

Chapter 3: Creating a Podcast

In This Chapter

- ✓ **Finding a podcast host**
- ✓ **Getting podcast hardware and software**
- ✓ **Getting your podcast on the Web**
- ✓ **Recording your podcast**

Suppose that you want celebrity status, not just a plain old blog. We can't say that a podcast will make you rich and famous, but doing it right bolsters your marketing efforts. People reluctant to read a lengthy blog post are more than willing to listen to an entertaining speaker talk about a subject that's near and dear to their hearts. They can even do it passively, by listening to your podcast on an iPod while they're doing something else, such as working out or cleaning the house.

Audio isn't the only option when you create a podcast. To grab the attention of potential clients, consider creating a video podcast. Now you engage two senses, as they see and hear your podcast. You may think you need a recording studio to create a podcast, but you can create a podcast in the comfort of your home or office using our tips for creating a makeshift studio. In addition, we show you the steps necessary to create a podcast, and it's up to you to supply the talent and compelling material.



For more information on podcasting, check out *Podcasting For Dummies*, by Tee Morris, Chuck Tomasi, and Evo Terra.

Getting Your Podcast Ducks in a Row

Before you even think about recording Episode 1 of your podcast, you have to set it up. You may believe that it's as simple as planting yourself in front of a camcorder and recording. But where will you record the podcast? What hardware will you use to record it? What software will you use to optimize for the Web? Where will you host it? As you can see, you have quite a bit to do before you dip your toe into the shallow end of the podcast pool. In the following sections, we show you how to prepare for a long, successful podcasting stint.

Finding a bandwidth-friendly host

It doesn't happen overnight, but eventually you attract a loyal group of subscribers who download every episode of your podcast. We strongly suggest you create at least one episode per week. The size of a podcast file can vary from a few megabytes in a simple audio podcast to 50 or more megabytes for a 20- to 30-minute video podcast. When you produce the latter, and have lots of subscribers, an incredible amount of *bandwidth* (the file size of the data being downloaded times the number of subscribers) is used.

Web hosting is cheap these days, but it's the extras that add up quickly. When you exceed the bandwidth allotted by your server, you're charged for the excess bandwidth. Therefore, find a Web server that offers unlimited bandwidth. They're out there, and many of them are quite reliable. Search for the term *unlimited bandwidth web hosting* at your favorite search engine to find a list of Web hosting companies that offer unlimited bandwidth, and reviews of those companies. Doug uses HostGator (www.hostgator.com) for his podcast.



Even if you're starting off with a small podcast, plan for the future. Buy unlimited bandwidth now so that you have no changes to make to your Web hosting structure when your podcast grows.

Your Web hosting company needs to have other features if you use a blog to disseminate your podcast. The server must have PHP and MySQL database capability. Check your blogging software (we recommend WordPress) for a rundown of the server-side requirements. If you're using a blog as the basis for your podcasting site, many Web hosting companies offer the option to install a blog for you. The only thing missing is the software to play the video live on the Net.

Securing hardware for your podcast

If you're creating a podcast, you need a good microphone to record it. And no, the microphone built into your computer or Webcam doesn't count. You need a microphone capable of capturing quality sound, and built-in microphones don't do the job.

Doug uses Blue microphones (www.bluemic.com) to record his podcast. Blue makes three models of USB mics that are perfect for podcasting: Yeti, Snowball, and Snowflake (see Figure 3-1). These professional-quality condenser microphones connect to your computer via USB cable. The Yeti and Snowball have multiple capsules, which means that you can configure the microphone for the type of recording you're creating. As of this writing,

the Yeti retails for less than \$150. The small, portable Snowflake microphone is the ideal solution when you're on the road. Plug the Snowflake into your laptop and launch your recording software, and you're ready to go. Audio-Technica (www.audio-technica.com), Samson (www.samsontech.com), MXL (mxlmics.com), and Nady (www.nady.com) also manufacture condenser microphones.

