

What Is A Podcast

& How Do I Make Money Creating Them?

**"A complete
beginners
guide to what
it is...**

**And how you
can make
money online**



Created by Diane Corriette **Blog Podcast**

<http://www.blogpodcast.net>

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**“We will receive not what we idly wish for but what we justly earn”
Earl Nightingale**

You Can Give This Report Away

This is a FREE GUIDE and YOU DO have the right to give it away to others as well as read it and use it yourself!

For Other "What Is" Guides visit

<http://www.blogpodcast.net>

Outcome Of This Guide

Our free guides provide you with knowledge, skill and attitude. When you take the time to read this guide by the end of it you will be able to :

Knowledge:

- Outline different areas of a podcast
- Identify the key elements needed to succeed online with podcasting
- Explain the benefits of developing your own podcast

Skill

- Identify the 7 mistakes that people new to podcasting make
- Understand how to avoid those 7 mistakes
- Create 3 short-term goals to continue moving forward

Attitude

- Explain what it takes to be a podcaster
- Identify whether running a podcast is a viable option for you

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What Is A Podcast?

What is a podcast?

"A podcast is an audio recording providing inspiration, ideas, tips, how tos, advice, stories, entertainment and much more. But unlike an ordinary audio that I will have to visit your site to listen to, a podcast turns the audio into a downloadable .mp3, allowing people the opportunity to download your audio and listen to it on their ipod, cell phone, pda or any other mobile device. Imagine... people around the world listening to your voice (and your business details) on the way to work, while walking the dog, in the car!"

Podcasts are downloadable audio or video content – this is what makes them different to ordinary audio attached to your site. With a podcast people can download it and listen to it at their convenience.

The world loves to listen to personal stories, about product reviews, about film reviews, political views, audio books from authors, motivational audios from life coaches, amusing and entertaining speeches from speakers.

Whatever you do for a living or hobby/fun chances are there is a podcast out there some where and someone in the world is talking about it.

There are two types of podcasts personal and professional. Before you start your own podcast it is important to spend time deciding which one you want to focus on. Of course even a professional podcast will benefit from personal stories too but you should make one or the other the overall focus and theme of your podcast.

Professional podcasts focus on a business owner, their services/products and how it can help the listener (always remember that you write for your audience not for you)

Most of my podcast collection can be found at

<http://www.blogpodcast.net> (click on the free podcast tab)

<http://www.inspirationalguidance.com> (click on the "my personal growth" tab)

These audios and videos are all downloadable and vary from how to build your list, to replays of teleseminars I have run and made available for download and personal development videos and audios I have recorded.

You can start a podcast in minutes by joining a podcasting community like Podbean www.podbean.com or My Podcast at <http://www.mypodcast.com/>

As always I encourage you to include your podcasts on your blog as well as hosted at places like Podbean because you want to build yourself as the expert so it is important your domain name is shown as hosting your podcasts.

So now you know what a podcast is

"A downloadable audio that people around the world can listen and subscribe to at the touch of a button!"

This is what makes running a podcast so powerful, they are easy to start and once you learn how to create one you will love the process and possibilities they provide!

Plus the search engines love audio and video content so it means the more popular my podcast gets the more chance there is of me being found.

Benefits of Running A Podcast

The main benefit is just how easy it is and how quickly you can get started.

Podcasts are low maintenance, low cost and easy to start. The biggest investment will be in buying yourself a decent headphone and microphone set, otherwise everything else is free or low cost.

You can build your online reputation with a podcast and build your audience, which is important if you are in business. You need people to know who you are and what you do without reading boring text on a website!

It's been said that people remember 70% of what they listen to and watch but only 20% of what they read so you can see the power in podcasts right there. You need people to remember who you are and what you do. Podcasts help you achieve that.

You can add audio and video to your blog to make it more exciting

It's a way of interacting with your audience because they can hear and see you which creates a deeper connection.

You can share your expertise so people see you as the person to go to for support in your area.

You can sell a host of different things from a podcast from your own products, to products on behalf of other companies (affiliate marketing – see our eGuide What is Affiliate Marketing), you can add advertising and make money that way.

