



Podcasting Made Easy

Introduction to Podcasting.....	3
The Fastest-Growing Media Format in Eons	3
What A Difference A Year Makes!	4
You Don't Actually Need a "Pod" – Or To Know How to "Cast"	4
iTunes or no iTunes?	6
Who Can Make Money With Podcasting?	7
Why Would People Pay For Podcast Programming When Radio Is Free?	7
Direct or Indirect Revenue Streams.....	8
What Are The Other Uses For Podcasting?.....	11
Non-Commercial (or Semi-Commercial) Uses of Podcasting.....	11
A Podcast By Any Other Name.....	12
Podcatching and Listening to Podcasts	13
"Retriever" software.....	13
Finding Podcasts You Want To Hear	15
Getting Started Listening... ..	16
Beyond Just Listening	16
How Do I Get Started Podcasting?	16
Podcasting 101.....	17
Hardware/Software You Need.....	18
Where Do I Shop?	19
Recording the Show!	20
"Broadcasting" Your Podcast.....	21

Marketing Your Show & Finding Your Audience.....21
Are We All Becoming Pod People?23

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!).

The Fastest-Growing Media Format in Eons

"Podcasting" is one of the hottest technology and marketing buzzwords today, and it has leapt from total obscurity to media headlines in the span of less than 18 months!

In its essence, podcasting is a method of disseminating information, usually but not always audio information like music and spoken word materials, through a method similar to RSS, or "really simple syndication," which regular readers of our reports already are familiar with.

Though discussed as far back as 1999 as a programming concept for Compaq's first hard-disk audio file player (Personal DJ and Personal Jukebox), Podcasting

as it is now known was actually pioneered in June 2003 by an Internet publisher and radio programmer.

The programmer used RSS methods to grab a collection of audio files, aggregate them into a “program” and make this available for download in an mp3 type of format. A global phenomenon was born.

By fall of 2003 the methodology spread to the world of blogging and universities, and shortly thereafter the word was coined and Internet “radio,” which had been around in various formats for a decade, was about to be completely transformed along with the music business due to the instant success and near-ubiquity of the Apple iPod.

By late 2004 Podcasting – a portmanteau combining “iPod” and “broadcasting” – was all the rage, with everyone from media companies to small entrepreneurs to Apple itself trying to get on the bandwagon.

As much a misnomer as a made-up word, podcasting (the word) is unlikely to be displaced anytime soon – but as Shakespeare said, a rose by any other name...

What A Difference A Year Makes!

In September 2004, Google had less than 25 hits for “Podcasting.”

By September 2005, Google produced more than – get this – 61 million hits!

You Don’t Actually Need a “Pod” – Or To Know How to “Cast”

“Podcasting” is a misnomer because neither the creator or aggregator of content, nor its users or “audience,” actually needs to have an iPod at all.

Any device that can handle digital audio files, which includes not just the iPod but all brands and formats of mp3 and digital audio devices, as well as all PCs and other devices like recent-generation PDA products and even many cell phones, can be used to listen to podcast materials.

Podcasting is in fact a new digital approach to an old concept, the most common and recent of which is the VCR. A show is on at a certain time, you can't watch it then, so you tape it, and watch it when you want to.

Podcasting:

- Allows you to listen to programming wherever, whenever, and as often as you want
- Does not require access to any broadcast medium, including the Internet, once downloaded to your playback device
- Allows you to reorder or rearrange programming as easily as changing songs
- Is completely unregulated

The podcasting concept does away with the formal broadcast "schedule" (in most cases) as well as offering no direct metaphor for the VCR or the tape, since a huge variety of devices can play the material, the "program" in fact exists in a format designed to be portable, and in most cases, designed to be only listened to when each member of the audience prefers – no schedule at all.

So actually, podcasts are not "broadcast" in any conventional sense of that word, but rather distributed directly or through aggregation or syndication methods of various kinds.

They may be on a timed feed or production schedule, but they are not "broadcast" until you download them and click play, and in fact, are never "broadcast" at all, but simply played back by one listener at a time.

Podcasting is also a method of distributing real-life event coverage or recordings, so in that sense, the VCR analog is even more accurate. A lot of public and political speeches, including those by President George W. Bush, are now available in podcast format for listening later.

Whether made at the White House or your house, the technology required to produce a podcast is very minimal, as is the technical know-how, though like making any audio recording or a video, you can go low-end or very high-end, depending on your goals.

What this means for the prospective podcaster is that any interesting audio material – music, talk, plays and indeed, not limited to audio but perhaps to include video clips or images, assuming the playback device can support them –

can be assembled using equipment that is inexpensive and, probably, already in any reasonably equipped home office, office, or college dorm room.

Most of the software you need to make and listen to podcasts is free.

Most of the hardware you need, you probably already have.

Then again, major retailers are starting to sell podcasting “kits” as well – which we’ll get into a little below.

As illustrated by the difference just one year makes in the number of Podcast mentions on the Internet, and the fact that “official” scheduled/branded podcast “programming” leapt from just a few shows to more than 3500 during that same year, along with more than 2500 Internet audio streams of regular radio station broadcasts (though many of those predate the podcasting trend).

The number of irregular and unofficial podcasts – such as downloadable audio streams attached to blogs – is undoubtedly many thousands more and growing daily.

While traditional broadcasters like radio stations can leverage the Internet and its portable cousin podcasting, unlike traditional broadcasting, Internet radio and especially podcasting are unregulated, unlimited, require no special licensing, no special equipment, and basically nothing but the desire to create and distribute programs!

And while the trend started on, and continues with, the iPod and iTunes, you are in no way bound to that platform.

iTunes or no iTunes?

Yes. Exactly!

While iTunes makes the subscription model easy – iPod users can get automatic subscription updates/downloads each time they connect, and the podcast area of iTunes is getting bigger daily – it is in no way necessary.

Anywhere from whence you can download an mp3 file, you can “broadcast” or distribute a podcast.

Whether it is better for your particular programming to be downloaded from iTunes or another major audio content hub, or from your own site, blog, or other location, will depend entirely on your objectives; but with iTunes distribution, as with music files, everyone has the same basic playing field, so competing with bigger brands has never been easier.

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)

Podcatching and Listening to Podcasts

OK, so where do I find some cool podcasts to listen to?

Podcasts are generally “resident” as URLs – uniform resource locators – which means effectively they simply live on (or arguably “are”) Web pages.

But there is nothing to obviously distinguish a Webpage that is (or contains) a podcast from one that doesn’t, any more than a URL will tell whether a page is a store, a photo gallery, or only text.

Since podcasts are not yet “everywhere,” you may wonder how to get started listening to them, where to find them, what hardware and software you might need (or want) and so forth.

The short answer is that to listen you don’t need any special software other than a program capable of playing mp3 formats – such as Windows Media Player on your computer.

You *do* need special software to *find, download* and *organize* your subscription feeds.

A whole class of podcast-oriented software has been developed, and if you are not planning to use an iPod and limit yourself to the one-click options available for synchronized download from iTunes itself, you may want to look into this.

The category of software is sometimes called a “podcatcher” but increasingly the more generic “receiver” is in use and often the software is called a “retriever,” and like the dog, it does just what it sounds like!

“Retriever” software

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

This software is designed to allow the podcast “feed” to be directly downloaded, usually automatically with parameters you set, to your PC or other listening device.

All of these software types are basically “aggregators,” which is the opposite of “syndication.” Syndication is the distribution of material to various channels. Aggregation is the retrieval of material from various channels.

Many podcasts require subscriptions (some charge, some don't) in order to be able to download and listen to any single entry or episode.

If so, the retriever/receiver software can be set up to accept all of your subscriptions – which in most cases is as easy as dragging and dropping in a list – and then you can choose among the titles and episodes as you would choose among songs on a CD or mp3 player.

If particular podcasts don't require subscriptions, and you're interested in finding certain content or episodes, some retriever/receiver software can be set to actually search the Internet for the material you want, and either download it or ask if you want it. All in all, it's a pretty cool way to get and manage this programming.

