

Secrets of Podcasting

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Podcasting – How to Podcast for Greater Subscriber Responsiveness

If you can learn how to podcast for greater subscriber responsiveness, podcasting can be a significant advertising technique for your website. Although many people seem to be unaware of what podcasting is, just think on the word itself. It is a combination of iPod and broadcasting, and is basically a means of broadcasting to any digital media receiver. It does not have to be an iPod.

You can listen to a podcast using Windows Media Player or Realplayer, or you can download it to an iPod or other digital media player and play it there. It is used extensively on the internet as a means of advertising, and to bring new products to subscribers' attention.

To create a podcast you record a message then put it on the internet and/or send it to your email or podcast list. Although you can produce a podcast for a one time download, or put it on your website to be streamed to a recipient clicking to hear it, they are best distributed by RSS so they are syndicated to anybody on the internet interested in the subject. This is when you get the optimum subscriber responsiveness.

The message itself should be something that people want to hear. It should present new information or a new slant on an old topic. If your topic is healthy foods, a podcast regurgitating all the good and bad things you can eat won't get many subscribers excited. However, if you can provide an interview with somebody who has evidence that watercress is not as healthy as we all thought, or has found that the vitamin A present in a well known brand of multivitamins is presented in a form that the body cannot assimilate, you will be podcasting useful information that will interest a large number of people who eat lots of watercress in their salads, or believe that they are properly supplementing their inadequate vitamin A intake.

Perhaps you have an interview with a supplier of a specific health food describing the different ways in which vitamins and minerals are presented in vitamin pills, and what you should be looking for on the label. Does the presence of iron in a multivitamin preparation interfere with the uptake of any of the other ingredients by the body, and what vitamins have essentially to be present with calcium supplements to ensure that the calcium does not just pass through the digestion system.

These are the type of podcasts that people are interested in, and a simple talk on what vitamin supplements can do for you will not be enough to make them sit up and listen rather than click to the next on their list.

If you are advertising your product, you could do so in the form of a review by one or two people who have purchased it. You can offer them a free gift for doing so. It also helps to have someone with a good radio voice to do the actual talking. The podcast need not be recorded by the person providing the review, which can be emailed to you and recorded by somebody else.

You could devise your own comedy radio show and put your adverts in between the various sections. It need last no longer than several minutes, should be

entertaining, and relevant to the product you are advertising. Try to be imaginative in the content of your podcasts, since you have to make someone want to listen.

Once you have recorded your podcast, it will have to be converted to MP3 format if it is not already there. You then upload it to your web server where it can be accessed through your website. You then have to let people know that it exists and you can do that through RSS syndication or directly to your list.

You can add a podcast feed chicklet to your site, just like a normal RSS chicklet, and many people use their blogging software to create podcast newsfeeds. Other than that, your podcast can be submitted to podcast directories, in much the same way as your articles are to article directories. You can have podcast download links on your own website. Provide a description of each podcast with an associated download link. You can also provide a download link on emails, or on your newsletters.

Try making a podcast video with Windows Movie Maker which should come free with XP, and using some commercial music clips on it to make the whole thing look professional. The possibilities as to how to podcast for greater subscriber responsiveness are literally limitless.

Podcasting Tips and Tricks

Business promotion has increased yet another level higher in terms of creativity of implementation by way of podcasting. Aside from sending out emailers and posting advertisements on different sites, people are now beginning to utilize the audio aspect of promotion. Add to that the advent of the portable mp3 player (thanks to portable music guru Apple), which allows people to actually carry around your ads with them the whole day. In order to make more money out of podcasting, here are nine breakthrough ways you might want to consider following:

1. Make a plan on how you will execute your podcast. This plan should include the best way that you can describe your business.
2. Next, you need to choose and record a sound clip that best describes the nature of your business to make a podcast.
3. Consider renting a studio to do your recording – this will eliminate noise that is not included in your recording and give it a more professional tone.
4. Aside from renting a studio, use the latest sound mixing software that can help you customize and create add ons to your podcast so it becomes more interesting for the listeners to hear.
5. Rehearse your podcast and make several recordings to choose from. Choose the best podcast – one that has the least amount of noise pollution and best sound quality.

6. Next, convert your recording into various forms such as .mp3 or .wav. This way you can offer your pod cast to different users all using different forms of devices.

7. Now it's time to publish your podcast! Make sure that you hire a good podcasting server so you can generate more downloads and thus increase your profits.

8. Do not just stop at one podcast – update it from time to time and offer more downloads about your other products. Once the download numbers go up, it means you have a market that is interested to hear about what you have to say, so continually offer them podcasts that they would like to hear.

9. Your podcast can also be used to get sponsors that will make your recording even more popular. This not only generates bigger profits for you, but also makes you a well-known name in the media.

How to Make More Money With Podcasting

If you want to podcast for profit, you need to spend some time planning on how you will generate revenue. Here are 8 Steps to make More Profit With Podcasting.

1. You can make money with donations

One popular way of making money through pod casts is by providing a way of letting people make donations. Although many people are unwilling to pay for a pod cast, they may be willing to voluntarily make a donation in order to keep the podcast going.

2. Find Commercial Sponsors

Commercial sponsorship can be another good way to generate revenue. Sometimes sponsors will approach you if you have a large enough listener-base and a good profile.

3. Find Local Sponsors

There are a lot of small businesses in your area that would love to advertise, but don't have the marketing budget of larger corporations. Podcasting is a benefit to them and to you.

4. Build up

The higher the number of listeners and subscribers you have to your podcast will help you develop a higher profile. This will attract possible advertisers.

5. Commit

If you show commitment to your podcast and you have a plan for the future, your listeners will keep coming back and help to build a consistent base.

6. Advertise Yourself

You can make money from your podcast just by directing people to your website. Have more than one website? Consider yourself your own sponsor and use your pod

cast to direct people to your website or multiple websites. That in itself has its own ways of generating revenue.

7. Reverse the Process

Use your website to provide information about the pod cast as well as your listeners and subscribers. This will help sponsors make a decision on whether they would like to contribute to your pod cast.

8. Promote Your Podcast

If nobody knows it's there, nobody will listen. Spend some time and money getting your podcast in front of people.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made in podcasting.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize