

Getting Started with Podcast Marketing "Out-takes"



Why “Out-Takes”?

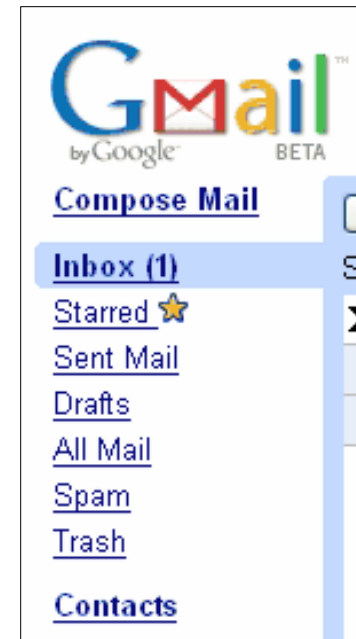
Simple. I ended up with 50+ slides for a 45-minute presentation. There was no way it was all going to fit in. I cut these slides in favor of emphasizing techniques for listeners and warnings against jumping into podcasting without adequate preparation.



Logos and Intros



Useful Services



Microphones



Software



Portable Recorders



Interviews

Joseph Jaffe interviews Neville Hobson

ALL SIZES



Post-Production



Editing

vremja

File Edit View Project Generate Effect Analyze Help

5 10 15 20 25 30 35 40 45

-0,5
-1,0

R

X solo guit 1,0
Stereo, 44100Hz
32-bit float
Mute Solo
+
-0,5
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L R

1,0
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-0,5
-1,0

X Audio Tra 1,0
Right, 44100Hz:
32-bit float
Mute Solo
+
-0,5
-1,0

L R

X Audio Tra 1,0
Left, 44100Hz
32-bit float
0,5

Left=Zoom In, Right=Zoom Out, Middle=Normal

Project rate: 44100 Selection: 0:08,389579 - 1:57,275609 (1:48,886030 min:sec) [Snap-To Off]



ID3 Tags

Property	Value
Music	
<input checked="" type="checkbox"/> Artist	Alan Stewart
<input checked="" type="checkbox"/> Album Title	The Marketer's Podcast
<input checked="" type="checkbox"/> Year	2006
<input checked="" type="checkbox"/> Track Number	36
<input checked="" type="checkbox"/> Genre	Podcast
<input checked="" type="checkbox"/> Lyrics	
Description	
<input checked="" type="checkbox"/> Title	TMP #36
<input checked="" type="checkbox"/> Comments	00000411 0000011A 0000CD22 0...
Origin	
<input type="checkbox"/> Protected	No
Audio	
<input type="checkbox"/> Duration	0:23:29
<input type="checkbox"/> Bit Rate	96kbps
<input type="checkbox"/> Channels	2 (stereo)
<input type="checkbox"/> Audio sample rate	44 kHz

www.softpointer.com/AudioShell.htm



Show Notes

Show #4, Oct. 3, 2005

In today's show (MP3,

3.6 MB, 8:02), Donna Papacosta debunks *The Top Five Myths about Corporate Podcasting*

1:20 Welcome

1:36 Listener comments (White
Roof Radio)

2:30 Myth #1: We all need iPods, right?

3:11 Myth #2: I'm not Ted Baxter and I don't have a good voice.

3:42 Myth #3: We don't need a podcast; we have a newsletter.

4:53 Myth #4: Podcasting will take too much time.

5:45 Myth #5: Podcasting is only a one-way form of communication.

6:22 Where to send comments

6:38 Recap

7:50 Recommended reading

Links mentioned in the show: White

Roof Radio, Podcasting

on a Shoestring (Trafcom News Podcast #2), Podcasting: The

Do-it-Yourself Guide by Todd Cochrane, Podcasting

Solutions by Michael Geoghegan and Dan Klass.

October 02, 2005 in Donna's Podcasts | Permalink



Distributing Your Podcast



Hosting



liberated syndication
podcasting made easy

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password:
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What's Hott Today?

The hottest shows on the LibSyn network.

1.  [Japanesepod101.com](#)
2.  [The French Pod Class](#)
3.  [askaninja's Podcast](#)

Start Podcasting.

Welcome to the revolution.

Podcasting is a means to publish audio and video content to the world via the Internet. Audiences are able to subscribe to their favorite shows and automatically receive the latest episodes in iTunes or similar client. Creating a podcast of your own is almost as easy as listening to one. Grab a mic, record an MP3, get on your soapbox, and let us take it from there!



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You've created your podcast. Now let the whole world hear it.



Feeds & Stats



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I am a podcaster!