And unlike those annoying magazines you can never stop from arriving, you can kill a podcast subscription simply by removing it from the update list in your aggregation software!

Most retriever/receiver software is exceedingly easy to use, and as of 2005 most of it is also free, even if the content you want to retrieve may not be.

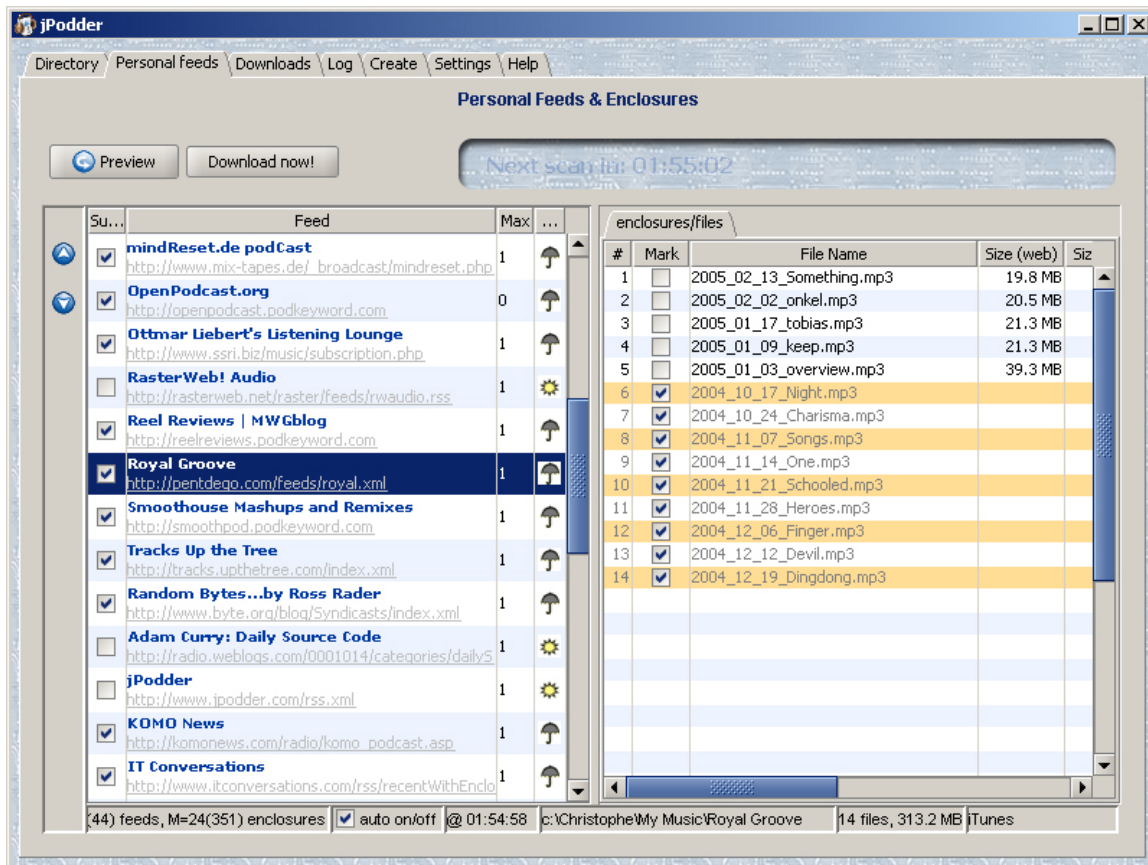
Popular retrievers include:

- iTunes <http://www.itunes.com>
- Ziepod <http://www.ziepod.com>
- iPodder <http://ipodder.sourceforge.net/index.php>
- Doppler <http://www.dopplerradio.net>
- Jpodder <http://www.jpodder.com>

And there are many more.

The interface of most aggregators will be very familiar to those who have worked with Windows Explorer or any file management utility.

Below is a screenshot from the current version of jpodder, which is fairly standard in overall features:



Finding Podcasts You Want To Hear

Podcasts are all over the place, but there are several good “clearinghouse” type list sites that you will find a fast way to locate a lot of choices.

