

# Podcasting In 2018

---

Building A Successful Podcasting Business

# PODCASTING TODAY



## **Table Of Contents**

<b>The Essential Planning Stage .....</b>	<b>4</b>
Podcast Preparations: .....	4
How To Become A Podcaster.....	6
Podcaster Essentials: .....	8
How To Be A Professional .....	9
The Development Of Your Podcast .....	12
Keep It Going .....	14
Grow, Grow, Grow .....	15
Your Own Studio .....	19
Setup Sites: .....	20
<b>Sites For Serving Your Audio .....</b>	<b>22</b>
<b>Getting People To Listen .....</b>	<b>27</b>
Your Sig File (Forums) .....	27
Locate Social Groups .....	28
Your Sig File (eMail) .....	30
Backlinks.....	31
Article Marketing .....	31
Submitting Press Releases.....	33
Submitting To Blog Directories.....	33
Visiting Other Blogs And Commenting.....	34
Find Other Bloggers With Similar Interests .....	34
.....	<b>36</b>

Forums on Podcasting .....	37
Using RSS For Wider Distribution.....	44
Other Blogging Options .....	45

## **The Essential Planning Stage**

This section is going to go over all the basics of coming up with a great podcast idea, how to create it and a ton of simple things you can do to produce your first podcast.

Don't worry, this whole course was created around the premise that you aren't a computer programmer or "techno geek" and will be very easy to understand.

In a moment you'll get a chance to do your very first podcast. It's easy. It's free. And it should take less than 10 minutes (although your actual podcast will only take about five minutes).

As you read through this book you will discover that content is a vital to finding and keeping subscribers. So before you began your first podcast, start out on the right foot by creating good content. While some podcasts have fancy sounds and a witty host and guests, your initial podcast will just be you but it will still be posted on the Internet, so you want to make a good quality podcast, especially if you fall in love with podcasting and want to continue.

### ***Podcast Preparations:***

1. Spend 1 to 2 minutes and brainstorm some topics you are interested in. He doesn't have to be new and brilliant content for your first podcast, it should simply be something you have a passion for.
2. Select one or two of those topics that catch your eye.

3. Spend 1 or 2 minutes and brainstorm interesting facts that you know about those topics
4. Group those facts together under one or two headings.
5. By now, you probably see the one you want to podcast the most. If not, you'll need to choose one now.\
6. Go online and find a web site that talks about that topic as well that you can review in your podcast.
7. Write down an upcoming event that is related to your area of interest. For example, if the area you're going to podcast on his genealogy, you might be able to find a local genealogical society which has a genealogy fare coming up. If you can't find anything, think of a past event that you can review.
8. Develop a brief script on your own, or from the example in the Example box that follows this exercise.

**Here is an example script** for your very first podcast:

EXAMPLE "Hello and welcome to our very first podcast at [your web address, which you will get shortly... in the next exercise]. My name is [your name] and today we're going to be talking about [your topic]. In this podcast we'll be talking about [heading #1] and [heading #2]. Later, we'll review a website and talk about an upcoming event.

First, we're talking about [heading #1]. Did you know that... [talk about the interesting facts you wrote down].

Second, we're talking about [heading #2]. Did you know that... [talk about the interesting facts you wrote down].

Now is the time in our show where we review a website. Today's website is [say the web address and the name, if it's different]. [Briefly describe the website and rate it on how helpful or informative it was as well as how easy it was designed to navigate around].

Finally, we've got to mention the [upcoming event]. [Mention who, what, where, when, cost, what to bring, what to expect].

We've had a great time on the show today and look forward to having you tune in next time!"

That was easy, wasn't it? Sure! There's nothing to it. You probably don't even need the script, but in case you do, you have one available. It's a good idea to work from a script, even if you don't read it directly, to help you stay focused.

Now you have heard other podcasts and you've created your own script. Are you ready? Let's podcast!

### ***How To Become A Podcaster***

Becoming a podcaster is so easy! Why not try it out right now for free, and see if it's something you're interested in doing on a regular basis.

There are two excellent methods available for podcasters and we recommend you use them both.

The first is a free way that you can use to try out podcasting and see if it's for you. It lets you create simple 5 minute podcasts for free! All you need to do is sign-up at their site.

First you'll be creating a blog, which is like a personal web page but designed to let you voice your opinion. Remember, they were the forerunners of podcasts.

**EXAMPLE:** A blog is like your very own personal journal or diary, but one that you leave open for others to read. It can be about personal things, about your job, about your favorite hobbies, about a pet. Anything of interest to you that you might write in a diary can go in a blog.

You don't have to have a blog in order to podcast, you just have to have a web page. However, if you want to podcast for free, creating a blog (as we will shortly) is a quick and painless way to get a place to put your podcast.

Please note, this is just for beginning podcasters. The other program (described later) is more appropriate for the serious podcaster who wants to either supplement their current income or even earn a living from podcasting. This following instruction is mainly for the hobby podcaster with opinions to share with the world, and for people who want to see what it's like before they invest in more serious podcasting.

The first program can be found at:

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

and essentially all you do is call their telephone number and deliver a podcast up to 5 minutes in length.

Before you do that, you need to sign up. Here's how:

**Podcaster Essentials:**

1. Go to <http://www.blogger.com/start> to create a blog. If you're not sure what you want to make your blog about, just start with a blog about yourself or an interest or hobby.
2. Follow their set up process to create an account, name your blog, and select a template. You'll be surprised: It's very easy and a lot of fun! Even if you decide not to podcast, you now have a blog!
3. Once you have set up your blog, go to <http://www.audioblogger.com/>. It's the same company.
4. Follow their set up process to create an account by inputting your blog ID, your home phone number and a pin number.
5. Figure out what you want to say. (Maybe write something down so you sound coherent).
6. Follow their instructions to input your home phone number and pin (this allows you to call from anywhere), and deliver your podcast!
7. If you enjoyed yourself and want to get an audience, submit your podcast to podcast hosting sites. You'll find their websites below and they usually have a "submit" link on their front page.

That was easy!



If you've caught the podcasting bug, you might be ready to go pro. In this case, you'll probably want to expand beyond the limitation of a 5 minute podcast on a free site.

### **How To Be A Professional**

If you want to make the leap from hobbyist to professional, to either boost current business or start a new business, you can. You'll need a couple extra programs to create a quality sound. Here are some recommendations to get you started.

While technically, you can get started with the microphone that probably came with your computer, you'll want to likely invest in a slightly better microphone or if you have more than one person speaking in your podcast, you'll need to get more than one microphone.

A good place to start without having to rob a bank is to buy a USB microphone at an office supply store. They are affordably priced and unless you're planning studio-quality production, they will do an excellent job for you.

The Short Terminology: USB

The length-to-width ratio

**It is quite easy to podcast;** I'm sure you're surprised at how easy it is. It's quite another thing though, to maintain a podcast on an ongoing basis. A lot has been discussed about the regularity of podcasts and exactly how frequent a podcast needs to be. While it is true that the frequency of a podcast does depend largely on the

material that is covered, it is also true that subscribers may not be able to listen as frequently as you want to podcast.

If you have a lot of material and are looking to make a daily podcast you might want to consider a very short podcast of two to five minutes. Like e-mail that gets stacked up in your inbox, podcasts that don't get listened to compile a very quickly if a subscriber doesn't get a chance to hear a few of them in a row. Often what happens after that is a delete the whole batch, figure they've missed too much vital information, and un-subscribe.

On the other hand, too infrequent of a podcast will mean that people do not feel the same "ownership" in listening as they would from something a little more regular.

When it's all said and done, you need to know what material you need to cover and how much time you have to spend on podcasts in order to determine how frequently you are going to podcast. This is the length-to-width ratio: the length of your podcast in relation to the width of the material.

Look at other podcasts to see what kind of material may cover and the relationship that has to the frequency they produce these podcasts. CNN, for example, can produce a daily podcast that is very short because of the nature of its "headline-style" material. Their podcasts are very short.

A podcast covering the world of baseball, might be better off podcasting every week since they will be able to talk about a couple

of the games is well is some news. Their podcast can be 15 minutes to half an hour, which seems appropriate.

Lastly, a financial specialty podcast might only come out once a quarter and can be an hour long as they discuss business news and economic developments in the past three months. The length of their podcasts, based on the weighty material they are covering, seems appropriate.

In each of the cases above, it is possible to imagine a subscriber spending the time listening to each podcast because their length is appropriate for the material.

How much time should I put into my podcast?

Being aware of the length-to-width ratio of your podcast will help you determine how appropriate a frequency you need. But there's another factor to consider as well. It is the "how-much-work-is-it-going-to-be-for-me?" factor. If you are running a business or are busy at your day job you will not have the time to put in the effort to create a quality podcast on a frequent basis.

It doesn't take much for CNN to create a five-minute podcast about news headlines because they are in the business anyway. And it doesn't take a lot for the financial analyst to create a one-hour podcast every three months because they spent the past three months gaining the material.

Your challenge as a podcaster is to create a regular podcast that does not take so much of your time that it loses its enjoyment. That's why we recommend podcasting on an area of interest or a

hobby, if you are a personal podcaster, or podcasting on your business or industry if you are a business podcaster.

And if you are a business owner, you know how little time you have already, so you may not want to spend an hour or two a week to create a 15 minutes to half an hour podcast with such regularity.

There has been a lot of discussion about the ideal frequency of podcasts. It usually boils down to the length-to-width ratio that you need to consider whether you can maintain the momentum. Here is a step-by-step process to determine whether you'll be able to keep up with the demands of a regular podcast.

### ***The Development Of Your Podcast***

1. Across the top of a blank piece of paper write down five ideas you have that you might like to podcast about. (In another chapter will show you how to improve your content to gain subscribers, but for now this is a good place to start).
2. Record how frequently you want to do each podcast. (Daily, Weekly, Monthly, etc.)
3. Under each idea list all the sub-topics you would like to cover in your podcast. (For example, if you want to cover major league baseball, you might write down such items as recent player trades, highlights of recent games, things to watch out for in upcoming games, an analysis of player stats, a review of an event in the history of baseball, and a review of a baseball movie or book).

4. In brackets, beside each sub-topic, write down the number of minutes it would take you to cover that in a podcast, and the number of minutes it would take you to prepare and research that information.
5. Add up all the minutes it would take for you to cover those topics in a podcast. This will be the length of your podcast.
6. Write that total above your idea.
7. Now add the second number, the length of time really take you to prepare and research the information
8. Add that number to your podcast length.
9. Write that number above your idea as well.

With this new information you are able to determine how long you want your podcast to be, how frequent you want it to be, and how much time you'll have to put in to it in order to reach your goal. Often, people's initial goals in their podcast are too lofty and required to much time for them to do a good job on a consistent basis. In upcoming chapters will show you how you can improve that by narrowing down the focus of your audience.

At this point though, you simply need to look at the chart you created to determine if you are able to spend that amount of time doing the job and a regular basis. Because that's what it is: a job. You may not get paid for it (yet), but your subscribers are expecting you to produce on a consistent basis.

## **Keep It Going**

Doing a good job on a regular basis requires some discipline and legwork on your part. In this sub-section we will look at some ideas to help you maintain the momentum once you have started podcasting.

Here are some ideas that you might want to include in one or all of your podcasts:

- Commentary on the industry by you.
- Commentary on the industry by industry analysts.
- Book, movie, or television show reviews related to your area of interest.
- Listeners phone in for help.
- Interviews with movers and shakers of the industry.
- Review and analysis of past events, games, conferences, changes.
- Preview of upcoming events, games, conferences, changes.
- Answer subscriber e-mails.
- Review significant historical events or records that were set in your industry or area of interest, or general historical events that ha had an impact on your industry or area of interest.
- Analyze statistics, scores, financials and or other quantifiable facts about the air yet you are podcasting in. Like game


scores if you're covering sports or quarterly reports if you're covering the stock market.


- Highlight a web site that is related to or contributes to the air yet you are podcasting on.


These are just some of the many, many Haynes you can view any podcast to keep it interesting and fresh. In an upcoming chapter will talk about the necessity of having good quality content and you'll want to refer to this list again and again.

Let's now take a moment to put together a plan to help you maintain momentum so that once you have started podcasting, you can consistently make good podcasts.

### ***Grow, Grow, Grow***

 Using the list you created in the previous exercise, select one of your favorite ideas to use here.

 Using some of your ideas and ideas from the list above, write down as many specific ideas as you can in a five-minute period. Be as specific as possible. If you find that the five minutes went by too quickly and you could still keep writing, that's a good sign. If not, you may want to rethink using this idea, or hang onto it for awhile and see if you can think of more content later.

 With a highlighter or colored marker, connect similar ideas together. For example, if you are doing a podcast on dogs, you might find that you had a lot of ideas on Beagles,

a lot of ideas on Bulldogs, and a lot of ideas on Yorkshire Terriers. Perhaps you can do one podcast on each type of dog. Or, you may find that and you had a good variety of ideas and you can group 2 or 3 of them together to switch up the format.



On a new a sheet of paper, group your ideas together (since your paper is probably become unreadable). You now have a rough outline of some podcasts you can do.

Remember, this is just an initial list, and will go into greater depth later. But now that we have this list of potential future podcasts as well as a rough idea of the amount of time you want each podcast to go, and the amount of time you expect to spend on each podcast, you're much better prepared to maintain the momentum that is required of regular podcasting.

As you analyze your list you might have to make changes. Do you have too much material to only podcast once a quarter? Will you have enough material (and time) to podcast every day? If you only came up with 2 potential podcasts at the end of the exercise, and you were planning on doing a daily podcast, you may want to do more brainstorming or rethink the frequency of your podcast.

We've talked a lot about technical details in this chapter and more technical details will follow. Don't let those details distract you from what podcasting is all about: Having fun! It's a great medium of self-expression and it's a great opportunity for entrepreneurs. And it can be an enjoyable thing to do once you get used to it. So keep going and don't get frustrated.



Now that you know all the basics of getting going with your own Podcast, we are going to go more in depth with information on Setups for recording so that you can make your podcast sound like that of a studio professional!

## **What To Use For Recording**

As mentioned earlier, you can easily turn professional for very little upfront cost. There's no sense in getting an expensive microphone or high-end sound mixing equipment if you are simply podcasting for business or personal use on a regular basis.

Podcasting News has an excellent review of handheld microphones to help you make your decision. Links are available to click through and buy it if you like it.

<http://www.sonymediasoftware.com/Products/ShowProduct.asp?PID=961>

One of the best sound mixing programs on the market today is called Sound Forge and it is available through Sony. If you're looking for high quality, no-holds-barred production, you'll want to consider Sound Forge!

As if that's not enough, this page on [podcastingnews.com](http://podcastingnews.com) has a comprehensive list of some excellent podcasting-related products you'll need if you plan on podcasting with the big boys.

Next, you'll need some sound mixing software that will allow you to create and edit your MP3. You can buy Mixcraft for about \$40 or \$50 and it gives you a wide range of features to allow you to create good quality podcasts. There is also a free trial available! You can find it at <http://www.acoustica.com/mixcraft/index.htm>

These tools should help you get started on the track to professional podcasting. All you need is a topic, a target audience, and a website to post your finished podcast.

Later we'll talk about top quality equipment for those who want to create a world class sound. If that's you, read on! Otherwise, you'll probably make great quality podcasts with the equipment mentioned here.

### ***Your Own Studio***

If you're planning on simply recording at home as a personal podcaster over the telephone, as you learned earlier, in your studio is simply your telephone and the script in your hand.

Of course, you want to make sure that the dog isn't barking, the kids aren't screaming in the background, and the television is turned off. So a little bit out of attention is needed to make sure that your studio environment is ready to go. But essentially all you need as a personal hobbyist podcaster is the ability to shut the door and pick up the phone.

In fact, the beauty of this kind of podcasting is that you don't even need to be at home to podcast. So if you have a faithful and loyal following who want to hear what you have to say, you can still podcast if you are on vacation or away from home... because you just need to use the telephone.

If you decide to become a little more advanced in the realm of podcasting, you can still create a small studio without a lot of expense. As we've seen, the software is still quite affordable as is the equipment for a high-quality podcast.

Perhaps you want to convert a room of your home or business into a podcasting studio, especially if you're going to have more than one host or guests. Since you cannot share a microphone, passing it back and forth between you and your guests, you'll need to buy

more than one microphone and you either need to buy software or an attachment for your telephone if you plan on recording a call-in show.

If you are podcasting from a noisy environment, for example if you own an auto body shop and you're podcasting from an office in the same building, you may be able to effectively deaden the sound by stapling foam pads to the walls around the room. This does not have to be very expensive, since foam is available at hardware stores and camping supply outfitters.

If you are investing to create a world-class podcast, an authentic studio will cost you thousands of dollars in equipment and in creating a studio environment. But for 99.9% of the podcasters out there, a quiet office (or one that is made quiet with foam) should suffice.

If you are dialing in for your five-minute free podcast or you are a small business looking to start podcasting, or you are an entrepreneur looking to make money from podcasting, all you will likely need is a quiet place to record. And if your basement is a quiet place, that might be appropriate for you. Or maybe it means going into work after everyone else is gone. Whatever the set up, there is no need to spend a lot of money to create a studio. As your podcasting becomes more serious you can slowly move into a better equipped studio setting.

***Setup Sites:***

<http://www.blogger.com/start>

Sign up here as a place to write about what's going on in your life or the world of your interests or hobbies and as a place to put your

podcasts. While it's not technically software, it's the way you're going to get podcasts on the Internet if you don't want to do any more than a very basic hobby-style podcast.

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

Once you've signed up here, you can phone in your podcast, which will appear on your blog at blogger.com. It's a great way to start!

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

This is a great site that has all kinds of digital audio players from high quality to not-so-high quality. You can comparison shop here to buy an MP3 player to hear podcasts on the go!

<http://reviews-zdnet.com.com/>

This is a great site that reviews MP3 players if you want to get a second opinion before you purchase one. Don't forget to add the extra ".com" after the address in order to get to the correct page.

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

This is an excellent and comprehensive site that covers everything you need to know to get on top and stay on top of the podcasting industry.

<http://www.podcasting-tools.com/>

This is an excellent site about podcasting and takes you through everything from an introduction to how to podcast as well as the technical aspects of podcasting. It doesn't look great but it's  
Now that you know all about creating a podcast of your own and how to create a truly professional setup for your recording, we can go over something else very important; Podcast Hosting...

## **Sites For Serving Your Audio**

This section is going to load you to the gills with sites that you can use for podcasting hosting.

You might ask “Why do I need a host for my podcast?” which is a good question.

The answer is this...Even if you have your own website; you still probably want to consider hosting it on a professional podcast hosting service. Why? Because hosting a podcast on your own site main drain your server resources, make your site or go down all together and may end up costing you hundreds in the form of “excessive server use” fees by your hosting company.

Letting a site that does nothing but host podcasts host yours gives you’re the assurance that the download of your podcast won’t affect your website at all or cost you any extra fees. And best of all, you know that your listeners will always be able to get to your podcast which is the most important thing of all right?

Okay, let’s get into our first host.

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

This site is very easy to navigate around and has tons of great podcasts to listen to. You will be hard-pressed to *not* find something here that interests you! The way it works is that you select a category and it gives you all the podcasts in that category. Then you scroll through the titles and click on one to find a brief description of the podcast and an option to subscribe.

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

This site is well put together and provides a large list of podcasts. It also advertises itself as the home of the 30 second podcast preview. When you click on the name of the podcast you are taken to another screen that tells you a bit about the podcast as well as the frequency it is produced and the average length of the podcasts. This is great if you are looking to fill a specific length of time.

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

This site is the first commercial podcasting site on the Internet. It is quite pleasing to look at and has some good content but doesn't seem to be as comprehensive as some of the other sites.

This site has a lot of promise as being a very comprehensive site, the only problem is that the pages under each subheading take too long to load so if you're impatient you'll probably go elsewhere. Also, the information given for each podcast is not very telling. All in all, good potential but could be tweaked a bit better.

<http://learnoutloud.com>

LearnOutLoud.com is a site that is working hard at becoming the premiere place to hear audiobooks, podcasts, and any kind of audio media. While still in its infancy, it is slowly gathering resources to provide people with great media. They've selected some real winning podcasts.

This site was surprisingly impressive. It didn't seem to really boast at having a great selection of podcasts, but if you go to the directory, you'll be pleasantly surprised.

This site will host your podcast for you. They charge a fee, but they will also automatically attach your podcast to an RSS feed. The site is simple and well laid out and the fee is not that much.

<http://www.podcasterhosting.com/index.php>

If you will sign up for this company and pay their fee, you can send your podcast to their site and enable the RSS feed so that you don't have to have a program that does that for you. You'll still want to get your podcast hosted at other sites but your podcast URL will point to this site.

They have a very attractive site that allows you to create your own podcast. And you don't need a webpage, they provide a profile page for you and they host it for free on their site. It looks great and this is a really good site for beginners. It seems to be a simpler version of the blog you created in a previous chapter. In fact, if you don't want to maintain a blog, this might be a better choice for you. Like the earlier site, you simply phone in your blog to them and they post it.

<https://www.libsyn.com/index.php>

Again, this is like a paid version of the blog you set up. Like most of the paid sites, you can send them your podcast and they will attach it to an RSS feed and either give you a blog or let you use your current site to host it. Doesn't look like they do a lot of marketing right now for you, but they give you a place to let your voice be heard.



<http://audioblog.com>

This nice looking site will sell you a blog and let you phone or download your podcast to them. They even support vidcasting as well! The price seems reasonable and they appear to provide a lot of support.

<http://ourmedia.org>

This is a nicely designed site that lets you post your podcasts for free. They also support vidcasting. Like many of these sites, it's up to you to market it, but this looks like a nice place to park your podcast.

<http://podlot.com/>

Another inexpensive place to host your website. For about \$5/month they will give you some space to put your podcast into an RSS feed, but it's a pretty bare bones service. There's other sites that seem to do a little more for free. Still, if you're looking for simplicity and ease of use, this might be the place to go.

This site will host your podcast and provide a podcatcher (like Doppler). Their site is free but you can also pay to upgrade to other levels of service as well.

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

Another free site. Well laid out. They offer quite a few features for the podcaster, but unlike the blogger.com site you signed up for a couple chapters ago, you don't to phone in your podcast, you can use your computer's microphone.

Another free site. You phone your podcast in, like blogger.com, but the site looks like it's still fairly new and underdeveloped.

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

If you like sports, this is the directory that will take you to podcasts on a wide variety: From auto racing to wrestling and everything in between. Also, it's surprisingly orange!

This collection of podcasts is focused on the stock market and financial industry.

<http://www.podcastingnews.com>

If you can't find what you're looking for in some of the podcast sites above, check this site out. It is a very comprehensive collection of directories and you are sure to find what you want here.

There you have it...A ton of resources all specifically aimed at teaching you how to find a place to safely host your podcast without draining your websites sever resources or your pocket book!

In the next section we are going to go over the best (and fastest) way that you can start BlogCasting in the most affordable way possible; free!

## **Getting People To Listen**

In this section you are going to learn how you can start getting tons of people hitting your blog and listening to your BlogCasts. That's the main goal of doing this right?

You need traffic and listeners to be able to monetize them and make income from them!

Let's get started...

### ***Your Sig File (Forums)***

One way to increase traffic to your blog is to post messages on internet forums. An internet forum is simply a message board where people gather to talk and form their own online communities. There are forums on just about any topic you can think of. Seriously, you would be surprised what topics you can find forums on! You can find forums on anything from childbirth to finance, from politics to world history, and literally every other topic in between.

Most online forums allow you to have a personalized signature file. Within this personal signature file you can generally put a link to your blog, a link to a website you own or frequent, your name, the city you live in, or any other basic information you choose to have visible to anyone who reads the forum messages. When you post a message on the forum, your signature file will automatically post the information you entered into it, at the bottom of each of the messages you post. Using a signature on forums can be a great

way to get people to come and read your blog while being able to reach your target market easily.

What you will want to do first is to sign-up for forums which either relate directly to your topic, or where people with similar interests to your topic hang-out online, and then include the link back to your blog in your signature file. You want to make sure to only post good quality and more important relevant messages to the topic of the forum.

You should aim to become a valuable participant in the forum. If your messages add value to the forum for the other community readers, and you get to know some of the other posters and build an online friendship, then they will likely check-out your blog and start reading it. When they find that they like your blog they will also post messages on their favorite forums about it and bring you more readers. They will begin to advertise your blog for you. What's better than some passive advertising? Nothing!

What you do not want to ever do is join a forum and simply post about how great your blog is and how everyone should check it out. This is considered spamming and will result in you being banned from most forums, and might even get your blog itself shut-down. You will not gain any meaningful traffic from doing this. All you will do is irritate people and possibly get some nice rude comments added to your blog. People will not check out your blog because you say it is great.

### ***Locate Social Groups***

Finding forums which are relevant to the topic of your blog is a very easy thing to do. Suppose for a moment that you have a blog with

a topic of "trout fishing." You can simply go to [www.google.com](http://www.google.com), or any other search engine you prefer to use, and type in "trout fishing +forum" and you get back 258,000 possible locations to visit for forums relating to trout fishing. The list which Google returns to you will include some duplicates and some other junk, but you will also find that there are more trout fishing forums than you ever imagined!

Because of the way search engines work, you will find that the most popular forums will show towards the top of the search result pages. Those are probably the best to join and get to know people in. Because they have a high search engine ranking tells you that they have a large membership and a good grasp of the topic of your interest. They are the most likely places where people who enjoy trout fishing are hanging out online.

As well as searching for "trout fishing," you might also consider searching for other topics which would be of interest to other people who trout fish. Some of these topics might include subjects like backpacking, camping, fishing, fly fishing, hiking, outdoor life, outdoor recreation, living off the land, etc... Think about all of the other things you are interested in and think about whether or not others who trout fish would also be interested in those things. From there you can come up with relevant words to search and a whole new batch of forums to introduce yourself on and participate in.

If you think outside the box a bit you can come up with unlimited options of where to share links to your blog. The more ideas you can come up with then the more readers you can bring to your

blog. The more readers to your blog then the more potential AdSense clicks and the more money in your bank account.

### ***Your Sig File (eMail)***

Most every e-mail client these days offers you the ability to create a signature file. Even free e-mail accounts, such as Yahoo or Hotmail, allow you to create a signature file. Exactly the same as on an online message board or forum, this signature file is attached to each and every message you send out from your e-mail account. Think of all the people you send e-mail to each day and all of the possible new blog readers you can gain from this one simple signature file.

If you attach a link to your blog in every e-mail message you send out people will invariably click on it whether it has to do with what you e-mailed them about or not. People are very curious creatures and they want to know what's up with other people and what they are thinking. Your blog allows them into your brain a bit, so they will click on the link to your blog and look it over.

These e-mail contacts may be potential blog readers who you would not have reached with online advertising in any other way. Using signature files allows you to easily reach a large variety of people yet not spend more than the couple minutes it takes to initially set up the signature file itself. And, if you have a good quality blog then it is entirely possible these new readers will pass along your link to all the people they know as well.

If you have multiple blogs and multiple e-mail accounts you can put links to all of your blogs in the signature files of each e-mail

account or you can put one link per account. Try to think what will generate you the most traffic to the specific blogs you choose.

You should always take the time to promote your own blogs and your own sites through your other blogs and sites; even if they are not directly related to each other. Your goal for any blog or website should always be to have the most visitors possible and you can do this through promoting your sites wherever you can both online and off.

### ***Backlinks***

One of the best ways to bring up your search engine rankings, and bring traffic to your blog, is by having a lot of back-links. A back-link is a link on someone else's website to your blog.

