Libsyn make everything as easy as possible.

Ut, the smooth interface covers some very sophisticated systems.

Take it slowly, read carefully and please don't get flustered if something has changed or doesn't work first time.

When you are setting up for the first time make simple test files instead of using your production files for checking how the functions work.

Good Luck!

Setting Up on Libsyn

This is a link to Libsyn’s own downloadable guide.

<http://blog.libsyn.com/2012/01/09/the-ultimate-beginners-guide-for-libsyn/>

This guide is a bit old but the company has a Youtube Channel:

<https://www.youtube.com/user/libsyntutor>

Setting Up on Amazon S3

Go to Amazon Web Services: <http://aws.amazon.com/>

Either sign up with your regular Amazon Account details

Or Set up a new account if you want it separate from your personal Account.

Click the link to set up your Account.

Currently there is a free option where you can try out the features for free. This is for 12 months!

Carefully read the details on site so you know what you are signing for.

You will choose a support plan – As well as free for everyone, there are paid plans for businesses which might need one-on-one support.

Also select the Amazon Data centre which is closest to your main customer base or your own location.

You will be directed to the Management Console.

Set up a Bucket: The Bucket is like a file folder which holds your files you upload to Amazon S3.

Each one must have a totally unique name, use a combination of lowercase letters and b=numbers.

Select the Region where your bucket will be stored.

You will set up more buckets in future for other projects or ventures, etc

Select the Properties Tab and StaticWebsiteHosting.

Your **Index document** will be **index.html**

Your **Error Document** will be **404.html**

Click on your Bucket.

Then, **Create a Folder**.

Click to open the folder.

Click on Upload.

Now you will locate a file on your computer and upload it.

You may want to create a file just for this test. Keep to a plain html page

or a simple text file.

Click on your file and open the properties tab.

Among other information, the special Amazon address for that folder is shown

You cannot do much else with the folder until you change it to a public file.

Go to the Bucket and right-click on the folder name.

Click on the Make Public option and confirm it when Amazon asks you to.

The file may have an https prefix (secure).

You can change that to http if required.

This has prevented people using their folders until they realize what has happened by noticing the https.

There is a fair amount of housekeeping involved when you start to have a lot of files.

Make sure to keep ONLY public files in a public Bucket.

Here is a link to Amazon’s own simple Guide to Amazon S3 usage.

[Docs.aws.amazon.com/AmazonS3/latest/dev/Welcome.html](https://docs.aws.amazon.com/AmazonS3/latest/dev/Welcome.html)

What Makes good Intros and Outros?

The Intros and Outros which you paid a voice artist to read for you or you made yourself are very important for setting the tone of your program and helping potential subscribers to decide to stay with you.

You won't want them to be very long or you will lose people before you get to the meat of each episode.

But, your Intro must give each visitor a good idea of what you provide which makes your podcasts the ones they need to listen to.

Also, the Intro tells them the specific areas you plan on covering for them.

The other point which your listeners need to be reminded of in the Intro and the Outro is when each podcast will be available.

You can ask for feedback or for people that enjoy the show to rate it on iTunes or like your Facebook page – whatever is most appropriate for you and your audience.

Intros should never go over one minute and that is probably far too long for most unless you already have established a solid reputation for the value you provide in your podcasts.

Your Outros can be a little longer. You probably won't be able to hold all your listeners right through them but you can be sure those who continue to the end will be strongly interested in what you say and support your programs.

Promoting Your Podcast

You need to plan this while you are preparing your first podcast.

The next section will help you decide which type of web site you will use.

Here, we will look at how you promote your soon to be launched podcast series.

The first thing to do is look at how other people are promoting their podcasts on similar topics.

This is not so that you can copy them, but so you can look for things which you can improve on.

As well as checking their sites, use the search engines to find reviews of their sites and podcasts.

Use this format:

Review: <http://theirsite.com> or review: Billspodcastonturtles etc.

Look for those things which reviewers commend and also any things which people say are not done well or ignored.

Those items are some that you should think seriously about providing information on in your podcast.

