



“Turn Your Web 2.0 Sites Into Automatic Cash Machines!”



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“Turn Your Web 2.0 Sites Into Automatic Cash Machines!”

Into To Web 2.0

The goal of this special report is to give you a ton of resources that will not only teach you all about Web 2.0 sites and how you can include them in your business plans but to also show you techniques and tools that will automate this entire process.

I have put in many hours looking for both free and paid resources that will benefit you. My goal is to save you massive amounts of time and money so you can quickly implement these strategies before others.

What Exactly Is Web 2.0

The internet is evolving, and the fall of the dot com craze has begun. In its place, the next generation of websites, Web 2.0, has arrived with promising potential. For example, YouTube (www.youtube.com), a video uploading website, was created in February 2005. Recently, less than two years after it was founded, YouTube was sold to Google for a whopping \$1.64 billion. Web 2.0 success, such as that of YouTube, was recognized by many internet marketers. And, therefore, the concepts are being applied to hundreds of recent websites.

Though the number of Web 2.0 websites is growing rapidly, all of these websites stand with one main focus: the users.

Did you know that Web 2.0 really isn't really a certain type of site? It is a term that is being used to describe the new sites that are interactive with its members or customers. It allows these people to dynamically change these web sites, add content, and interact with other users of the site.

These sites can be sites like www.Myspace.com that is a community site where users can create their own page and then they invite their friends to join.

It can also be interactive sites where people can post pictures, videos, sound bites, and even blogs where info and feedback can be added to the sites.



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<http://www.jeffdedrick.com/recommends/web2.0>

This is a valuable FREE resource but also look for the One-Time-Offer that you will see. At only \$10 it's a great deal.

Types of Web 2.0 sites

Many people are breaking Web 2.0 sites into these main categories

- **Social Networking**
- **Social Bookmarking**
- **Video Sites**
- **Podcasting**
- **Blogs** - I have decided to talk about blogs since most people are familiar with blogging already and there is plenty of good products that are available on this topic

Here is a break down of what each is and also some examples. I will also share with you some great tool that smart marketers are using to automate this side of their business.



Social Networking

What is Social Networking?

Social networking. We have all likely heard of it before, but not everyone knows what it means? If you were asked to define what social networking was, would you be able to give an accurate definition? Unfortunately, most individuals cannot, even though it is likely that they participate in some form of social networking, especially online.

Social networking is defined as **the grouping of individuals together into to specific groups, often like a small community or a neighborhood**. Although social networking is possible in person, especially in schools or in the workplace, it is most popular online. This is because unlike most high schools, colleges, or workplaces, the Internet is filled with millions, if not more, of individuals who are looking to meet other Internet users and develop friendships.

When it comes to social networking online, websites are used. These websites are known as social networking websites. Social networking websites are, in a way, like an online community of Internet users. Depending on the social networking website in question, many of these online community members share a common bond, whether that bond be hobbies, religion, or politics. Once you are granted access to a social networking website you can begin to socialize. This socialization may include reading the profiles or profile pages of other members or even contacting them.

The friends that you can make are just one of the many benefits to social networking online. Another one of those benefits includes diversity. Unlike in most schools or workplaces, the Internet gives individuals, from all around the world, access to social networking sties. This means that although you are in the United States, you could develop an online friendship with someone in Japan. Not only will you make a new friend, you but may also learn a thing or two about a new culture.

As previously mentioned, social networking often involves grouping specific individuals or organizations together. While there are a number of social networking websites that focus on particular Internets, there are others that do not. These websites are often deemed traditional social networking websites.

These types of websites typically have an open membership. This means that anyone can become a member, no matter what their hobbies, beliefs, or views are. However, once you are inside this online community, you can begin to create your own network of friends; thus eliminating others that do not meet your criteria.



If networking on the Internet sounds like something you would be interested in, you are encouraged to learn more about it, such as the dangers of social networking. These dangers often involve online predators or individuals who claim to be someone that they are not.

Although danger does exist with networking online, it also exists with networking out in the real world. As when you are meeting friends at a bar, school, or work, you are advised to proceed with caution online. By being aware of your surroundings and who you are talking to, you should be able safely enjoying social networking online.

Once you have learned everything that you feel you need to learn, about social networking online, you can begin to search for networking communities to join.

This can easily be done by performing a standard Internet search. Your search will likely return a number of results, including [MySpace](#), [FriendWise](#), [FriendFinder](#), Yahoo! 360, Facebook, Orkut, [Friendster](#), and Classmates.

Why Social Networking Sites Are So Popular

Social networking websites, over the past few years, have **rapidly** increased in popularity, so much that many are wondering why.

If you have used a social networking website before, it is likely that you are already fully aware of their popularity and the reason for popularity. There is just something about these websites that draw in millions of Internet users. With a wide variety of different social networking websites available, there are a wide variety of different reasons for their popularity. One those reasons being the ease of use.

Social networking websites are, for the most part, **easy to use**. Most sites are easy to navigate. In fact, many require little knowledge of the Internet. In addition to being easy to navigate, social networking websites also make it easier to meet new people online. There are many Internet users who would love to make new friends online; however, that can sometimes be difficult do.

Without social networking websites, you would have to connect with Internet users, often in chat rooms, and learn about their interests before deciding if you would like to consider them your “buddy.” Social networking sites allow you to learn information about another Internet user before ever having to make contact with them.

Another one of the many reasons why social networking sites are popular is because many are free to use. In fact, the majority of social networking sites, such as MySpace and Yahoo! 360, are free to use.



Despite being free to use, many websites require that you register with them. This registration will not only allow you to create your own profile or online webpage, but it will also allow you to contact other networking members.

Although most social networking websites are free to use, there are some that are not. Classmates is one of those websites. Many of these websites give you a free trial period or a free membership. That membership can be used to help you determine whether or not the website is worth paying for.

What is nice about paid online social networking websites is that many can be considered exclusive. Since most Internet users would not want to pay for something that they can get for free, most paid social networking sites are limited on the number of members they have. This may work out to your advantage because it tends to eliminate those who create fake accounts or aim to cause controversy online.

Social networking websites are also popular because they come in a wide variety of different formats. Websites like Yahoo! 360 and MySpace focus on a wide variety of different topics.

This means that just about anyone can join. However, there are other social networking sites out there that have a particular focus. These focuses may be on a particular religion, political following, or hobby. Most specialty social networking sites restrict the individuals that can participate in their network; thus, making your experience more enjoyable.

Finally, social networking websites **focus on meeting new people**, especially online, but over recent months, many have started including additional features only available to their online members. Many social networking members can receive their own **free webpage**, get **free access to popular music videos**, a **free blog**, and much more.

Although social networking websites are popular enough to bring in members on their own, these additional features are, in a way, providing Internet users with an incentive to join.

Mentioned above were a few of the most popular social networks that could be found online. Those networks included MySpace, Yahoo! 360, and Classmates. If you are looking for additional social networking websites, you should easily be able to find some by performing a standard Internet search.

Popular Social Networking Websites

While all social networking websites have their own rules and restrictions, many websites operate in a similar way, with similar goals.



Their goals are to allow Internet users to connect with other Internet users online, often from all around the world. What is nice about social networking websites is that they come in a wide variety of different forms.

There are many websites that are considered “general,” websites. These websites do not really have any particular focus, but there are social networking websites that do have a particular focus. Those focuses often include dating, religion, and school.

If online social networking seems interesting to you, you will have to find a community to join. You can easily do this a number of different ways. By speaking to those that you know, on and offline, you could be alerted to popular social networking websites.

You can also find these websites on your own by performing a standard Internet search. Whether you perform your own search or rely on recommendations from others, it is likely that you will find a fairly large number of social networking websites.

[Orkut](#) is Google’s version of a social networking website. This website was created and officially launched in 2004. Orkut has a large number of member, form all around the world.

What is nice about Orkut is that the system is easy to use, that is once you get in. To protect their social networking communities, a large number of social networking websites, including Orkut, have restricted access to the site.

If you are interested in joining Orkut you must know someone who is already a member and they must invite you to join the community. If you do not personally know any Orkut member, there is a good chance that you could connect with and obtain an invitation from someone you meet online.

[Classmates](#) is an online social networking website that is rapidly increasing in popularity. This website focuses on connecting long lost friends or old classmates. Classmates is free to use, but you must become a paying member to enjoy many of their member benefits. These benefits include, but are not limited to, searching for old classmates, reading their profiles, requesting more information from your classmates, or even contacting them.

[MySpace](#) is another popular social networking website that can be found online. In fact, MySpace is known as being the most popular online social networking website. They currently have over one hundred million members!

MySpace, like many other social networking websites allows you to create your own profile, in fact, your own personal page. Once your page has been created, you can easily invite other members to become a member of your network and visa versa.



In addition to having a traditional profile page, with your personal information, you can also display a large number of pictures, video clips, and music clips. Although there are a number of features that makes MySpace so popular, the most popular reason for its popularity is that fact that it is completely free to use.

As previously mentioned, MySpace, Classmates, and Orkut are just a few of the many social networking websites that you can find online. Additional sites include FriendFinder, Yahoo! 360, and more. To learn more about each of these sites or to join their community, you are advised to visit their online websites and request additional information. You should be able to find these websites by performing a standard Internet search.

MySpace: One Of The Largest Social Networking Websites

MySpace Free Bonus #1 – MySpace Videos

Click on these links to be watch special videos on about MySpace.com

Video #1 - <http://www.web2revealed.com/videos/myspace1>

Video #2 - <http://www.web2revealed.com/videos/myspace2>

Video #3 - <http://www.web2revealed.com/videos/myspace3>

Video #4 - <http://www.web2revealed.com/videos/myspace4>

MySpace is an online social networking website that has literally **taken the world by storm**. This is because, in what seemed like no time at all, MySpace has grown to become one of the most popular online websites, in the entire world.

The first step in joining this popular online social network is to register for an account. This can be done in a matter of minutes. Although you can view a number of different MySpace pages without registering, it is advised that you do. Registration will allow you to not only create your own MySpace page, but enjoy many of the other features that can be found on the site. What you may like most about MySpace is that it is completely free to use.

Once you join MySpace, you can create your own profile page. Although this is optional, it is the best way to communicate with others and make new friends. To make the experience easier, MySpace has a fairly large collection of profile templates. These templates not only have an impact on the background of your profile page, but the text



fonts as well. In addition to using the pre-designed templates, you can also create your own, especially if you have basic knowledge of HTML.

Many MySpace users have sections that allow them to describe themselves and their likes and dislikes. In addition to these preset sections, you can also add your own. A large number of users have posted clips from their favorite movies, television shows, or music videos. You can also add your own pictures and your own videos, if you choose to do so. Although MySpace does have some rules, which can be found in their terms of use agreement, you basically have unlimited freedom, when it comes to creating your own MySpace page.

MySpace Free Bonus #2



Get your hands on **MySpace Mastership**.

MySpace Mastership is the ultimate insiders guide to pimping up your MySpace profile, making thousands of friends and becoming a celebrity on MySpace.

This is a **\$97 value** and worth the price of this package alone.

Discover the inside secrets to becoming a legend on MySpace.

Go here to sign up for Free:

<http://www.Web2Revealed.com/mastership>

After you have created your own MySpace page, you can easily search for others. You can search for others with a wide variety of different keyword phrases. If you are looking for someone who lives near you, you can search for your town.

If you are looking for someone who shares your love of animals, you can search for pet lovers. Once you have found the MySpace page of someone who you would like to become friends with, you can invite them to join your network. In addition to inviting others to join your network, there is a good chance that you will be invited to join others.