The two most reliable are:

- Podcasting News <http://www.podcastnews.com>
- Podcast Dot Net <http://www.podcast.net>

There are others including iTunes, of course, as well as <http://www.feedzie.com> and dozens more.

There is not yet standardization (and may never be) on what is a podcast or how to identify one in every case, but there is a symbol that is in relatively widespread use to draw attention to a link that contains a podcast feed as opposed to other content.

That icon looks like this: 

Anywhere you see that, the link next to or under it will contain a podcast feed.

Since most podcast feeds are in fact enclosures within RSS feeds, you can also find podcasts “hiding” within a lot of RSS feeds. You could therefore also look for this popular icon: 

Getting Started Listening...

To sum up getting started listening to Podcasts, there are really three simple steps.

1. Get software – select one of the free or commercial “podcatcher,” “retriever,” or “receiver” packages
2. Get podcasts – find and subscribe to the podcast(s) you are interested in
3. Get the latest updates (or episodes) of the podcasts and enjoy!

Beyond Just Listening

Now that you know what podcasting is all about, have gotten your retriever software and have listened to a few things, you’re thinking about making your own podcasts.

Is it hard to do?

No. In fact it’s incredibly simple. Let’s take a look.

How Do I Get Started Podcasting?

If you’ve ever wanted to have a radio program of your own, podcasting is just what you have been waiting for.

Podcasting requires:

- No special license
- No special training

- No complex hardware
- No complex software
- Little to no financial investment
- Very little time

Podcasting allows:

- Global distribution
- Scalable markets and listeners at little to no incremental cost
- Permanence of your recorded programming
- 24 hour self-help access for your subscribersThe full “linking” power of the Internet combined with the 1:1 impact of radio broadcasts

Does that sound too good to be true? It’s not.

From a technical standpoint, podcasting is very easy – but that doesn’t mean you’ll find an audience, get famous or make money.

As garage bands going back for the last forty years know, making a recording is not the same as making money from a recording.

But unlike every “broadcast” medium before it, podcasting offers almost no barrier to entry, which means you can focus your energy on thinking about how to benefit from your podcasting, not simply how to do it.

Let’s get you up and running with your podcasting “studio” in just a few steps. Expect to spend a minimum of around \$200 for basic hardware and software if you don’t have these items already.

Podcasting 101

Basically to start podcasting you need to compile or record the material you want, turn it into a podcast format, put it online for people to subscribe to, and that’s it!

You may wonder “what should I record” or “what should be in my program” and that question ranks right up there with “what is the meaning of life”!

What we mean is that *anything* that can be delivered as audio (and soon, video) content can go in a podcast. The possibilities are so endless that we want to instead focus on *how* to develop and deliver your content as a podcast.

Let's assume the radio show model – that what you plan to distribute is a half hour of yourself talking about something you're an expert in, with some bumper music at the beginning and end of the episode (assuming you have or will acquire the copyright permission necessary to use the music).

Aside from your own voice, you'll need:

- Some hardware
- Some software
- Some web space (and possibly FTP software to upload files although this is increasingly unnecessary)
- Some ways to find an audience

Hardware/Software You Need

Fundamentally you need the same equipment you'd need for a radio show, minus the broadcast components. This comes down to these essentials:

- A good quality microphone – condenser type is recommended
- A USB monitor or interface (to record from the microphone to your computer)
- A good quality pair of headphones (to monitor)
- Audio recording and editing software

On top of this, to develop professional broadcast quality programs you may also want to consider adding these items to your home studio:

- Mixer
- High-end processing software such as BBE
- Additional or pro-quality mics and stands
- Additional headsets for co-hosts or guests

A basic setup (the first bulleted list) should run you no more than about \$200 from any number of retailers.