You should start an email list on the chosen topic as soon as possible.

You can set up a program to send the emails from your own domain but I strongly recommend using an email service.

The problem with sending from your own domain is that sometimes just one complaint that someone thinks you're spamming them can get your web site closed down.

The email services like aweber.com maintain high standards and also regularly communicate with the major hosting services to ensure as far as possible that aweber clients who follow their rules will be less likely to have that serious problem. That is worth paying for.

There are some quality free services such as MailChimp. Before signing up with any service, check their Terms of Use so your emails comply.

What Type of Web Site will you Use?

The first question is what sort of web site will you use to promote yourself and your podcasts?

You need a site to promote your soon-to-be podcast series.

That might be your own web site domain which you have set up with a name that relates to the topic of your podcasts or a site you set up at a hosting service such as blogger.com or wordpress.com if you use Wordpress.

The advantages of either choice depend on your particular situation and goals.

Using blogger.com or wordpress.com means a lot of housekeeping tasks and some security concerns are taken off your hands.

Blogger.com is free but there is a recurring charge for the hosting at wordpress.com.

Read the terms and conditions for either very carefully before investing your time and energy in setting up on these services.

The advantage of having your own domain name and web site is that you get the benefit of the visitors you attract there.

When someone else hosts your site on their domain, they get most benefit from that traffic and may even have the right to show advertisements on the borders of your pages.

If you give up your hosting on someone else's domain, you may not be able to take the domain name somewhere else.

If you had built up a following for that site, you will have to work hard to get them to follow you to your new site.

And, you will lose any residual reputation your previous site gained.

Your own domain will need sufficient space for the pages and any downloads you provide which promote you or are bought by your listeners.

If you have a Wordpress blog, you will need to learn to maintain it and install the frequent updates or your blog will become vulnerable to the

many hackers who focus on the huge number of Wordpress blogs which are created every year.

This is not to suggest that Wordpress is any more insecure than other types of sites but it needs frequent attention.

Design Your Podcast

You don't have to add a lot of extras to your basic plan for your program.

"Keep it Simple" should be your guiding rule.

But, planning your program will ensure that it is easy for your audience to follow and you don't leave any important points out.

What's Popular?

Type your topic into the iTunes site and look at the related podcasts which are most popular.

Check out the information about those people. Check the titles of the programs for pointers to the words which are attracting the sort of listeners you also want. But, don't copy them.

Put your topic into your favorite search engine with podcast after it.

Look for their keywords and any reviews of the podcasts.

Are there any points which people say are not being covered in those podcasts? You could gain subscribers by making sure you cover them in yours.

You can also work up a word picture of the sort of person you will aim your podcast to.

Some successful writers prepare a word picture of the sort of reader they are writing for so they stay focused. It's about what they need, not just what you want to tell them.

Podcasting F.A.Q.

Here are answers to some common questions new podcasters have.

How long should my Podcast be?

There's no "one size fits all" answer.

Some people provide a 15 minute podcast, others can fill an hour.

These are some points you should think about.

Check the length of other popular podcasts on your topic. But, the main point is to cut any filler material.

Make sure that you fill the time you use with material the audience will really want to hear. Write at least a rough script so you don't leave out anything important.

If someone lets you interview them, ask them how much time they need and add a little for the routine start and ending parts.

If they have enough material for a lot longer than you usually do, you could ask them if you could record the whole thing and then broadcast it in two parts? That is respectful of the interviewee's contribution and your listeners' time.

Don't use anything which isn't important!

Some popular podcasts are five minutes or less! They appeal to busy people who respond to the presenters efforts very positively.

You might use a short podcast to provide details of a particular technique or review a book on the topic.

How often should I broadcast?

I suggest that you do at least a weekly podcast so that you build up a number of presentations and your listeners know you are a reliable provider of quality material.

The quickest way to lose your subscribers is to miss some of the times you have set.

Connecting with the World

You will probably be surprised how wide a range of people will tune in to or download at least one of your podcasts.

That makes it important that you keep the content simple and easy to follow.

Remember that people absorb information in three different ways.