Although MySpace has been in the media because of its popularity, attention has been given to the popular social networking website, attention it probably didn't wish that it



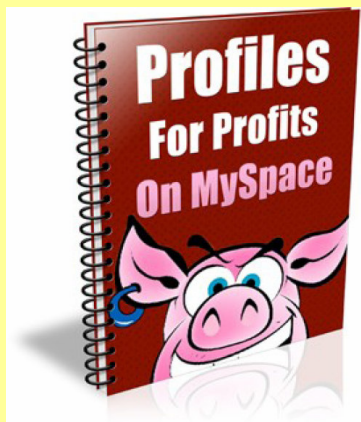
had received. With MySpace, as well a large number of other networking sites, Internet safety has become a big issue, especially with children.

If you are the parent of a child, you may wish to monitor their MySpace activity or ensure that their profile is set to a private listing. MySpace has a number of safety features in place, but to make use of these features you must know that they exist.

In addition to being a traditional social networking website, one that lets you meet and speak to other members, MySpace is well known for its additional features. These features commonly include music videos, horoscopes, chat rooms, careers, and instant messaging.

If you are interested in using these features, as well as the many others that can be found on MySpace, you are encouraged to register for your free membership today. You can do this by visiting:

MySpace Free Bonus #3 – Free MySpace Ebook



To Download Free Ebook – Click Link

<http://www.Web2Revealed.com/ebook/spacehogs>



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You Tube
Broadcast Yourself



Top MySpace Tool

This one simple tool will save you hundreds of hours



Find Out How To Quickly Have Hundreds Of Friends On MySpace –
Click Link:

<http://www.Web2Revealed.com/badder>



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Social Bookmarking

Wikipedia has this definition of “Social Bookmarking”:

Social bookmarking sites are a popular way to store, classify, share and search links through the practice of folksonomy techniques on the Internet or Intranet.

Other than web page bookmarks, we can find services specialized to a specific subject or format (feeds, books, videos, music, shopping items, map locations, wineries ...). Social bookmarking is also part of Social News Sites like Digg.com.

Tagging: What is it and why it's important to your site

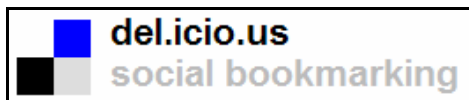
I have a free ebook that you can download that will teach you about this. Just right click on this link and save to your computer:

Click Here For Free Ebook:

www.web2revealed.com/ebooks/demon

Here Are Some Of The Biggest Social Networking & Social Bookmarking Sites

1) del.icio.us <http://del.icio.us>



2) Digg - <http://digg.com>



3) Listible <http://www.listible.com>



4) Furl - <http://www.furl.net>



5) Yahoo My Web 2.0 Beta - <http://myweb2.search.yahoo.com>



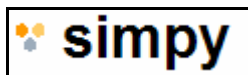
6) Flickr - <http://flickr.com>



7) Slashdot - <http://slashdot.org>



8) Simpy - <http://www.simpy.com>



9) Technorati - <http://www.technorati.com>



10) Blick List <http://www.blinklist.com>



11) Backflip - General <http://www.backflip.com/login.ihtml>



12) BlogHop - <http://www.bloghop.com>



13) BlogLines.com - <http://www.bloglines.com>



14) Fark - <http://www.fark.com>



15) Squidoo - <http://www.squidoo.com> n



16) <http://www.stumbleupon.com/>



17) <http://www.mywebtop.com>



18) <http://www.gather.com/>



Time Saver Bonus – Here Is A Massive List Of Over 150 Social Sites So You Don't Have To Spend The Time Finding Them

Master Social List

<http://www.web2revealed.com/bookmarkingsites>

Free Bookmarking tool #1

<http://www.onlywire.com> submits to 15 social book marking sites at once



The screenshot shows the OnlyWire website. At the top left is the 'OnlyWire' logo. To its right is the text 'The Only BookMarklet You'll Ever Need!' followed by 'Efficient - Fast - Easy - Secure - Free'. Below the logo, a green box contains the text 'Do you use multiple social bookmarking services? Tired of having multiple shortcuts? Here is a simple free solution.' with links '» Start Using it Now' and '» Login'. Below this, a small 'new' icon is next to the text 'Do you own a Blog or Website? Add a "Add to Onlywire" link on your site'. Further down, it says 'Become a OnlyWire Sponsor and increase your traffic!' with a link 'Click here to Learn More...'. At the bottom left, it says 'The OnlyWire API | Recently Tagged Web Pages'. At the bottom, it says 'What Others are saying about Onlywire:'. On the right side, there is a list of services under the heading 'Use One "Bookmarklet" for all these services:'. The list includes: Backflip, Blinklist, Blogmemes, del.icio.us, Furl, Jots, Linkroll, Looklater, ma.gnolia, Maple, Markaboo, Rawsugar, Shadows, Simpy, Spurl, and Wink.



WEB 2.0 Revealed

You Tube
Broadcast Yourself



Free Bookmarking tool #2

<http://ekstreme.com/socializer> free you can submit to 50 different bookmarking sites

Webmasters Info

Are you a webmaster? You should use the Socializer because:

- **Allows you to link to all social bookmark websites using one link.** When we add a link to a new social bookmarking website, your visitors will be able to use it immediately!
- **You don't have to worry about social bookmarking APIs**
- **Easy to implement - simple Javascript code and PHP code provided!**
- **Provides a good service for your visitors**
- **It's free!**



Socializer
Automatic submission of social bookmarks



WEB 2.0 Revealed

You Tube
Broadcast Yourself

myspace



Video Sites

Video has exploded online in the last year. After the sale of YouTube.com to Google for over 1.6 billion dollars people are really rushing to capitalize on this new trend.

There are now hundreds of video site where you can watch videos and even upload your own videos for the world to see.

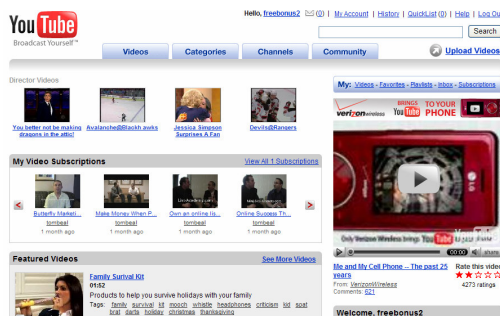
Some videos have received over 10 million hits and there are even others over 30 million hits. It's these numbers that are attracting businesses trying to capitalize on video popularity.

The viral nature of videos is what makes these sites so exciting for you and your business. Your video can be passed all over the internet to thousands of people in just a matter of days or even hours.

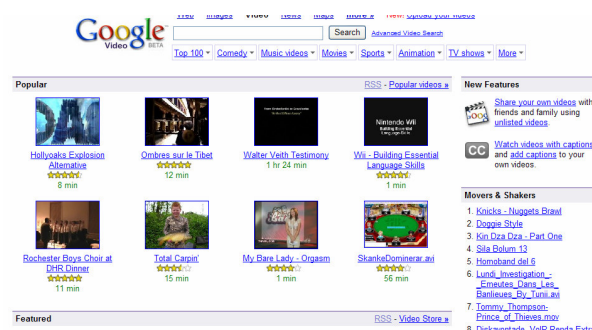
You can also get your video in the search engines quickly by tagging the video with your keywords and having keywords in your videos description.

Here are the two biggest video sites

You Tube <http://www.youtube.com>



Google video <http://video.google.com>



Other video sites

<http://selfcasttv.blinkx.com>



<http://blip.tv>



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



<http://www.bolt.com>



<http://flurl.com>



<http://sharkle.com>



<http://vsocial.com>



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<http://www.zippyvideos.com>



