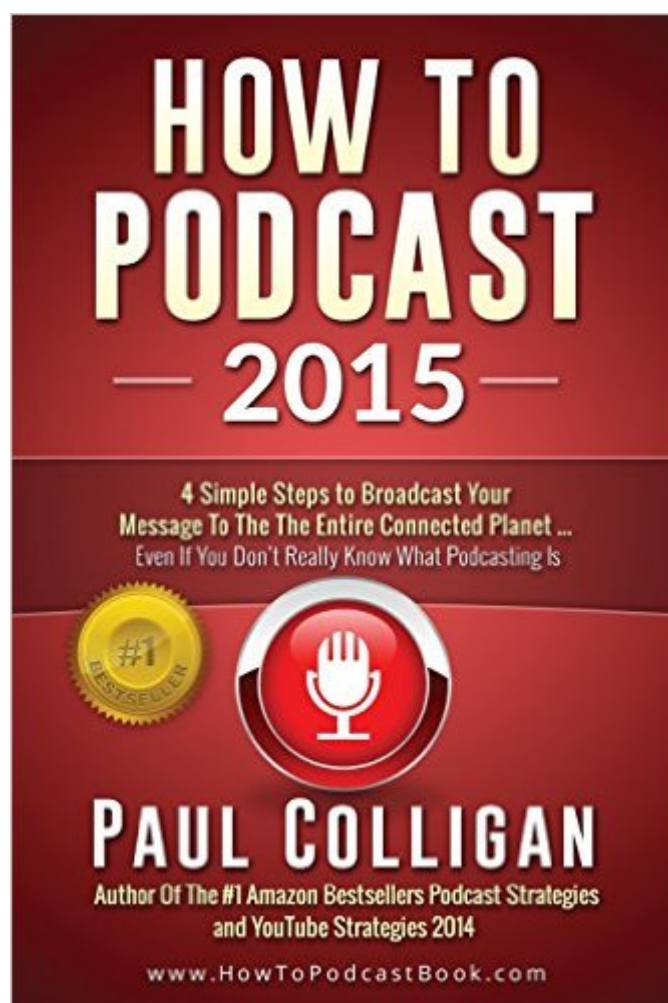


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# How To Podcast 2015: Four Simple Steps To Broadcast Your Message To The Entire Connected Planet - Even If You Don't Know Where To Start



## Synopsis

NOTE: THE 2016 VERSION OF THIS BOOK IS NOW AVAILABLE SEARCH FOR HOW TO PODCAST 2016 FOR MORE

How To Podcast In Just 4 Simple Steps Don't Waste Days (Or Weeks) Learning To Podcast Like An Audio Nerd Or Computer Geek ... Launch Your Podcast (Today) In Just Four Simple Steps Make Your Podcast FAST And Get It Online For The Connected World To Subscribe To, Download And Act On You're wasting time and money listening to "expert" advice about podcasting. You don't need expensive equipment and an audio engineer to make a podcast that people will love and listen to. People want to know to what you have to say and it is easier than ever before to let them. I have published dozens of podcasts and have launched some of my clients to number 1 in their categories - many to the top ten of iTunes. My simple 4 step process has seen millions of combined podcast downloads as has been proven to work time and time again. I know what it takes to get a podcast out, quickly, so that you can get your message to an audience that responds. In my book, I show you how easy podcasting is. Plus, I teach you how to (quickly) make a podcast that sounds great, without having to "engineer" a thing.

• Step 1 - Make Digital Medials is easier than ever before to produce great sounding digital audio (and video) with inexpensive equipment and professional software that you can access for free.

• Step 2 - Put It Online Podcast media requires a little special attention when placed online. Learn how to get your content on the Internet so that everyone can reach it that wants to. As a special bonus I show you how to get your media hosted on professional podcasting servers for less and a pizza per month.

• Step 3 - Make It Podcast Ready The process of making your online media ready for podcasting - on all platforms - is simple and easy and only has to be done once. Make sure you do it right the first time (in minutes) and let the computers handle everything else from that point on.

• Step 4 - Tell The World A podcast is nothing if the world doesn't know it exists. Part 4 gives you what you need to do to make sure the right people know your podcast is available to them. You know the podcast world is bigger than Apple - I'll show you how to make sure everyone important knows you exist.

• And More! I asked some of the smartest in the industry to comment on how they follow these four steps to their own incredible podcast successes. Heard of podcasting luminaries John Lee Dumas, Michael Stelzner, Amy Porterfield and Gary Leland? They're in this book too - as well as a great batch of others that we can all learn great things from. The podcast knowledge represented by this group is, truly, priceless - and represents the combined experience of millions of more podcast downloads.

• And the bonuses, don't forget the bonuses. At the time of writing this, more than \$900 of bonuses are available to anyone who registers their book. This could change at any time, so grab your copy today.

• Would You

Like To Know More? Start podcasting TODAY and publish your show at Apple, Stitcher, and the entire connected planet. Scroll to the top of the page and select the 'buy button' now.