If you are running a business, running a home, running a social life you don't want to have to spend loads of time running your online business and podcasts provide you with a perfect platform to just record-upload-go!

The list goes on... there are so many great things about podcasts and podcasting that it's probably why it is still so hugely popular.

Different Types Of Podcast Platforms

I mentioned this earlier, when it comes to starting a podcast there are a few ways you can do this.

Add it to a podcast platform – Put the word "free podcast hosting" into the search engines and you will find a number of places willing to provide you with space to include your podcast. They make it easier for you to get started and all you have to do is upload your audio (a little like youtube with video).

A great example is Podbean at <http://www.podbean.com/>

Self Host – I am a big believer in building your audience and getting them to visit your blog to download and listen to your podcasts. When you have people visiting your website or blog it helps to boost it's activity, which boosts it's position in the search engine. If you can build an audience of 10,000 all downloading your podcast how powerful would that be. So if possible use your own Wordpress blog or add a podcast page to your website.

For a great tool that will help you create audio and video podcasts you need the content creation center that was created by Penny Haynes. You can find out more at <http://www.CommercialCreationCenter.com/index.php?affid=39>

Other Free Services

UStream.tv, Blogtalkradio and Talkshoe – Services are available now where you can provide your own live broadcasts. Everything is set up for you and you use your webcam (in the case of Ustream.tv) or your phone for blogtalkradio and talkshoe.

UStream is a social network that allows you to teach people using video. You sign up for free and are able to run free lessons live via the internet.

Blogtalkradio and Talkshoe both provide you with an opportunity to run your own radio show. Using a telephone you dial in, add a conference ID and you are then live on air.

These are great free services to take advantage of because they provide you with an opportunity to go "live" on air and are all free, but always remember your aim is to get people to visit you at your website/blog.

YouTube – Most people are now familiar with this very active video hosting site that allows you to add videos for free. There are many others, some related especially for women and you may want to consider adding your video podcasts to as many of them as possible.

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3 Ways To Make Money With Your Podcast

There are so many different ways to make money podcasting and it is important to focus on one or two and do them well rather than try eight or nine and do none of them well! The easiest one to start with is....

Create Free Ones and Promote Your Products – At the very least you must include your website details on your podcasts but you can also promote or talk about a particular product. It's important you do is while providing value. As an example, if you create a podcast on "Get Fit At 50!" and you have created a dvd on exercising for over 50s the natural thing to do is to mention it during your show. However if you create an audio that just promotes your DVD it provides no value and people won't subscribe to something like that.

So always think value first and then see how you can weave your product in, even if it is only at the beginning and end.

Sell your podcasts – It's the easiest thing in the world to sell a group of podcasts together or one at a time. I have a friend who sells them individually for \$7-\$12 depending on the length and subject matter. People won't mind paying \$7 if they know they are going to get loads of great content. Now \$7 won't make you millions but if you have a few hundred people buying them a week it won't be too bad either!

Turn Teleseminars Into Podcasts – I use this system of providing free teleseminars and then either adding the replay to my blog/online magazine or adding it to a membership where only members gain access to the replay.

You can find other ideas at my blog <http://www.blogpodcast.net> – just click on the podcasting link to read them all.

7 Podcast Mistakes That You Can Avoid

To get off to a great start with your podcast you want to avoid doing any of the following:

Mistake #1

Not podcasting regularly. Once you start it's a good idea to get into a regular habit of podcasting, especially if you are adding them to somewhere like itunes where people can subscribe. When you start out you may need to put podcasting into your diary like you would a meeting but eventually the more you podcast you soon get into a habit and it becomes natural and consistent.

Mistake #2

Saying very little and advertising a lot. Podcasts work because people love to listen to or watch the content. If you don't provide value on your podcast and just have a lot of advertising or repeatedly keep mentioning your business every few minutes it will turn people off.

Mistake #3

Covering too much. Do your best to stick to topic. Don't cover how to train your dog one week, then how to play golf the next, how to succeed in business after that. It confuses people and will confuse you. Decide on the overall theme and topic of your podcast and stick to it.