Free Bonus – Free Traffic From Videos Ebook



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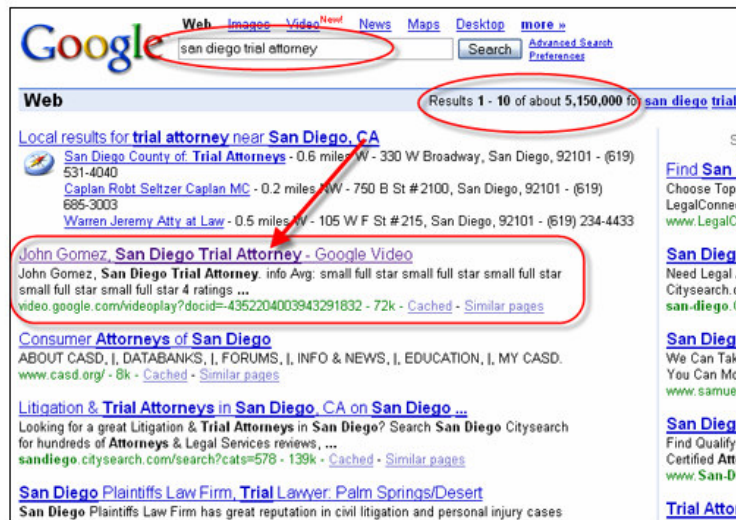
myspace.com



Top Video Upload Tool

This one website will save you hundreds of hours

**In Just 24 Hours,
Google Ranked This Page #1
in a Very Competitive Category**



**Find Out How To Quickly Have Your Viral Videos Show Up In All The
Top Video Sites With Just A Few Clicks:**

<http://www.Web2Revealed.com/videotool>



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You Tube
Broadcast Yourself

myspace



Podcasting

Introduction to Podcasting

You've heard about podcasting and may have wondered just what it is, how to enjoy it, or how to take advantage of it.

In its simplest definition, podcasting is the publishing of audio programming to be distributed by the Internet and listened to at the listener's discretion.

A slightly more comprehensive definition would be:

Podcasting is a method of publishing audio broadcasts via the Internet, that allows users to subscribe to a regularly updated feed of new files. Podcasting is unlike most other online media because of its subscription model. Podcasting usually uses a feed (such as RSS) to deliver an enclosed file, although not all podcasts require subscription.

Podcasting enables independent producers to make syndicated "radio shows," and gives broadcast radio programs a new distribution method but it also offers much more.

While named for the iPod, any digital audio player or computer with audio-playing software can play podcasts.

The same technique can deliver video files as well although this use is not yet popular (we'll see what happens when Apple introduces the video-capable iPod model!).

Who Can Make Money With Podcasting?

You can. Anyone can.

Unlike traditional broadcast media like TV and radio, there are no bandwidth issues, there are no frequency issues and in fact there are basically no regulatory issues at all.

If for example you have a web site, or a blog, there is nothing technical and nothing legal (other than possibly the copyright of others' materials, which we'll cover more in a moment) stopping you from starting to podcast right now!



Why Would People Pay For Podcast Programming When Radio Is Free?

The podcast world exists as a sort of blend of radio, which historically has always been free, and satellite radio, which is not free, plus downloadable music, where within just a short time people have become accustomed to paying 99 cents per unit – which is usually a song, or about 4 minutes duration.

One question is whether subscribers should pay for programming, and another is whether for every business getting pay for the programming is necessary for developing it to make sense.

People will always pay for what they perceive to have value.

For example, take real estate lectures.

We know of a local realtor and real estate investor who decided to teach a class on how to make money in flips, given the attention of the housing market lately. He sold tickets for \$25, had a hall with a capacity of about 100, and sold about two dozen seats – in other words, possibly breaking even on the venue rental and possibly not.

The material in that lecture would probably be more profitably sold as a podcast lecture series for a few dollars a subscription, or given away as value-added advertising for his real estate business.

By contrast, Donald Trump is giving a lecture with The Learning Annex in New York City in fall 2005.

The Learning Annex generally charges a few dollars for a lecture, has capacities of a couple of hundred seats, and pays the lecturer a couple of thousand dollars. Trump is getting a *million* dollars to speak for a couple of hours. How can the Annex pay for that? By getting a 40,000 seat event hall and charging \$99 per ticket – that's \$3.96 million in gross ticket proceeds assuming a sellout...for a lecture on real estate.

Suffice it to say that people will pay and often pay big, for what they perceive as information or entertainment of value. The question for the entrepreneur becomes, is the podcast a product itself, or is it a way to increase sales of other products?