There are many ways to get back-links to your blog, you can write and submit articles to directories and other websites, you can write and submit a press release online, or you can simply post comments on other blogs which will then link back to your blog. Other ways to get back-links is to link all of your blog to one another and to link up with other blogger's sites for the mutual benefit of all of you.

### ***Article Marketing***

There are many places online where you can submit a short (400-600 word) non-fiction article about something you know. This article could be your first blog posting, it could be something you come up with just to post on an article directory website, or it could be an article you have someone else ghostwrite and then publish

under your own name. This is one time where having other people write for you probably isn't a bad thing. As long as the article is good and sound it really doesn't matter if it was written by you or a ghostwriter you hired to write it.

Submitting an article to an online article directory is free, simple, and easy. Simply turn one of your blog posts into an article which can stand alone, and then submit it to the article directory of your choice. (Some popular ones are [articlealley.com](http://articlealley.com), [contentdesk.com](http://contentdesk.com), [ezinearticles.com](http://ezinearticles.com) and [goarticles.com](http://goarticles.com).) There are also automated submission programs you can use to submit your articles to many article sites all at one time.

Attached to your article will be a "byline." Your byline will contain information about you and a link to your blogs and other websites. You could have your byline read something like "Jane Smith is a programmer by day and blogs on horses at night. See her amazing programming website at [www.iprogram.com](http://www.iprogram.com) and read her blog at [www.besthorseblog.com](http://www.besthorseblog.com)."

This example byline just created two back-links for every time you publish the article; one to the programming site and another to the horse blog. If you post this article five times on the web you have ten back-links to your sites.

Also, many article sites allow you to publish non-exclusive rights articles on their sites. This means that you are free to post the same article on other article sites as well. Each time you submit the article you build links to your site. In addition, other bloggers and webmasters will link to these articles on their own relevant sites and that creates even more links for your site as well. By



submitting articles to article directory websites you can build links easily to your site to increase your search engine rankings.

### ***Submitting Press Releases***

If you were to start a small home business, one way to receive free advertising for it would be to send a press release to your local newspapers. Online there are a few press release websites where you can submit a free press release about your new blog or website. (The two most popular are prweb.com and prfree.com.)

To make a press release, simply write up a short statement about how awesome your newly launched site is and post it on the free press release websites. Make sure to have a link to your site in your press release and you have just created one additional back-link for each site you submitted your press release to. Press releases are a great way to get links without a lot of work. They can be short and to the point.

### ***Submitting To Blog Directories***

Just as there are directories online for e-mail address, phone numbers, and other information, there are also directories which contain blog listings. These blog directories are websites where people can go to find a whole list of blogs on any specific topic of interest to them. The search this directory, just like a search engine, and the results page is one of blogs which are on their topic.

Submitting your blogs to directories will help you to get both back-links and more readers to your blog. Both results will help with your search engine rankings as well as your AdSense ad revenue.

## **Visiting Other Blogs And Commenting**

Another way to create back-links to your blog is to post comments onto other people's blogs and websites. If you leave quality comments then people just might want to find out what else you have to say on your own blog. If you leave comments on another Blogger blog, then your account will show up and your comments will automatically link back to your own blog. Readers of the blog will read your comments and click on your link to see what your blog is all about.

Some people will post a short message about enjoying a blog and then ask the blogger to check out their own blog and include the link to their own website. By simply leaving a spam message of "hey check out my blog" you will likely irritate people and not gain readers. Leave quality information and people are much more likely to check out your blog. You always want to make sure you are adding value to the web, not just out advertising your own blog to make money.

## ***Find Other Bloggers With Similar Interests***

Teaming up with other bloggers can be a great way to get links to your blog. You can have a one-way back-link to your website, or you can have reciprocal links. A reciprocal link is where you link to someone's site and they link back to yours in exchange. Search engines prefer back-links over reciprocal links, but any link is better than none. And, the more links to your blog, ultimately the better.

Many bloggers have formed what is called a "blogroll." A blogroll is a list of links to other blogs with similar topics of interest. This allows blogs to have back-links to them and also allows you to

advertise your blog to the readers of all of the similar blogs. Blogrolls can be a great way to get new readers to your blog and to raise your search engine rankings at the same time.

Another thing bloggers will often do is trade posting message with another blogger. This trade of message posts is called "guest blogging." Suppose for a moment that I have a successful blog on work at home opportunities.

Another blogger who I found online has a blog on stay at home parents. We could trade posts where I would allow her guest post on my blog about stay at home parents in exchange for my guest posting about work at home opportunities on her blog. We swap "guest" posts and each includes a byline with a link back to our own blog or website. I have a back-link and she has one as well.

By teaming up with other bloggers and guest blogging in this way you can have access to the loyal readers of another blog and they will have access to your blog. Because, in the example above, our blogs do not directly compete with each other for readers, we can be an added service to each other and to our respective readers. We can both build up our readership and also create some links to our site at the same time. This is a win-win situation for everyone involved in it.

Finding other bloggers to guest blog with is not difficult. If you take the time to develop a good blog, with quality content, then other bloggers with good quality blogs will want to exchange links and posts with you. The better your blog, the better guest opportunities you will have!


Now that you know how to get some traffic rolling through your blog, it's time that you learn how to monetize it. In the next section we are going to go over how you can take the traffic that you get and turn it into income.

## Tools Of The Trade

This section is jam packed with all the resources you could ever need on the subjects of BlogCasting. Going through them all is going to take some time but by checking all of these sites out, you will expand your knowledge on the subject of Blogging and Podcasting.

It stands to reason that podcast award winners produce good podcasts. This is a good place to start to find podcasts that are of good quality. You may not find something that fits your interest or tastes, but you will find podcasts that show you what good podcasts are supposed to be like, while showing you the range of formats and content in good podcasts.