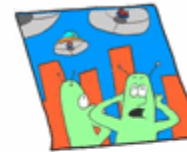
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One-Stop Shops

The screenshot shows the Audio Acrobat website. At the top left is the logo with the text "Audio Acrobat™" and a blue acrobat figure. Below it is the tagline "The Easiest Way to Create Audio and Video!". To the right is a login section with "Username:" and "Password:" labels, input fields, a "Log In" button, and a "Forgot Password?" link. A navigation bar below the header contains links: "Home | Free Trial | Learn More | Features | Affiliate Program | Samples | Contact Us". The main content area is split into two columns. The left column features a woman in a red dress pointing to the word "Do it All!" where "Do it" is in yellow and "All!" is in blue. The right column lists services: "Podcast Record Publish Download Upload Stream Video" enclosed in large blue parentheses, with a "FREE Trial" button below. A banner at the bottom of the main area reads "New Features! PodCasting and Video...Plus More! Simply Amazing! Try it!". A second navigation bar is at the very bottom of the page content.

Audio Acrobat™
The Easiest Way to Create Audio and Video!

Username: Password:
Log In Forgot Password?

Home | Free Trial | Learn More | Features | Affiliate Program | Samples | Contact Us

Do it All!

Podcast
Record
Publish
Download
Upload
Stream
Video

FREE Trial

New Features! PodCasting and Video...Plus More! Simply Amazing! Try it!

Home | Free Trial | Learn More | Features | Affiliate Program | Samples | Contact Us



Paying for Your Podcast



Advertising

The screenshot shows the Fruitcast website with a green header and a red main content area. The header includes the Fruitcast logo (a slice of fruit with a signal icon) and the tagline "Making podcasting even sweeter." Navigation links for HOME, ABOUT, SIGN UP, PODCASTS, RESOURCES, and CONTACT are present. A notification bubble says "Fruitcast is advertising for podcasts!". The main content is divided into several sections: "for PODCASTERS" and "for ADVERTISERS" with "Learn more" buttons; a "Sign in to your account" form with fields for "username" and "password" and a "Sign In" button; "The Fruitblog" with a list of articles; "Fresh podcasts" with a list of recent podcast episodes; and a "Create a podcast!" section with a "Browse our podcasts" button.

Fruitcast
Making podcasting even sweeter.

Fruitcast is advertising for podcasts!

HOME ABOUT SIGN UP PODCASTS RESOURCES CONTACT

for **PODCASTERS**
Want to earn income from your labor of love? Putting ads on your podcast is now as easy as signing up for an account and changing the URL of your podcast's RSS feed. Tasty!
[Learn more](#)

for **ADVERTISERS**
You've wanted to advertise on podcasts, but there has never been an easy way to do it—until now! Put your audio spots on multiple podcasts within mere minutes. Yum!
[Learn more](#)

Sign in to your account

username

password

[Sign In](#)

The Fruitblog

- [UN Treaty to Clamp Down on Podcasts, Webcasts?](#)
Posted on 05/11
- [Fruitcast Design Ripped Off](#)
Posted on 05/10
- [Fruitcast Announces Free Podcast Advertising Consultations](#)
Posted on 03/09
- [Meet Fruitcast at SXSW](#)
Posted on 03/09
- [A Question for Podcasters](#)
Posted on 03/03

[rss feed](#) | [archive](#)

Fresh podcasts

- [Promocioname \(Promotionme \)](#) (06/15)
- [My Musica Hoy](#) (06/14)
- [100 Word Stories](#) (06/14)
- [EMS Live Online Radio](#) (06/14)
- [LMDMF Podcast](#) (06/14)
- [The Daily Dig](#) (06/14)
- [BackTime: The Podcast for Television Journalists](#) (06/13)
- [Preying Lizard Music's Indie Rock Shows](#) (06/13)

Create a podcast!
Wondering how to get started with this whole podcasting business? No worries—we'll show you the way. Try it now!

[Browse our podcasts](#)

Peruse our podcast directory and find some of the best information, insights, and entertainment available on the Internet today.



Sponsorship

The screenshot shows the homepage of 'Small Business Trends Radio'. The header features the title 'Small Business Trends Radio' with the tagline 'Exploring the trends driving small business' and 'with Anita Campbell' next to a photo of Anita Campbell. A navigation menu includes 'Home', 'Past Shows', 'About', 'Subscribe', and 'Be a Guest'. A yellow button with a dotted border says 'Click to learn how to listen LIVE'. The main content area has a section for 'Podcast Review: Like Nobody's Business' dated 7/24/2006, with a description and a 'Podcasted!' icon. On the right, a 'SPONSORS' section is circled in red, featuring 'SIX DISCIPLINES' and '1-Minute Tips of the Day' with a list of topics. Below this is the 'I'm speaking blogger' logo for a conference in July 2006. The left sidebar contains 'ABOUT', 'SEARCH:', and 'UPCOMING SHOWS' sections.

Small Business Trends Radio
Exploring the trends driving small business with *Anita Campbell*

Home | Past Shows | About | Subscribe | Be a Guest

Click to learn how to listen LIVE

ABOUT
Join us for 60-minute audio interviews with small business experts -- the companion podcast site for Small Business Trends Radio, broadcast Tuesdays at 1:00 pm Eastern time over the Voice America network.