Figure 3-1:
Use professional-quality microphones to record your podcast.



Look for these features for in a microphone:

- ◆ **Cardioid capsule:** Captures the sound directly in front of the microphone and doesn't capture the sounds to the side or behind it — a useful option if your computer is noisy.

If you create a podcast with an omnidirectional microphone, the microphone records — in addition to your voice — other, unwanted sounds in the room.

- ◆ **Bidirectional capsule:** This is a good option because it picks up sound in front of, and directly behind, the microphone — an ideal option when you're interviewing someone.
- ◆ **USB compatibility:** Simply plug the USB cable into your computer and you're ready to go; no need for any additional cables or mixing boxes. A good online resource for USB condenser microphones is Musician's Friend (www.musiciansfriend.com).



Many podcasters record live interviews at conventions and events. If you're in this category, you also need a good portable recording device. Doug uses the Zoom H2 Handy Recorder from Samson (www.samsontech.com), shown in Figure 3-2. Another good choice for a portable recorder is the M-Audio Microtrack II (www.m-audio.com). Both devices are capable of capturing high-quality recordings in the field. You can also use one in a pinch to create a podcast in a hotel room. The Zoom H2 uses an SD memory card; the M-Audio Microtrack II, a CF memory card.

If your goal is to create a video podcast, get the best video equipment you can afford. The Webcam attached to your computer doesn't cut the mustard. Look for a camcorder capable of capturing quality video to a flash memory card or hard drive. Camcorders capable of delivering high-quality video start at about \$300.



Figure 3-2:
Use a professional-quality portable microphone to record while you're on the road.



Another option is to capture video with your digital camera. If you own a high-end digital SLR, you can shoot video of excellent quality. The only drawback is that the camera cannot change focus. If your goal is to create a video where viewers see you in a position from a fixed distance, this option is a good one.

Getting software for your podcast

To record an audio podcast, you need software that can record your voice and export the recording in a Web-friendly format. You also need an application capable of recording and mixing multiple tracks. (This part of the equation is one that doesn't require a cash outlay.) You can download Audacity (<http://audacity.sourceforge.net>), shown in Figure 3-3, a cross-platform application that even features a plug-in to convert recorded audio to an .mp3 file (an optimal format for the Web).

If you create a video podcast, you need software to mix the video file with an audio intro and exit. This process requires multiple tracks. To mix his podcast, Doug uses Sony Vegas (<http://www.sonycreativesoftware.com/moviestudiope>), which is Windows-only software), shown in Figure 3-4. Final Cut Express (www.apple.com) is an excellent option if you edit video on a Macintosh computer.

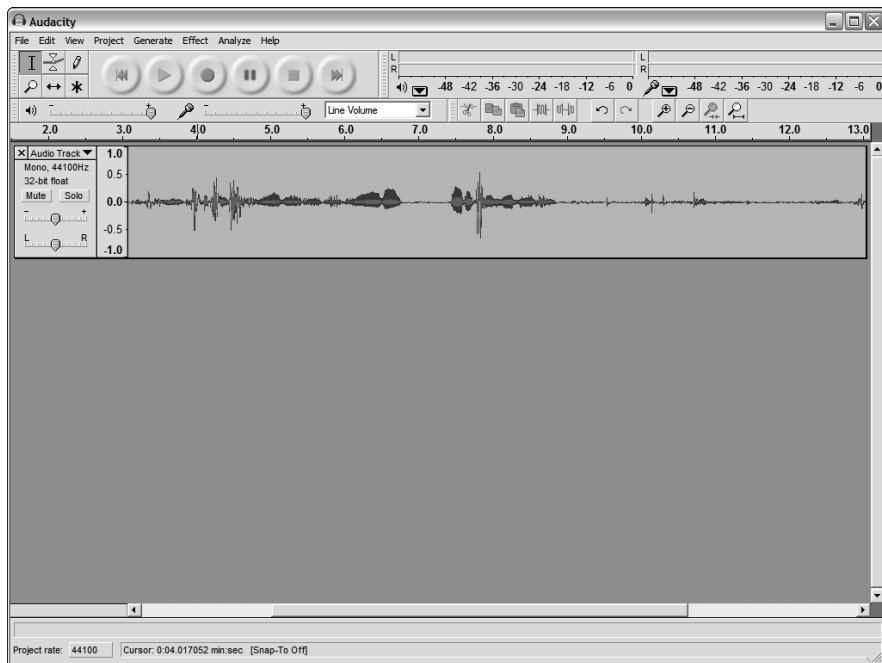


Figure 3-3:
Recording
a podcast
using
Audacity.



Figure 3-4:
Editing your
podcast
using Sony
Vegas.

If your podcast shows people how to use computer software, you need a program to capture video images from your screen. Camtasia (www.techsmith.com) lets you capture video of the screen while you work and record commentary at the same time. The suite also features applications to edit your screen capture and export it.

Setting up a Web site for your podcast

Using blog software is the easiest way to set up a Web site for your podcast. We prefer WordPress because it's a flexible application with lots of plug-ins. You make a post for each episode of your podcast and write some information about the episode (known as *show notes*). The information can be presented concisely with an introductory paragraph and bullet points for each major section of your podcast. Include links to Web sites mentioned in your podcast, and a link to the audio or video file for the episode. This gives your audience an idea of what the podcast is all about before they invest time in viewing or listening to it (see Figure 3-5). Show notes also help with search engine optimization.



Figure 3-5: Include show notes to give subscribers an idea of what your podcast is about.



Web sites, especially blogs, are targets for hackers. You're also at the mercy of your server's hardware. Many Web hosting companies back up your site content, but it's better to be safe than sorry. Back up your blog database and have copies of all your podcast files on external media such as an external hard drive. That way, you're prepared if disaster strikes.

Using multimedia plug-ins

Some visitors prefer not to download episodes — they prefer to view them online. To give viewers that option, install a multimedia plug-in with a player that can be used to view each episode. You can find multimedia plug-ins for WordPress at <http://wordpress.org/extend/plugins>. Try the Anarchy Media Player (<http://an-archos.com/anarchy-media-player>), shown in Figure 3-6, for this video podcast.



Figure 3-6:
Using a
media
player.

Recording Your Podcast

After all your ducks are in a row, it's time to record your first podcast — almost. The same wisdom that applies in first creating a blog applies also to a podcast. Create an editorial calendar with bullet points for each podcast, and map out the first four episodes (see Book I, Chapter 3 to get started on creating a Social Media Calendar). Then it's time to practice and get to know your equipment. If you've ever given presentations, this process will seem like old hat to you.

Recording tips

Recording a podcast isn't difficult. However, to put your best foot forward, you have to be as polished and professional as possible. This effect may not be easy to achieve at first, but after you have a dozen podcasts under your belt, you get the job done quicker and with fewer mistakes.

Here are some podcast recording tips for you to consider:

- ◆ **Act as though you're telling a story to your best friend.** This strategy helps you relax and sound enthusiastic.