Some pay attention mostly to what they hear, others to what they read, and others by how they feel.

Everyone reacts to your input in all three ways but they each are more attuned to one of those three methods.

So, you need to use words and sounds which help you better connect in the three ways.

Good Enough really is Good Enough

One thing which prevents people from achieving the best results they are capable of in their field is a desire to produce a perfect presentation or product etc.

The reality is there is probably no such thing. Even if you could achieve it, the cost of producing it would be far higher than you could get from your audience.

While you were busy on that, rivals would have been attracting your listeners with good, regular programs.

Actually, many people who keep trying to improve their product are actually procrastinating, usually because of some fear they have about the reaction which it will get from the public.

The truth is that no presentation is perfect the first time it is done. Go through the stages; plan, produce and put it in front of the public. Then, use their feedback to fine-tune your next program a little more.

We needed our material to be sandpapered smooth by our listeners. That improves our presentations so future efforts will more closely match the expectations of the people we most want to connect with.

Perfect Practice

When we start doing something new, we need to plan our way according to the information we have and then take the leap!

Don't let your doubts get the upper hand. Many people have taught their subconscious to focus on what might go wrong.

If everybody did that, we'd still be living very frugal lives in caves.

Practice with your computer. Then, close your eyes and mentally review the steps.

Use a checklist. After a couple of run-throughs, put the printed list aside and rely on your memory. That will help improve your memory at the same time.

Record the instructions for a new program as an audio and play them to yourself a few times if necessary.

Imagine you are recording a podcast about using the program. When you play it back you can absorb the information and also check if there is anything you can improve about your podcasting technique.

Pitching on Your Podcast

A high proportion of the available podcasts contains advertisements.

There are some ways of presenting your pitches which work better than others.

Don't start your podcast with an advertisement. That will not impress your regular listeners and will probably cause people who are listening for the first time to switch to some other podcaster right away!

Most people will accept you need to get a return for the time and other costs of producing your helpful podcast but you need to provide material so useful, they don't mind paying.

Some podcasters simply ask for donations.

(Advertising may be against the rules if you list that podcast on Apple's iTunes).

Probably the most common way of earning money from your podcasts is to relate the content to services or products you produce.

Then, you don't have to advertise beyond giving your contact details.

Many people review related products on their podcasts and provide affiliate links to the site where they can be purchased. The podcaster will earn a commission on each sale which results from somebody following those links and buying the product.

The F.T.C. requires that a notice appear with those links which inform the listeners that you will get a commission. Usually, mentioning that you only recommend products which you would use yourself will help.

Fitting the Bits Together

When you prepare a podcast you need to make the whole episode a smooth combination where nothing will jar the enjoyment your listeners get.

If you are in a high-energy niche, your tone and any music or other sounds should be in line with that.

You should still be careful of the speed you speak. Many people need words to come in at a relatively slow pace, even compared to their own rate of speech.

Keep your podcast free of technical expressions or slang which they may not know or misinterpret.

Never use any expression which might be considered in poor taste in some countries or cultures. You don't need the hassle.

Don't cut too many Corners

One attraction of podcasting is that it's low cost compared to any other means of reaching the potential audiences which already exist.

But, many people reduce the chances of their podcasts being successful by leaving out the most basic items which can make a big difference to the appeal and the effectiveness of your program.

I suggested that you get a professional speaker to record the introduction and exit (called an Outro), for each series of podcasts you do.

Some people do their own quite successfully. But, most of us will find that the small investment for a professional service will boost the results from our podcasts.

How much will it cost? Many from \$5 to \$50 or more. You can find good speakers at \$5 and some relatively poor ones charging much more.

The effort is worth it because it gives your podcast professional-quality “bookends” which are unique for you.

Check Your Facts

Every podcast producer wants to help their listeners do something new or improve the results they get from something they already do.

It may be as simple as getting a book you review from their library or trying to cook a new type of snack.

Their success with your advice is the main reason they will return for more episodes and recommend your program to others.

So, you need to ensure that the steps you give don't leave out anything important. That will cause frustration and bad reviews.

