

Sample

**Speak Your Mind:
Tap into the Power of
Podcasting to Build Strong
Personal Connections**

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Introduction

Podcasting is one of the most exciting new technologies on the Internet, particularly for speakers, trainers, consultants and other information experts.

There are a lot of new tools on the Internet, and some are more hype than hope, but podcasting has huge potential for you and your business. I'm not one to jump on every bandwagon, but podcasting is really different.

In this report I'm going to share with you what it is, why you should be tapping into it, what it can do for your business and practical ways of making it work.

I'll take you through the process of planning, recording, editing and publishing your podcast using very simple Internet tools so that you don't have to be a technical expert to use.

Overview

Here's what's coming up ...

- ⇒ I'll tell you a little bit about why podcasting is important for you now and why - especially in the last few years – it's become such a useful and usable tool.
- ⇒ I'll show you how you can experience it for yourself, in case you never really have - because that's the best way to get started.

- ⇒ Then we'll talk about some of the benefits and what you can get out of it.
- ⇒ A podcast is like an audio or video version of an e-mail newsletter. So I'll explain the similarities and differences.
- ⇒ Then I'll answer some of the frequently asked questions I get, such as, "Should I use video or audio?", "Should I do a podcast or an e-mail newsletter?", "Do I need an iPod?", "Should I have one or more podcasts", and so on.
- ⇒ And then we'll get into the practical how-to's of setting up your podcast: How to plan it, how to find the material for it, what tools you require for recording, how you edit your recording after you do it and then how you publish it to the Internet.
- ⇒ And then finally we'll talk a little bit about how to promote your podcast.

Podcasting can transform the way that you do business in terms of your promotion, your customer loyalty and even your product creation. I hope you enjoy the report.

Why Now?

In 2005, the New Oxford American Dictionary defined “podcast” as its word of the year.

So what is a podcast and why is it so important now? I’ve given you a bit of a hint already as to what it is: **It’s an audio newsletter**. That’s the simplest way of thinking about it. Instead of the written word, you’ll be talking and recording and sending audio files (or sometimes video files).

Three key things have made podcasting spread so far and wide so quickly in the last few years.

1. Broadband Internet

In the past the Internet was usable for written material, but was too slow for audio or video. That was one of the things that held back podcasting (and multimedia in general).

Now more people have fast Internet access, which means they can download audio and video files conveniently. It’s still not super-fast, but it’s much faster than ever before.

2. The iPod

The name “podcasting” comes from a combination of broadcasting and iPod (the portable music device from Apple). It’s a bit of a misnomer because you don’t require an iPod to do podcasting (we’ll talk about that a little bit later).

Some people think Apple unfairly got credit for podcasting because it really didn’t have much to do with the technology at all. And yet I think Apple deserves some credit. It’s because of the popularity of people walking around with iPods that podcasting has really taken off. And part of its popularity is that it makes it easy for people to get audio and video clips onto their computer and their iPod.



As an analogy, before spam destroyed much of the value of e-mail, the value of an e-mail newsletter was that the writer could send information to readers’ in-boxes automatically. Without that, if somebody published a Web site and kept adding material to that regularly, it still required people to go back and check the site for new information. On

the other hand, if you subscribe to a newsletter from that Web site, that information would appear in your inbox automatically.

The same thing applies to podcasting. For years, people have been putting audio and video clips on their Web site, but it still required people to go to the Web site to get the latest files. Podcasting automates that process, which is part of what makes it valuable. And the iPod means that you can download the audio and video files onto your computer, then on to your iPod. You then listen to it in the car, in the gym, when you're going for a walk, or in other situations. It's made the technology *portable*.

3. Publishing Tools

The third thing that has made podcasting popular now is that now there are some very simple technology tools, software and Web sites you can use to make podcasting easy.

The technology behind podcasting has been around for a while, but in the past you required some technical knowledge to make it work. You required special codes on your Web site to make it possible for people to download your podcast onto their iPod or onto their computer. Now, there are simple tools that make it easy for you as a publisher to publish your podcast – and we're going to talk about that a little later.

Experience It Yourself

Podcasting means different things to different people. It shouldn't because it's got a very specific meaning but unfortunately some people create audio files, put them on their Web site and just call it a podcast – and strictly speaking, it's not. Some people put audio files on a CD and MP3 files and they call that a podcast and it's not. So if you're new to podcasting you might be confused about what it actually is. The best way to find out is to actually experience it yourself.

If you haven't yet subscribed to podcasts, do so. Subscribe to a few, listen to a few episodes of a few podcasts and get a feel for how it works. You learn a number of things:

- ⇒ Firstly, you'll see the diversity of topics covered.
- ⇒ You'll see a range of sound quality and recording quality. Some people have professional podcasts with background music and professional editing; others have very simple podcasts, where you can just tell they're sitting in front of a microphone doing a recording, putting it on the Internet and publishing it that was as a podcast.
- ⇒ Look at the content that's provided;
- ⇒ See how people are using it to promote their Web sites and their other services.

Even if you're already familiar with podcasting, it's worth exploring again – as described here. It's nice to know what's new, especially in your area of expertise. It's also nice to know what your competitors are doing!