- ◆ **If you're recording a video podcast in which viewers can see you, use natural hand gestures and smile.** Your goal is to be perceived as a friendly person with important information to share.
- ◆ **Put a pop filter in front of your microphone.** This device prevents popping sounds when saying plosives such as the letter *p*. You can find a pop filter at your local music store.
- ◆ **Record your podcast in a quiet area.** If you hear an airplane or a car, stop speaking until it passes.
- ◆ **Do a dress rehearsal before recording begins.** The rehearsal helps you loosen up and familiarizes you with the material.
- ◆ **Position the microphone for optimum recording.** Place it just below your lips and about six inches from your mouth.
- ◆ **If you can hear your computer fan, purchase a piece of foam sound isolation material from your local music store.** It looks like a baffle and muffles the sound of the computer fan.
- ◆ **Drink a glass of water before you begin.** If you're not well lubricated, your voice may be a little raspy at times. Lozenges are another option if you're recording a lengthy podcast.
- ◆ **If you make a mistake, clap your hands in front of the microphone.** The loud noise puts a spike in the *waveform* — a graph that shows the peaks (high volume sections) and valleys (low volume sections). When you're editing your work in your video or audio editing program, the spike in the waveform is your signal that this area of the podcast needs editing.
- ◆ **Choose an appropriate recording location.** If you're recording a podcast that shows only your head and shoulders, for example, your desk is the ideal place to record.
- ◆ **Choose an appropriate background.** Remove any extraneous clutter from the desk and position the camera to include a pleasing background, such as a bookshelf or a wall displaying diplomas.
- ◆ **When you position the camera, consider where you'll sit as you record the podcast.** Don't position the camera so that your face is smack-dab in the middle of the frame. Position the camera so that your face is to either side of the middle of the frame. This strategy creates a more visually compelling composition.
- ◆ **When you record, look at the camera.** You imply eye contact with viewers and appear to be talking directly to them.
- ◆ **Wear a set of headphones, if you can.** Then you can monitor the sound while making a recording. You know in an instant whether your voice grows too loud or too soft. When this happens, clap your hands to signify that the sound needs editing, and then repeat the last sentence you just spoke.

Anatomy of a podcast

Like every good presentation, a podcast needs a beginning, a middle, and an end. The following list describes how to work with them:



- ◆ **An intro:** At the beginning, introduce viewers to the episode. Announce the day and date plus the episode number, to give viewers some perspective. You can play music during this brief introduction.

If a friend is a good public speaker, ask him to help you with the podcast introduction.

After the episode is announced, tell viewers what they can expect to see. This segment of the introduction shouldn't last much more than a minute. If you happen to have a sponsor, here's a good place to give her a plug.

- ◆ **The middle:** This part is the good stuff — the reason that viewers are watching or listening. Make sure to fill your podcast with the level of content that viewers want.

Segue between the different parts of your podcast, such as a sound effect after the intro and between each segment, to notify listeners that something different is about to happen.

- ◆ **An outro:** After the final section of your podcast, add a few parting words of wisdom and tell visitors what they can expect in the next episode. Thank subscribers for tuning in and sign off. You can add panache to your podcast if a jingle at the end of your podcast has the same music that began the podcast. Record a voice over the music to wrap things up.



If you plan to list your podcast in the iTunes store, add a request for positive feedback in the exit segment of every episode. A podcast with lots of positive feedback increases its rank in the iTunes store. If you can reach the coveted first page of the iTunes Store, you've done well and truly arrived.

It's a Wrap — Now What?

There's nothing like basking in the glow of another successful podcast. But after you take your headphones off and turn off the microphone, you still have quite a bit of work to do. You have to assemble the pieces of the puzzle into a complete episode. Then you have to optimize the podcast for the Web and portable devices. If you upload to iTunes, you have to add metadata so that the podcast is labeled correctly for the subscriber's device.

Putting the pieces together

If you follow our lead, you have an intro segment, the meat of the podcast, and then an exit segment. You also need a logo that's shown during the intro and exit and any other part of the podcast that has only audio. Your company logo is the ideal placeholder for audio segments and the podcast intro. Alternatively, you can create artwork for the podcast. You use your video editing software to stitch all the pieces together into a complete podcast.

Here's a guideline for you to follow when you're putting together your podcast:

- 1. Launch your video editing application.**

For example, Sony Vegas (Windows) or Final Cut Express (Mac).

- 2. Import the intro and place it at the beginning of the first audio timeline.**

Check your video editing software user's manual for information on how to import audio and video.