Mistake #4

Having too many podcasts. When you first start out it's a good idea to start one podcast show and enjoy building your audience before moving on to start another, especially if you have never done it before.

Mistake #5

Thinking you have to create your audio content by yourself. It's a great idea to invite people on to your podcasts for variety. You can do that by hosting a show on blogtalkradio and inviting a speaker, or you can host a teleseminar which you then make available as a replay. Having a guest (or guests) provides variety for your listeners.

Mistake # 6

Ummm-ing and arrr-ing. When you begin to record podcasts you will pick up ways of speaking and adding phrases that you do unconsciously. I use the word "so" a lot and after listening to my first replay realised that at the beginning of most of my sentences I started with the word "so!"

Many people will say "Ummm" or "arrr" before speaking and if it happens on a regular basis it can sound unprofessional or give people the impression you don't know what you are talking about or what to say.

Once you become consciously aware of the habits you have that you want to break it's easier to stop them! Of course good editing helps too ☺

Mistake # 7

Not varying your pitch and tone. Pitch and tone in your voice helps to keep your listeners attention so avoid talking in a monotone voice without any variety. When you first start out you may notice you sound the same throughout but with practise you will soon learn to provide humor, take on different characters, vary your voice depending on your topic. It's good fun to play with different aspects of how you sound so enjoy it.

For a great tool that will help you create audio and video podcasts you need the content creation center that was created by Penny Haynes. You can find out more at <http://www.CommercialCreationCenter.com/index.php?affid=39>

So now you know what a podcast is, how you can benefit from running one, the different podcast platforms you can use and what it takes to succeed the question is are you ready to start your own?

I hope you can use this information to make a decision about whether podcasting is for you. If it helps I will tell you that podcasting is for everyone and there is nothing you couldn't podcast about (or find other people who podcast about it if you don't want to create it yourself).

Set Yourself Three Short-Term Goals

If you are serious about starting a podcast series create three short-term goals that you are going to set yourself to ensure you get started. For example:

Short term goal 1 – Learn more about podcasting

- Buy a guide
- Decide on the focus of my podcast (personal or professional – audio or video)
- Decide on whether I want to use a platform like podbean or self host my podcast (or both!)

Short term goal 2 - Decide how I want to make money from my podcast

- research other podcasts in the area I want to record in and look at their adverts
- decide on the types of advertising I want or how I will make money (e.g. selling products)
- decide on whether I start using this straight away or podcast first, build my audience and then introduce it.

Short term goal 3 – Learn about getting visitors to my podcast

- Book onto Diane's podcasting workshop ☺
- Find podcast directories and add my podcast into them
- Discover at least five other ways I want to use to get people visiting my podcast

Make sure you set yourself some goals and plan how you are going to get started.

Planning helps you to start. Miss this out and you probably will never get going.

You will close this eGuide and starting your own podcast will become something you "must get round to doing one day"

Take action now. Make your plan and take the action to make that plan come alive.

Join Our Network

If someone gave you this eGuide (you are free to pass it around) you may want to get hold of our other eGuides that include

- What is a blog?
- What is an online business?
- What is a teleseminar?

You can do that by visiting my blog at <http://www.blogpodcast.net> and completing the short form you will notice on the right hand side of the site.

About Diane Corriette

I spent my 20's living a life I was unhappy with and I take 100% responsibility for that. Now, after years of re-training and looking at what I wanted for myself I now build businesses online that provide me with ongoing passive income.

My online activities started in 2005 and now in 2009 I have decided to start helping people build an easy to maintain business that provides an opportunity for high profits using blogs, podcasts & membership sites.

If you are looking to get a professional business blog set up, optimized and ready to pull in visitors eager to learn and listen to what you know let us help you.

Visit <http://www.blogpodcast.net/blog-setup-service/>

If you already have a blog and you would like more information on becoming a full time blogger visit <http://www.2diane.com>

For a great tool that will help you create audio and video podcasts you need the content creation center that was created by Penny Haynes. You can find out more at <http://www.CommercialCreationCenter.com/index.php?affid=39>

"The awareness that health is dependent upon habits that we control makes us the first generation in history that to a large extent determines its own destiny."

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