

# *Podcasting*

## *Setup and Basics*





By now, you know our conviction of podcasting as a marketing tool. It will benefit you in many ways:

- Helps you get your word out to an audience that cares about your message
- It can be a vital part of the selling process if you make it that
- It will help you be a thought leader in your industry
- It helps you to continue to verbalize your message--and refine it
- It gives your team something cool to latch on to in a sometimes 'dry' business world
- It allows you to take advantage of a medium that will be with us for a long time
- You can piggy back on one of the most successful tech companies of all time--Apple--by using their distribution system (iTunes).

### **Excuses**

You will have plenty of excuses why you won't do this. And one day you'll wake up and your competition will be taking advantage of this and you will be WAAAAY behind. So my recommendation is 'out with the excuses' - **'in with the action.'**

Some might also say "I don't have the money." If that's your excuse for not doing it, then you should not do it. You should know by now money is NEVER an excuse for an idea that will make you money. And if you do this right, it WILL make you money. I promise.



## STEP BY STEP

- 1. Get a Blogging platform.** We suggest Wordpress. You can hire a Wordpress consultant and have him build you one for \$300-500. You will want to have a place you can publish these podcasts to so you can upload them yourself. Go to [elance.com](http://elance.com) or any number of outsourcing sites and put in your bid for a Wordpress blog. You may have to spend another \$150 for the banner design. (When starting out, you really don't even need this. You can always go to a service like Libsyn who hosts your podcasts. They charge about \$15.00/month, but they give you a site--not a great one--but it's OK). Look around at other podcast sites so you'll see what you need. You will definitely want a way for people to "subscribe via email" from Feedburner.
- 2. Buy a URL.** When you're promoting your podcast, you want to promote to a well-titled URL. Our podcast is called The Advanced Selling podcast..so we bought that .com. It will cost you about \$60/year to host and \$10 to buy from GoDaddy.com.
- 3. Design Your Album Art.** This will run you about \$150 to have a good one designed. You can do it yourself, but I would suggest that only if you're a designer.
- 4. Buy Equipment.** If you're serious about this endeavor, buy your own stuff. Look at the Stuff Page so you can see what you need.
- 5. Upload to iTunes.** One you get your host set up, you'll need to upload to iTunes. There are plenty of YouTube videos that explain exactly how to do it.



## LIGHTSNAKE

This is a new product that you can hook up a regular mic -- and go right to your USB port on your PC or Mac. **This is in lieu of the Mixer (below).** But you will still need an audio editor below. The sound quality is not quite as good as a mixer, but simple to use. Cost: \$39.95



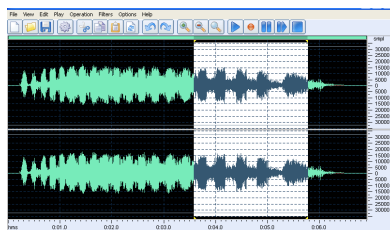
## MIC

A good mic is essential. Go to IRC Audio on 86th street and pick out a \$100 mic. You can get a USB mic for about that same price, but I like XLR (connection) mics. That way you can connect it to your Lightsnake then into your PC. Shure or Peavey make good mics. Cost: \$100 or less.



## MIXER (Optional)

If you're going to be mixing in other sounds, like other voices, you will need a Peavey Mixer. You connect your mic(s) to that, and then go into your PC. If you're doing a two-headed podcast, where you'll need two mics, this is the way to go. Mackie or Peavey make good mixers. Cost: \$69 at IRC Audio.



## AUDIO EDITOR

We use SoundForge, by Sony. (PC Only) There are other free apps too, but we like this one. It's simple to use and there are YouTube video tutorials. You will save your sound files to an MP3 extension then upload them to your Wordpress blog. Cost: \$70 (online).

If you are interested in having one of our team coach you on how to set it all up, or coach you on using it as a marketing vehicle, SEO strategy and lead generation tool, call us for coaching. We are also open to coaching you on how to interview, get guests, and leverage the effort.

Call us at 317.575.0057.

**FEE:**

**\$500/Hour** for Coaching in our Center. One Hour Increments. One Hour Minimum. This can be used for the following counsel.

- How to use for Marketing/Lead Generation
- How to distribute
- How to set up the system
- How to audio edit
- How to interview people
- Thinking through strategy that works
- How to use it as part of your sales process