- 3. Import your company logo or podcast artwork and place it at the beginning of the first video timeline.**

Most video editing applications have a set duration for still images — usually 5 or 6 seconds, which of course is shorter than the duration of your intro segment.

- 4. Increase the amount of time the podcast artwork is displayed to match the duration of the intro video.**

Most applications let you drag a tab at the tail of an object on the timeline and stretch the duration for which the object is displayed. Check your video editing application manual for detailed instructions.

- 5. Create a new video timeline.**

This step is where you add your recorded podcast.

- 6. Import the recorded podcast and place it on the new timeline so that it starts immediately after the intro piece.**

In most applications, the object you move on the timeline snaps to adjacent media on neighboring timelines.

- 7. Import the exit segment of your podcast and place it on the first audio timeline so that it starts immediately after the podcast.**

Add a sound effect before the exit segment, to notify viewers that the podcast is over.



8. **Add the podcast artwork or your company logo to the first video timeline so that it starts immediately after the podcast.**
9. **Increase the duration of the podcast artwork to match the duration of the exit segment.**
10. **Render the project.**

When you render a project into a viewable video, you do so in a Web-friendly format that can be played on portable devices such as the iPod and iPhone. We suggest settings for rendering in the following section.

Optimizing your podcast for the Web and portable devices

After you render your project into a useable video, you need to optimize it into a file size that's reasonably petite and into a file format that's readable by portable devices and streams when viewed on the Web. A *streaming video* plays without interruption as soon as enough data has downloaded.

You can optimize video for the Web and portable devices when you render it or use a program specifically designed for compressing and optimizing it. Try Sorenson Squeeze (www.sorensonmedia.com) to optimize your podcast.

This list describes some suggested settings for optimizing your podcast:

- ◆ **File format:** Use the MPEG-4 (.mp4) file format. Almost all portable devices support it. Many video rendering applications let you specify an audio file format as well. If this is the case, choose the .aac file format.
- ◆ **Video dimensions:** Size videos to a width of 640 pixels and a height of 480 pixels. If a video was shot in a wide-screen format (16:9 aspect ratio), size it to 640 pixels wide by 360 pixels high.
- ◆ **Frames per second:** This measurement refers to the number of frames that play back per second. A higher frame rate yields a video that plays smoothly but is larger. As a rule, you can export a video with a frame rate of 15 frames per second (fps) to get acceptable results. If your podcast is a video capture of your computer screen where you show viewers how to use an application, you can squeak by with 5 fps.
- ◆ **Data rate:** A high data rate (the rate at which the data is processed when the video is played on a device) provides the best video quality at the expense of a large file size. For a podcast, a video rate of about 500 kbps is ideal.
- ◆ **Method:** The *method* refers to how data is compressed by your video application. An application uses a higher data rate for complex parts of the video, such as motion, and a lower data rate for areas of the video that are in a solid color. You can choose one of these two options:



- *Constant Bitrate (CBR)*: Choose this option for a video you record from your computer screen. As implied, its data rate is constant throughout.
- *Variable Bitrate (VBR)*: Choose this option to adjust the data rate as needed by the application rendering the video.

When you find the optimum settings for your podcast, save them as a preset.

Optimizing a podcast for iTunes

When your podcast is listed on iTunes, you need to do certain things — in iTunes — to make it user-friendly for the iTunes Store and for users' iPods. First, adopt a naming convention that makes sense and sorts the episodes in the order in which they were created. Then add cover art and ID3 tags (information used by audio devices to display the artist, title, and so on). The cover artwork is shown on users' devices and on iTunes.

When you name a podcast file, put the name of the podcast first, the episode next, and then the date. This strategy creates a user-friendly method of finding your podcast on a subscriber's device. For example, Episode 91 of Doug's Pixelicious podcast that was recorded January 21, 2010, has the filename `p1_91_012310.mp4`.

After you name the podcast, add the ID3 tags in iTunes by following these steps:

1. Launch iTunes.

The iTunes application appears on your computer.