You may be too familiar with the subject to notice that you left out some basic information.

I had this problem when I started writing instructions for magic tricks many years ago. I soon heard from readers about that.

But, you may not get feedback, and may just notice that you lose a lot of listeners. That's because there are usually many rival podcasters on your topic and the unhappy listener finds it easier to just switch to some of them!

I started getting a friend or relative who did not know the trick to read through my instructions and try to do it.

After a few sessions, I was checking my own work. That worked best if I left what I wrote for about 24 hours before carefully reviewing it.

If you try to check something you wrote in the previous few hours, your mind will still have the information you used; clear and accessible.

But, you are likely to read what you think you wrote and errors can slip past you. The 24 hour break makes that sort of error much less likely.

If you are using facts in your podcast, check them with at least two reliable sources. Sites where the material can be changed by almost anyone are not good when your credibility could be at stake.

Strict grammar is not as important as clarity for most podcasts.

More Tips

Keep it Simple: I suggest that you keep everything as simple as possible. Practise what you will say and do.

If you make a mistake: Leave a slight pause and then repeat the sentence which contained the mistake. Then, you can edit the recording in your software (yes, even Audacity) and just cut out the error.

Make a checklist for each podcast: When you are just starting out, make a checklist and tick off each item as you go through your rehearsal and your recording session.

Some people will just do a run-through without making a recording. From the shared experience of many podcasters, it's worth doing the whole thing.

Resources

The links and other material in this section are supplied as is with no warranty or guarantee. Sites may change ownership, purpose and content at any time. The publisher, author and distributors cannot be responsible for any occurrence, misinformation or other problem, Anyone using them in any way does so entirely at their own risk. Always keep your antivirus and anti-malware programs up to date and functioning.

Get Services

Voice Artists: Some podcasters pay a professional voice artist to speak the intro and outro (introduction and sign-off) which they use at the beginning and end of each podcast in a series.

Voice123.com <http://voice123.com/> : a site where you post details of your requirements and voice-over artists bid for your audio work. You select one, pay your fee into escrow (so it is only paid to the artist when you accept the final audio) and work. This is usually a fairly short process and, of course, you can post a review when the deal is completed through the production of the final version with the successful artist.

Fivver.com <http://www.fivver.com/> This site has voice-over artists prepared to do your audio (within set limits) for \$5 each.

Podcast Promotion Services

iTunes

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

Useful Software

These programs are not just useful when you're doing podcasts.

Audio Hijack Pro (for Mac)

<https://www.rogueamoeba.com/audiohijackpro/>

Record any audio, including off Skype etc (where legally permitted), radio, or other audio device.

Garage Band (for Mac)

Powerful but easy-to-use audio recording and editing software. Free with Mac. Simple to use with more features than Audacity.

Wordpress

<http://wordpress.org/>

Wordpress is a bog platform which is used by many podcasters. It is very powerful and free to use.

You can put it on your own website or pay to host it on <http://wordpress.com>

One advantage of using wordpress.com is they maintain the platform which relieves you of having to install the frequent updates.

There are thousands of themes and other features available. Many are free and good.

Additional features can be accessed by installing plug-ins (free or paid).

One plug-in is **PowerPress** which makes podcasting from your Wordpress blog very easy.

You can go to their site but I suggest that you use the dashboard of your Wordpress blog and click on “Plug-ins” link.

Then, put PowerPress in the Search box and follow the instructions.

PowerPress was developed by Blubrry www.blubrry.com/ which operates a blogging community of its own.

Your Audience is Waiting!

Thank you for reading this book.

I hope it has helped answer any questions you have and inspired you to start your own podcast as soon as possible.

Don't think there is too much competition or that those who are well-established already have too great an advantage. They were all small fry themselves at one stage.

The main thing to do is to start.

The second tip which will help you keep proper focus in your podcast ventures is that you will only succeed to the extent that you respond to your listener's needs.

You cannot predict where podcasting might take you. It will only grow as more people find out the benefits of getting information and inspiration from podcasters like you.

John Williams

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