SEARCH:

Search

UPCOMING SHOWS

PAST SHOWS

Podcast Review: Like Nobody's Business
Podcast Reviews 7/24/2006

 This week's Podcast Review is about Like Nobody's Business (LNB), hosted by Lalita Amos, owner of Total Team Solutions.


Description: Lalita challenges conventional thinking in an unconventional business world. She interviews key business professionals and serves up tips and ideas for business success.

Comments: These podcasts range in length from 8 to 35 minutes and consist mostly of Lalita speaking about recent business activities, sharing advice and insight from her journeys.

Topics range from culture, business, and sometimes eclectic topics like brain functions. She always does a nice job of linking the topic back to business.

The site is very nice and clicking on the play button launches a rapid ability to listen in seconds versus waiting for a download. She makes subscribing easy and lists several directories that the podcast is listed upon for the user to explore.

SPONSORS


Six Disciplines
1-Minute Tips of the Day
Click on Title to Listen:

- Align Systems
- Decide What's Important
- Losing Your Edge
- Small Business
- Set Goals That Lead
- Work The Plan
- Why Businesses Fail

I'm speaking
blogger
Conference '06 July 28-29
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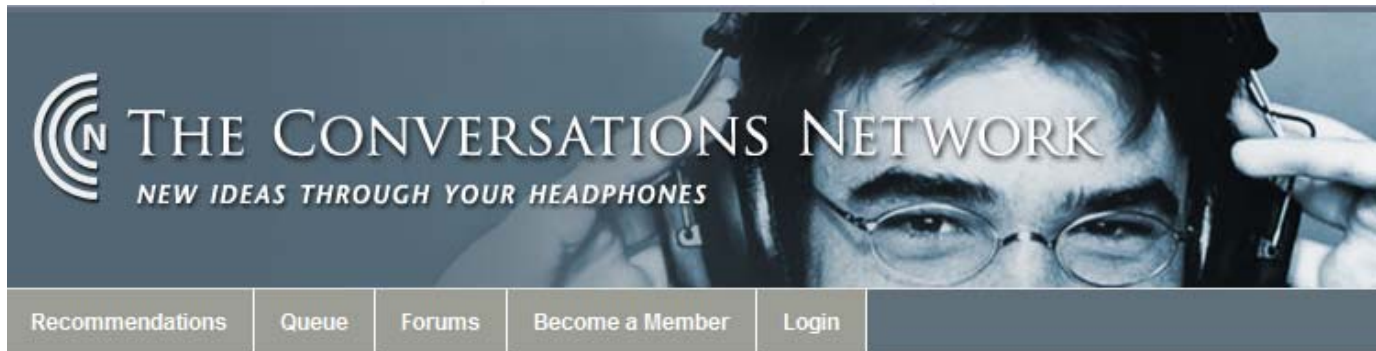
ONLINE PAYMENT MADE EASY:

- Simple 5 minute setup process.
- Free setup with no obligations - cancel anytime.
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- Automatically handle premiums, tax receipts and recurring donations.

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Membership



Membership Info

Like public radio and television in the U.S., The Conversations Network depends on donations from listeners to sustain its operations. Also like public radio, note that membership is entirely optional. Even anonymous unregistered guests have access to all our published programs.

You can support The Conversations Network through any of five classes of membership. So become part of listener-supported audio on the 'Net and regardless of your membership class, enjoy the following features:

- Recommendations
- Personal Program Queue
- Write access to our Forums

Our membership classes are listed below along with the added benefits of each. (Click on a category to join.)

- **Basic Membership** (US\$50 per year or US\$5 per month) includes all of the basic features listed above.
- **Student Membership** (US\$25 per year or US\$2.50 per month) includes all of the basic features, but for students on a budget.

My Network

Join the Network (Why?)
Register as a Guest
Login
Recommendations
Personal Program Queue
Recently Heard Programs
Profile/Password

Our Channels

IT Conversations
Social Innovation Conversations
Podcast Academy
more to come...

Discussion Forums

IT Conversations
Social Innovation Conversations

RSS/Podcast Feeds

IT Conversations
Social Innovation Conversations
What's a Podcast?



Charging for Content



On the Web, information is free, but content is not!



Use Micropayment pricing to start charging for your content and see:

- 5%-25% increase in quarterly revenue
- Increased paid circulation numbers

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The Power of PayPal...



Promoting Your Podcast



Put Your Podcast Everywhere

- Your Website
- Your Business Card
- Podcast Directories (especially iTunes)
- Other Podcasts (audio promos)
- Your E-mail Signature
- Press Releases (PRWeb)



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Sample Sigfile

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Podcast: <http://www.forimmediaterelease.biz>
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Second Life: Shel Witte