2. Import the podcast into iTunes.

You can drag and drop the podcast directly into iTunes. Alternatively, choose **File**⇨**Add to Library**.

3. Select your newly created podcast and choose **File**⇨**Get Info** or press **Ctrl+I (Windows)** or **⌘+I (Mac)**.

The file's Information dialog box appears.

4. Click the **Info** tab.

Add information about your podcast that can be shown on portable devices such as the iPod.

5. Enter the following information:

- *Name*: Enter the episode number and title of the podcast; for example, Episode 16 — Getting to Know Your New Widget.
- *Artist*: Enter your e-mail address so that subscribers can get in touch with you.

- *Year*: Enter the current year.
- *Track*: Enter the current episode number. Do not enter a number in the Of text field.
- *Album*: Enter the name of your podcast.
- *Comments*: Enter an episode description.
- *Genre*: Enter **podcast**. This information tells iTunes the folder in which to store the file on a user's iPod and in iTunes. Figure 3-7 shows an example of information for a podcast that's online.

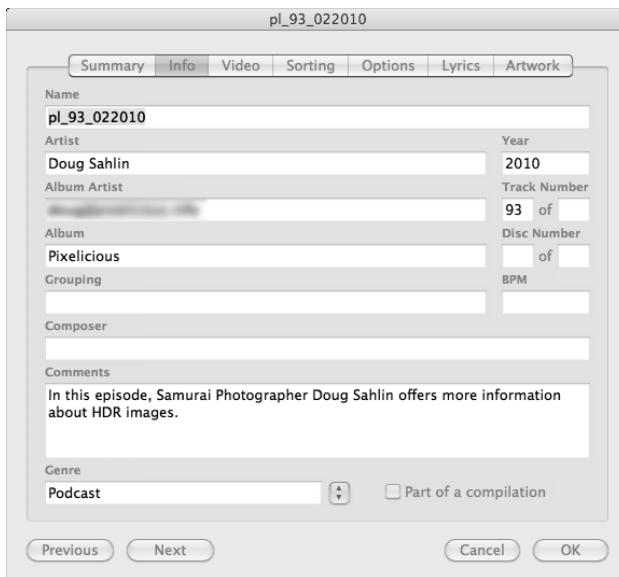


Figure 3-7:
Adding
podcast
information.

6. Click the Artwork tab.

Add album artwork measuring 640 pixels by 640 pixels with a resolution of 72 pixels per inch.

7. Click Add.

The Open (Windows) or Choose a File (Macintosh) dialog box appears.

8. Navigate to your artwork file and select it, and then click Open (Windows) or Choose (Macintosh).

The artwork file is added, as shown in Figure 3-8.

9. Click OK.



Figure 3-8:
Adding
album
artwork.

Uploading and archiving your podcast

After you have your podcast all spiffed up and ready for the world, it's time to upload it to your Web site and start receiving accolades for your work. We recommend using FileZilla (<http://filezilla-project.org>), an FTP client that's free, easy to use, and cross-platform.

After downloading and installing the software, you can upload your podcast to your Web host by following these steps:

1. Launch FileZilla.

The application is fairly simple looking. The window on the left shows the files on your computer, and the window on the right shows the files on your Web site after you connect to the Web site.

2. Enter the URL to your Web site in the Host field and then enter your username and password.

Check with your Web hosting company for this information. Typically, you have to set up FTP accounts in the Site Control panel.

3. Click Quickconnect.

FileZilla connects to your Web site, as shown in Figure 3-9.