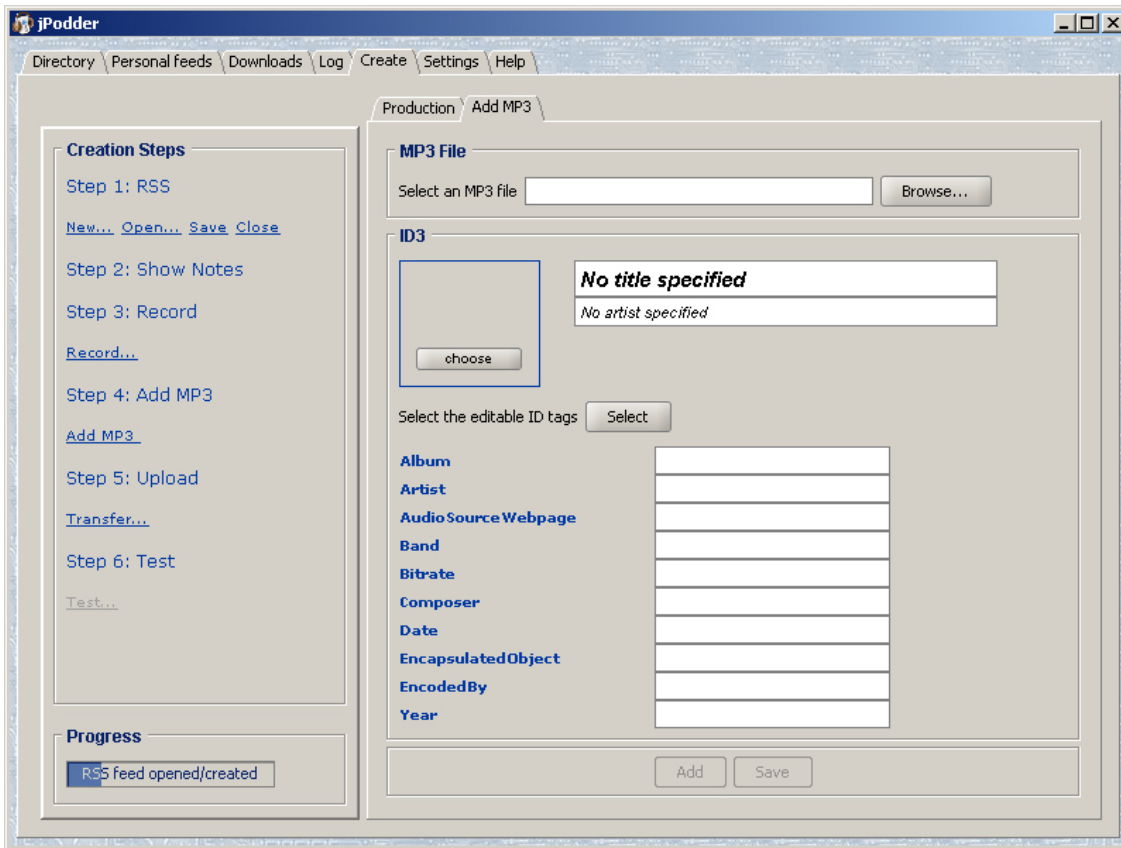
Adding a mixer might add another \$100.

Of course, a broadcast-quality diaphragm condenser microphone by itself can easily run \$500. But – considering that the audio material will all be compressed to mp3 format, a far less expensive microphone should do fine for most purposes.

What’s really cool is that some of the podcast aggregators, that get you files to listen to, also contain basic podcast *creation* or “production” software also.

From within it you can easily produce a show by launching your favorite recording software, adding mp3 tags, inserting enclosures and uploading the files to the internet using one-click FTP.

The jpodder creation window looks like this:



Where Do I Shop?

Like jpodder and other example, the podcasting software itself will often be free.

All of the other things you need to create podcasts will be available from a variety of retailers including audio specialty stores, musical instrument stores, and better equipped computer and so-called “big box” stores.

You can make yourself crazy comparing every mic, mixer, audio software package and USB box.

In recognition of the rocketing popularity of podcasting, a lot of retailers are making things much easier by putting together a wide variety of “turn key” podcasting kits. These reduce guesswork and comparison shopping and usually include some kind of discount.

As of October 2005, a few sample packages we found include:

Sam Ash, the musical instrument retailer, offers custom “Podcast Packs” for both Windows and Mac users, ranging in price from \$169 to \$559.

BSW, the pro audio gear company, offers custom Podcast Packages ranging in price from \$249 to \$1699.