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



The screenshot shows the website for Podcast Awards, featuring a dark header with the logo and the tagline "Podcasting's second act." The main content area is titled "2007 People's Choice Podcast Awardees" and includes a congratulatory message to the top two category winners. Below this, there are two columns of award winners, each with a list of podcast titles and links to listen or subscribe via RSS. The left column is for "Peoples Choice" and the right column is for "Best Produced".

Peoples Choice	Best Produced
Sponsored by: Wizzard Media	Sponsored by: Wizzard Media
Anime Pulse [url] [rss]	Doing Indy [url] [rss]
CAGcast [url] [rss]	Filmspotting [url] [rss]
Catholic Insider [url] [rss]	Firefly Talk [url] [rss] [Winner]
Feast of Fools [url] [rss]	Inside The Magic [url] [rss]
Grammar Girl [url] [rss]	Podcacher [url] [rss]
Keith and the Girl [url] [rss] [Winner]	Podtacular [url] [rss]
Manager Tools [url] [rss]	Reduced Shakespeare Company [url] [rss]
Nobody Likes Onions [url] [rss]	SkyDiverGirls [url] [rss]
The Digital Photography Show [url] [rss]	The Lost Podcast [url] [rss]

## Forums on Podcasting

This is an excellent site about podcasting and takes you through everything from an introduction to how-to-podcast as well as the technical aspects of podcasting. It doesn't look great but it's quite functional and informative.

<http://www.podcasting-tools.com/>

Home | Site Map

# Podcasting Tools

resource for podcasting

**Navigation**

- How to Podcast
- What is Podcasting?
- Podcasting Software
- History of Podcasting
- Podcasting Articles
- Podcasting Uses
- Create Podcasts
- Submit Podcasts
- Display Podcasts
- Podcast Validators
- Podcast Graphics
- Podcast FAQ
- Podcast Directory
- Podcasting Forums
- Podcast Feeds
- Syndicate Podcasts
- Podcast Sites
- Podcasting Blog
- Tradeshows
- Podcasting Wikis
- Podcasting Directories

**Podcasting Tools**

[Sharp AQUOS®: home entertainment center](#)  
[www.AQUOS.com](http://www.AQUOS.com)

Ads by Yahoo!

**About this Site**

This site is a comprehensive podcasting resource detailing **everything you need to know about Podcasting**

Podcasting is the process of creating an audio show of some sort available in MP3 format via an RSS 2.0 feed that supports enclosures. Podcasts are designed to include talk shows, tutorials, music, or other audio content.

Users select the podcasts (audio feeds) they wish to subscribe. Please feel free to **contact us** to suggest any additional podcasting resources or podcast categories.

**FeedForAll**  
create, edit, and publish podcasts.

**Text Aloud**  
instant podcasts with text to audio conversion

**RecordForAll**  
audio recording and editing software

**ClipMate**  
easily manage files

Apple, from whose product podcasting derives its name, has a very visually pleasing site on podcasting. It is fairly comprehensive and even a non-apple owner should find useful information and links there.

<http://www.apple.com/podcasting/>

Store
Mac
iPod + iTunes
iPhone
Downloads
Support

Search

## iTunes 7

Overview
iTunes Jukebox
**iTunes Store**
iTunes Syncing
Tips

Download iTunes

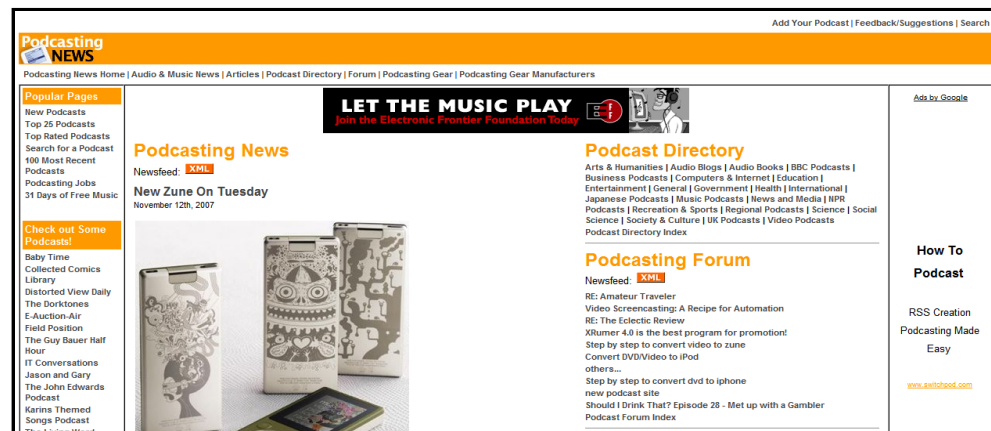
**iTunes Store**

- Music
- Movies
- TV Shows
- Podcasts**
- Audiobooks
- iPod Games
- Ringtones
- Wi-Fi Music Store
- iTunes Gifts

'Cast of thousands.

This might be a little advanced for the beginner, but it is an excellent and comprehensive news site devoted solely to podcasting news. Once you're familiar with podcasting and want to really benefit from the industry and stay on top of it, this should be in your "favorites" folder.

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



This is an excellent site about podcasting and it doesn't take itself too seriously. It claims to be the best on the Internet and that is probably a fairly accurate claim. This is an excellent site that is very comprehensive and will tell you just about everything you needed to know about podcasting, and even lots you didn't need to know. It's definitely one of the best...

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



Start here to “get” podcasts on your computer

<http://www.dopplerradio.net/>



Sign up here as a place to write about what’s going on in your life or the world of your interests or hobbies and as a place to put your podcasts.

<http://www.blogger.com/start>



This site is dedicated to helping you make your podcast better. They have resources, podcasts, and web pages designed to help everyone. A very good site.