Direct or Indirect Revenue Streams

Like most forms of “infotainment” the radio-style shows you create as podcasts can easily be something you utilize to make money directly through subscriptions and sales, or something that you break even or perhaps (depending on the business) lose a little money on to drive sales for something else.

The easiest way to think of “direct” revenue streams is where you are producing the shows or podcasts to be sold, as a product itself.

A few examples of direct revenue streams:

- Think about the kinds of lectures people pay for. If you are a business coach, life coach, psychologist or similar “personality” driven mentoring consultant, people who may not be able to afford your seminars, courses, or even books may well be able to afford a subscription to a weekly or monthly “radio program” full of hints and advice that are valuable. Tony Robbins would be a good example.
- Think about the kinds of information people pay for. Any kind of informational business that has a time value – news, investing, sports, or many kinds of entertainment information – can generate subscriber interest.
- Think about whether you have any special access to celebrities or limited access information. Any kind of informational business that has an “exclusivity” value can also generate subscriber interest, or one-time-purchase interest. Think about why people watch the Larry King program on CNN. Sure, some people probably find Larry fascinating but much more of the audience is interested in the exclusivity and uniqueness of the guests.
- Think about radio formats – old and current. Anything that has historically worked as a radio program may generate subscriber interest for a podcast, and indeed, this is exactly the model many of the 3500 or so “professional” podcasts currently in production use. For one example, the “husband and wife banter” type program with a real married couple simply discussing money, current events, and so on, was an extremely popular radio show format in the 1940s. While this model has had an quasi-resurgence on radio with specialty topical coverage (such as the Dolans’ money talk program) podcasting has such a low barrier to entry, and can be so targeted to an audience, that this format and many others that are too risky for regular radio are enjoying profitable comebacks on the Internet,



including comedic formats that both radio station owners and the FCC might have trouble with.

Compare this to “indirect” revenue streams. Which really means either the podcast is meant to act as inspiration to buy something else, or as secondary/ancillary income to something that is being produced already for another channel.

Great examples of the former include:

- You run a collection of real estate brokerages. Your goal, fundamentally, is to get listings and sell properties. For your business a podcast with real estate stories and tips can work as a great “infomercial” for your main business.
- You run a law firm. A legal issues podcast with interviews, anecdotes and advice could boost the profile of the firm, and well beyond your traditional market.

Great examples of the latter include:

- Traditional news outlets. Starting with the BBC in 2004, today most every major news outlet is now making pieces of their content – in some cases whole shows – downloadable as podcasts. Obviously CNN, MSNBC and all the others are producing this material, primarily, for television, but it is so easy to cut it as a podcast, they are all starting to do it.
- Radio programs. The most obvious channel expansion is radio. Every major radio program, particularly talk radio, which had already largely ported to Internet Radio to expand its audience, now offers podcasts. We know several people who would never have bought iPods for music, but who did so just to be able to listen to Rush Limbaugh on their time or when they are away from the radio!
- And vice-versa. There is also a convergence of the markets starting to happen. As of mid 2005, KYOU radio in California has created an entire broadcast radio station around podcasts exclusively!

There are examples of “podcast revolts” which go beyond the basic concept of either direct or indirect revenue and start to get into communications issues *per se*.

As one example, in the summer of 2005, the Canadian Broadcasting Corporation had a labor lockout. The 5,000 locked out employees, including many on-air personalities, developed their own original programming distributed by podcast under the name “CBC



Unplugged.” In turn and in time, this material was actually picked up some college and commercial radio stations, reaching an on-air audience of its own!

The uses for podcasting go beyond reselling or repurposing radio programs, and indeed even go beyond for-profit business.

Let’s take a quick look at the myriad of uses for podcasting and then talk about how easy it is to get started listening, and even making your own.

What Are The Other Uses For Podcasting?

Podcasting will eventually come to include content that goes well beyond audio to include video, and maybe more. But for now, it’s an audio format. So other than radio style programming (or indeed, radio programming itself) what can you do with a podcast?