## Book Information

Paperback: 208 pages

Publisher: CreateSpace Independent Publishing Platform; 2015 edition (February 10, 2015)

Language: English

ISBN-10: 1507810253

ISBN-13: 978-1507810255

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 13.3 ounces

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (38 customer reviews)

Best Sellers Rank: #919,017 in Books (See Top 100 in Books) #68 in [Books > Computers & Technology > Internet & Social Media > Podcasts & Webcasts](#) #164 in [Books > Computers & Technology > Digital Audio, Video & Photography > Digital Audio Production](#) #2788 in [Books > Computers & Technology > Networking & Cloud Computing > Internet, Groupware, & Telecommunications](#)

## Customer Reviews

Length: 2:26 Mins

You've heard the term "podcasting," but possibly no one has told you clearly what that is. Paul Colligan does that at the outset, defining podcasting as "audio or video made available online for both easy on-demand consumption and/or subscription based delivery." Colligan uses this simple, easy-to-understand writing style to elaborate on his definition, and to teach us how to podcast. Among his tips: Get subscribers to your podcasts, because subscriptions are "the backbone of podcasting." Throughout the book, Colligan emphasizes podcasting simplicity, abandoning the quest for perfection. The main purpose, he insists, is to get your message out, not to sound like you were recording in an expensive studio. Strive for being you, instead of being perfect. The major question you must answer at the outset: "What separates my podcast show from all others?" A powerful bonus: Besides providing his own guidelines, Colligan gives readers the opportunity to learn from other highly successful podcasters, by publishing his interviews with them. Example: John Cate echoes the author's approach: "The important thing is to create quality content consistently, then promote it to get listeners." You will benefit from Colligan's instructions on how to

distribute your podcasts, grow your audience, and monetize your efforts. I commend the author for taking the complexity out of podcasting, and for providing a manual every dedicated marketer will benefit from using.

I really enjoyed reading this book. I've read several others here, and they all seemed mostly about self-promotion, which is not a bad thing, but I shouldn't have to weed through self-promotion to get to the meat of the content. Colligan's book gave precise non-techy information on how to podcast. He was very clear, and unlike other authors in "how to" podcast space, he gave insight and helpful resources, but was not an elitist about it. I know a lot about content marketing, but some of these podcaster "experts" are "my-way or the high-way of failure" if you don't do exactly, and buy exactly this or that. Although Colligan is explicit in what to steer clear of, he does it in a way that is friendly and insightful. He gives a lot of resources, and I mean a lot. The book is broken out into 4 steps to get you going: (Colligan gives options and many resources) 1. How to make digital media - streamline, efficient, and simple ways for the non-techy. 2. How and where to put it online - again efficient and simple ways. 3. How to make it ready. 4. How to tell the world about your podcast. One of the things I like about "HTP-2015" is the interviews with some top podcasters. These are almost like whitepapers on how to podcast and very informative. Most, if not all, go into what they use, how they use it, and why they use it. So, the first part of the book, is how YOU can get going, and the second part is some differing views on how and more importantly, why. Great layout in my opinion. The most important point of this book is, is you don't have to spend a crap load of money to be a podcaster. I can honestly say, that out of all the books listed here on podcasting, this book is relevant, written for beginners (and resources for all skill levels), and is well written. I feel confident that if you read this book and are serious about podcasting, you will be up and DOING in no time at all.

Absolutely helpful! Just as I had expected, given my previous experiences with author Paul Colligan, *How To Podcast 2015* fulfills its promise. I pre-ordered mine a while back, and begged Paul for an advance pdf just a couple of days early, as I had my first interviews lined up -- and didn't want to miss anything important. I sat down and read it cover-to-cover. What I love about the book is the simplicity of the first half, and the framework of the 4 steps. It's very clear, here's what to do, it's not that hard, just do it. After I read it, I said to myself, "Ok, I can do this!" And I started that process last night -- got 3 interviews, one of which is a true hero story and was quite a surprise! And because of the book, I feel confident that I'll have no problems with the other steps. The second half

of the book is also quite interesting. It's a number of transcribed interviews (or submissions) that Paul had with successful podcasters -- each of them talking about something different when it comes to how-to's. Fascinating and informative to hear what everyone is doing to hear what everyone is doing and it definitely added on tremendous value because each has a different focus in terms of how-to. At this point, just waiting to dive into the bonuses. If you want to know How To Podcast in 2015, this book does not disappoint and is well worth the read.

In 'How to Podcast 2015' podcasting expert and new media legend Paul Colligan has simplified the process, making it possible for more people to podcast. In addition to the hands-on tips for developing, publishing, and marketing our podcast, this book is chock-full of incredible advice and recommended resources and strategies from Paul's colleagues, students, and guest speakers. One of my favorite quotes from the book is, "What separates your podcast from all the others, is what will grow your audience more than anything else." If you have a passion to share your message in a unique way and get your podcast idea out of your head and into the world, pick up your copy of 'How to Podcast 2015' today! D'vorah Lansky, M.Ed. Bestselling Author of Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online

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Podcasting For Promotion, Positioning & Profit: Podcasting Book on How to Podcast and How to Create a World Class Podcast To Generate Free Traffic, Leads, Sales + Establish Expert Status  
Podcasting: Success in a Day: Beginner's Guide to Fast, Easy, and Efficient Learning of Podcasting (Podcasting, Podcast, Podcastnomics, Podcasting for ... Beginners, Podcasting Guide, Podcast Guide)  
Start a TV Station: Learn How to Start Satellite, Cable, Analog and Digital Broadcast TV Channels and International Shortwave Broadcast Guide: Summer 2016 (Semi-Annual International Shortwave Broadcast Guides)  
Broadcast News (with InfoTrac) (Wadsworth Series in Broadcast and Production)  
Planet Law School II: What You Need to Know (Before You Go), But Didn't Know to Ask... and No One Else Will Tell You, Second Edition  
How to Become a Paralegal: Learn How You Can Quickly & Easily Be a Paralegal The Right Way

Even If You're a Beginner, This New & Simple to Follow Guide Teaches You How Without Failing  
How to Play Lacrosse: Learn How You Can Quickly & Easily Master Playing Lacrosse The Right  
Way Even If You're a Beginner, This New & Simple to Follow Guide Teaches You How Without  
Failing The Emotionally Absent Mother, How to Overcome Your Childhood Neglect When You Don't  
Know Where To Start. The Fast Metabolism Diet Cookbook: Eat Even More Food and Lose Even  
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