There are many options out there, almost countless if you want to price out your own package.

Recording the Show!

While the exact procedure will vary with your equipment and software options, in most situations you will do this, assuming you have either prepared your script or plan to speak extemporaneously:

1. Sit down near your PC, with your headphones on, microphone positioned, mixer and or USB converter within arm’s reach.
2. Start your digital recording software on your PC, make a few level and other adjustments (such as adding reverb if you have it, etc)...
3. Record your show!
4. When you’re done recording you’ll have numerous options for editing the material as well as changing the format, although in most cases you will have recorded in a format that be directly “podcast.”

“Broadcasting” Your Podcast

There are three steps here.

1. Create content (you just did that)
2. Post Your Content
3. Market Your Content

A little more detail:

1. After you've created your program content in the form of an mp3 file, publish it to the Web by uploading it to your server or a third-party hosting service.
2. Then do your marketing! Announce your podcast via a blog and/or publicize it by listing it on directories such as the ones we mentioned earlier.
3. Using common tools in available in most blogging software, you can create an RSS 2.0 feed which can be subscribed to by anyone. This RSS feed will contain the MP3 file.

And you're off to the races!

While there are eight million ways to “skin a cat” and there are probably about as many ways to produce a podcast – not to mention two or three times that many possible kinds of content – we're confident that with a little practice you'll have the recording and mixing techniques down, and the posting part is simple, about as easy as using your aggregator to grab other people's podcasts.

Now that you have your program, let's talk a little about what to do with it, how to make it available, market it, and start to find your audience.

Marketing Your Show & Finding Your Audience

If you already have one or several popular websites, it's obvious but we'll say it anyway – start there.

- If you have a blog, offer the podcast within it.
- If you don't have a blog, offer the podcast in some way that makes sense for your business and visitors. Remember, from the host standpoint, a podcast is just a URL, so you don't need any special hosting software.

- You can and should email everyone who has opted in to your business mailings to alert them to your new podcast.
- If you already offer some kind of RSS feed(s) you can obviously enclose the podcast feed within it.

If you don't already have high-traffic web sites, or if you do but your podcast is not appropriate for that audience, you'll want to look elsewhere, including:

The podcast listing directories we mentioned earlier are good resources for you when looking for podcasts – and valuable resources for you when trying to *get* an audience for your podcasts.

- **Podcast.net** has a search box like those you are familiar with from Google and eBay. You and anyone can simply type in whatever search parameter you want, and a list of related podcasts appears. They also have featured and categorical listings by type – Entertainment, Business/Money, Arts, Sports and so on, plus a “most recently added” section and a few other areas. To get your podcast listed on podcast.net is easy. Just look for this button/banner near the bottom of the page:



Click it, and the rest will be obvious!

- **Podcastingnews.com** offers a lot more general information than podcast.net and is much more than just a directory, but to get listed in their directory is not only simple, they give you the choice of listing yourself or having them do it for you. Simply follow this link to get started
http://www.podcastingnews.com/topics/Add_Your_Podcast.html
- Like RSS feeds (of which most podcasts are a subset) and increasingly, blogs, all of the search engines are now listing these items – dealing with the major search engines like Google, as regular readers of our reports know, is a major undertaking in itself!

- Also, the podcasts can be marketed the same way any URL can be marketed. You can put a link in your emails, you can put a web address on your business cards and other printed material, and on and on.

Are We All Becoming Pod People?

Those familiar with the old sci fi horror movie *Invasion of the Body Snatchers* will get that joke!

In the context of podcasting the fundamental answer is probably yes. Whether you have a pod or are doing any casting, more and more, information will be available not just “online” but “offline” through distribution channels that push or pull data streams to users who want them.

RSS signaled a major evolution in the file format distribution, ubiquity and speed of this process, and at the moment, the podcast is the most exciting personal and business method of leveraging RSS (or Atom) technology.

We’re confident that you now know enough about podcasting to get started listening, learning, recording, and profiting!

We are confident that your next podcasting project will go incredibly well – and that you’ll reach your business goals faster, better, and certainly more articulately!