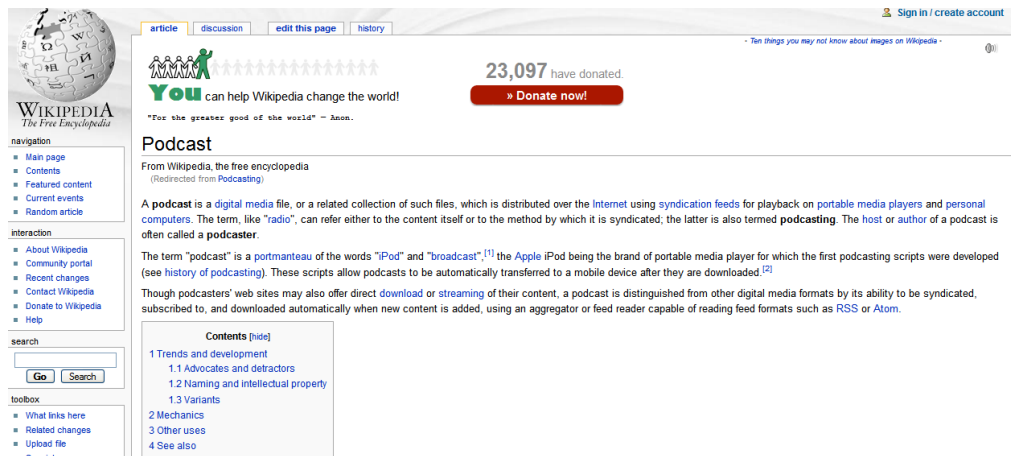
<http://www.podshow.com/>





Wikipedia is an online open encyclopedia that collects and synthesizes information. Anyone can contribute and add to pages so it provides real value as an ongoing source of information. If you want to learn more about podcasting and many of the related terms and technologies, go here.

<http://en.wikipedia.org/wiki/Podcasting>



## **Making Your Podcast Spread**

This section is a bonus to help you to become more successful in your BlogCasts and covers tips on making the creation of your audios much easier. You will also learn of a few tools to help you get your BlogCasts out to more people and generate more traffic to your blog!

If you're planning on BlogCasting, here are a few tips to help you create a high quality podcasts. They do not cost anything and they are easy to implement so they should be added to your podcast in order to help you create a quality product that people will want to subscribe to.

- Have a script but don't read from it. Listeners can tell both ways: if you are just flying from the seat of your pants, or... all... you... do... is... speak... like... this... all... the... way... through... your... podcast. Both ways can be annoying.
- Put a little bit of music or a related sound at the beginning and end of your podcast. Like parentheses, these just give the listener with audible cues that your podcast is starting and finishing.
- Host a podcast, rather than simply letting it be a sounding board of one person ranting on and on. The differences in voices will make for a more enjoyable experience for your listener.
- Give headlines at the beginning of your podcast. Tell listeners to expect to hear "these 3 things: Number one,

number two, number three.” That way, they can follow along more easily.

- Add value! Podcasts can be a good way to make money, which we will talk about in detail later, but people will only be drawn to them if they actually add value to their lives. Don't use your podcast as a vehicle to only move product or you will find you only need to make one podcast because no one will listen to any more.
- Remember that podcasting is an audio format. There are many podcasts out there today that are simply recordings of seminars or trade shows or product unveilings that require in order to succeed.
- Learn to speak clearly. Either hire a professional to help you or join a group like Toastmasters whose purpose is to help you speak more clearly. There are too many podcasts today whose speakers have not tried to improve their ability to be understood, and these podcast will not be around for very much longer.
- Be excited about your topic!

Whether you are new to podcasting or a veteran this list will help improve your listener's experience.

### ***Using RSS For Wider Distribution***

By creating an RSS feed to your blog you can essentially syndicate your blog, much like comics and television shows syndicate their content.

What is an RSS feed? RSS stands for "Rich Site Summary" or "Really Simple Syndication" or "RDF Site Summary" depending on the version that is being used. RSS is essentially a way to stream up to the minute news and updates on your blog around the world via the internet.

Readers of RSS streams use a content reader program called a feed reader or aggregator. These can be downloaded free of charge online with the most popular ones being News Gator or Bloglines.

The feed reader, or aggregator, checks websites where the user has subscribed to see if there is any new and updated information and if the site has been updated then the feed reader will copy that new information so that the reader can read it. The purpose of the aggregators is so that the reader does not have to keep checking a site to see if it has been updated, the reader, via the RSS feed, does it for them.

Adding RSS feeds to a Blogger blog is a very simple thing to do. Simply go to the Blogger Dashboard, then to Settings -> Site Feed and enter in whether you want full post syndication or only a short bit of your post to syndicate. You can then add a syndication button to the front page of your blog and that is all you have to do.

By doing these simple steps your visitors can subscribe to your RSS feed and will know when your page has been updated!

For a monetized blog it is best to leave the syndication to the short syndication option. This shows your readers that your site is updated, but they will still have to visit your site to read your entire messages. This insures that they will be seeing your Google AdSense ads and possibly clicking on them. You want to tease them with the RSS feed information to ensure they come to your blog and read the rest of the message.

### ***Other Blogging Options***

While blogger is a great option for creating a blog and monetizing it with AdSense, especially for beginners, it is not the only blog host online. Some other popular options include WordPress, Moveable Type, and TypePad. Each blog host offers their own set of options and variety. Some blog services require payment while others are free of charge like Blogger.

While starting with Blogger can be a great way to get into blogging, you may find at some point you would like to move your blog to another provider. This is fairly common practice and simple to do. You will however have to develop some HTML skills to be able to move your blog to another format because the Blogger templates generally only work well for Blogger.