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How to Get Your Message Out Fast Free Using Podcasts: Everything You Need to Know About Podcasting Explained Simply

Kevin Walker

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anytime

By Susanne C

How to Get Your Message Out Fast and Free Using Podcasts by Kevin Walker is a marvelous book for embarking on the podcasting journey from a variety of perspectives, including using a Wordpress plugin called PodPress (which requires some Web experience with WordPress to begin with) or, my favorite means, using a free service called Podbean.com to create your RSS Web files for you on the fly and to get you up and running on iTunes and other podcasting directories in no time. Podbean was the highlight of the book for me as it is a service that makes posting to iTunes very straightforward--and if you have the audio editing know-how, you can get started on iTunes right away with little to no Web development background. However, if you are a Web designer, the book takes you through the RSS feeds (which is good to know regardless) and gives you a starting point for being able either to make RSS feeds or, at the very least, edit them in case of error. Furthermore, the book talks about self-hosting using Apache, but this technology, as the book admits, requires considerable self-study before implementing. Nonetheless, Walker covers considerable ground in the book, providing insights into how to use free audio editing programs: namely, GarageBand for Apple and Audacity for Windows and other systems. If the reader wants to delve even further into these software programs--and hundreds of others, including Adobe Audition (for sound editing)-- after getting a cursory insight from the book, I would recommend getting a month-to-month membership with Lynda.com for approximately \$29 a month. You won't regret the investment as the subscription even covers video editing software from Adobe Premiere to Apple iMovie. With that said, Walker provides ample insight into different microphones that would be suitable for sound recording, into a variety of home studio prospects. I bought a Condenser microphone that has a USB port that connects right into your home computer for \$150, although cheaper versions are available. The book also talks about how over-the-ear headphones are an absolute must for podcast recording. The book also delves how to monetize your podcast, from (1) setting up a donate widget (that the Podbean service and others conveniently offer) that connect to your PayPal account to (2) setting up affiliate accounts with services such as . From there, Walker discusses legal issues such as copyright and trademark infringement and fair use, providing examples of court outcomes with specific cases. Lastly, video editing is discussed in the book for a full chapter, with emphasis on iMovie and two programs called VideoSpin and VirtualDub for Windows. Although the book discussed neither Adobe Premiere and Adobe After Effects for Video production nor Adobe Audition for sound editing, these programs are stellar and with the Adobe Cloud service entering the market (where students can get a month to month subscription to all Adobe's products for approximately \$29 a month and non-students for around \$59 a month), Adobe is becoming more and more accessible. Plus, the Lynda.com site has marvelous tutorials on hundreds of software, including Adobe that can get you high quality software know-how in no time. Lastly, even though I'm familiar with Web design and some Web programming, using WordPress is still beyond my range of comfort. However, the insight into Podbean the book gives is the magic wand that opens the door to podcasting for anyone anytime. Because of mainly this insight, Walker gives everything you need to begin podcasting right away at any level of background knowledge, providing an overview of aspects from recording, equipment, studios, and uploading to monetizing, marketing, and legal issues.

3 of 3 people found the following review helpful. The ONE Kindle book that's a MUST have if you're getting into PODCASTING!

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1 of 1 people found the following review helpful. Great starter and a some beyond

By Andrew Skelton

This book gave me the insight I needed about the industry as a whole, some specifics about software and equipment, but I just wish it was a little more technical. Definitely worth reading if you're considering getting into podcasting either as a hobby or more.

Is your ultimate goal to have more customers come to your Web site? You can increase your Web site traffic by more than 1,000 percent through the expert execution of podcasts and podcasting. A podcast is a digital media file, including music, data, or video, that is distributed over the Internet using syndication feeds for playback on portable media players such as Apple's iPod and personal computers. You will learn how to master the art and science behind podcasting in a matter of hours. By investing a few dollars you can easily get your message out, increase the number of visitors to your Web site, and significantly increase sales. If you are looking to drive high-quality, targeted traffic to your site, there is no better way than podcasting. The key to success in podcasting is knowing what you are doing and

devising a comprehensive and well-crafted marketing plan. This groundbreaking and exhaustively researched new book will provide everything you need to know to help you generate high-volume, high-quality podcasts. In addition, we spent thousands of hours interviewing hundreds of today's most successful podcast masters. This book is a compilation of their secrets and successful ideas. Additionally, we give you hundreds of tips and tricks to drive business to your Web site and increase sales and profits. In this book you will find case studies from companies who have used our techniques and achieved unprecedented success. If you are interested in learning hundreds of hints, tricks, and secrets on how to implement podcasting, develop a cost-effective marketing campaign, and ultimately earn enormous profits, this book is for you. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.