Non-Commercial (or Semi-Commercial) Uses of Podcasting

Since podcasting is really just a convenient digital method of distributing updated audio information that can then be listened to at the listener’s leisure, there are many non-commercial and semi-commercial applications for the technology developing.

Among the frontrunners in the trend are these:

- **Supplementary information for news outlets.** Many text based news organizations are starting to offer supplemental material in the form of podcasts.
- **Education.** Several schools in Europe have started using podcasts to deliver things like foreign language practice materials and homework. There are additional educational opportunities, not least, the obvious power of teaching visually impaired students this way. Also, the days of the lecture-hall microtape machine may be numbered!
- **Self-guided tours.** You’ve probably seen people renting the oversized Walkman style cassette based walking tours for museums and other places. Podcasting reduces the cost, improves the quality, and gives the user a souvenir. Of course, there are plenty of commercial applications for this model too, and so far, most self-guided tour podcasts remain unofficial.



- **Religion.** Religion remains a largely verbal enterprise, and beginning with the Catholic Church (the program is “Disciples With Microphones”) religious organizations are making sermons and services available this way.
- **TV Commentary “tracks.”** As more and more DVDs contain commentary tracks from the director, several television directors have developed episode by episode commentary tracks as podcasts, beginning with the new *Battlestar Gallactica* on the SciFi Channel.
- **Avoiding broadcast regulations.** Whether the FCC in the United States, the OFCOM in England or other bodies elsewhere, the rules on radio are tight; the rules on podcasting are none.
- **Alternative channels/Advocacy.** As in the CBC example mentioned above, when radio – or any other – staff are silenced, podcasting is an alternative channel that no public or private company regulates.

In fact, many of these are starting to develop their own “cult” followings, complete with new names!

A Podcast By Any Other Name...

As subsets of specialized podcasts become more popular, you may hear or come across these and maybe more.

- **Autocasting** (automatic generation of podcasts from text)
- **Godcasting** (religious podcasts)
- **Javacast** (podcasting to mobile phones using J2ME Midlets)
- **Learncasting** (delivering instructional content by RSS)
- **Media RSS** (media file syndication used by Yahoo!)
- **Mobilecasting** (podcasting to mobile phones)
- **Palmcasting** (podcasting to Palm OS based devices)
- **Punchcasting** (punching podcasts directly into “smartphones”)
- **Skypecasting** (recording Skype text, voice, or video conversations)
- **Sound-seeing tours** (podcast of the museum tour variety)
- **Vodcasting or Vidcasting** (podcasts using video)



Here are just a few podcast directories with lists of available podcasts

- <http://www.podcastdirectory.com>
- <http://www.podcastalley.com>
- <http://odeo.com>
- <http://www.ipodder.org>
- <http://www.podcastpickle.com>
- <http://www.digitalpodcast.com>
- <http://www.podcast.net>
- <http://www.apple.com/itunes/store/podcasts.html>
- <http://podcasts.yahoo.com>
- <http://podsafeaudio.com>
- <http://www.everypodcast.com>

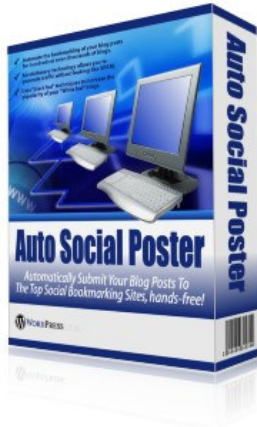
Web 2.0 Conclusion:

Web 2.0 sites are here to stay and as marketers we must always be on the look out for ways to reach potential customers.

We also have an advantage over larger companies and that we can adapt new strategies quicker into our marketing plan than large corporations. Even though large companies are starting to discover this new medium there are still plenty of opportunities to add Web 2.0 advertising into your marketing plans.



Here are additional products that can help you learn more about Web 2.0 and to help you save time and money with your Web 2.0 marketing.



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marketing tool." ~ [John Reese in his
November 2006 Reese Report](#)

<http://www.Web2Revealed.com/squidoo>



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