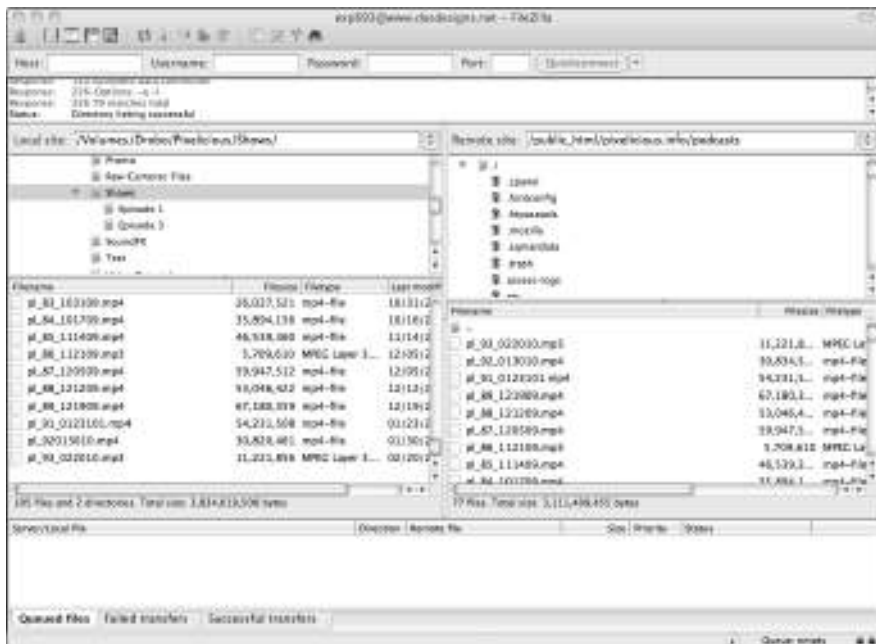


Figure 3-9:
Uploading
your
podcast
with
FileZilla.



4. On the server side folder, navigate to the folder in which you store your podcasts.

Create a separate folder for podcasts, to keep the root-level directory free of unnecessary clutter. Over time, you end up with lots of podcasts on your Web site, so organization is a good idea.

5. In the window on the left, navigate to the folder where you store your podcasts on your computer.

6. Drag the file from the left window to the right.

FileZilla uploads your file. It may take a few minutes if you have a lengthy podcast or a slow Internet connection.

After the podcast is uploaded to your site, you create a post using your blog software. At this point, you can either create a link for site visitors to download your podcast or use a multimedia plug-in in your WordPress blog.

Selecting Helpful Companion Products and Services

Your podcast won't garner a large audience of subscribers just because it's out there. You have to lend it a helping hand from your other forms of social media, such as Twitter and Facebook. You can increase the popularity of your podcast in other ways, and you can choose alternatives to a traditional podcast that allow viewers to interact with the presenter, as discussed in later sections of this chapter.

TalkShoe

www.talkshoe.com

The TalkShoe Web site lets you listen to, participate in, or host a live call. Recording a live call is an alternative to recording a podcast on your computer. As a host, you can create a public or private call. You set the date, create a call description, and invite others to participate — other people whom you're already networking with by way of social media, your blog, or your podcast. Participants can listen to your call and respond by text message or call in by way of telephone, mobile phone, or Voice Over Internet Protocol (VoIP) phone service.

Your live show is recorded and archived for future downloads. This technique is a useful way to create an original podcast and interact regularly with interested parties. You interact with them in the equivalent of an Internet chat room. Because TalkShoe is an audio program, it downloads more quickly than video. When you use a service that offers video sharing, you're limited to the number of participants in your show. Technically, the hardware used by TalkShoe can support 1,200 simultaneous online participants and chatters. Hosts use the browser-based TalkShoe application to host the show and interact with guests, as shown in Figure 3-10.

TalkShoe is similar to a podcast, but it's live and you can interact with participants. As the show host, you choose the topic and the point at which listeners can interact with the show. A private show isn't listed on the TalkShoe site (see Figure 3-11). Visitors who want to find public shows can use the site's search feature or search by category or peruse featured talkcasts. For a small fee, your talkcast can be featured on the site home page.

Figure 3-10: Hosting a show on TalkShoe for fun and profit.



Figure 3-11: As the late television host Ed Sullivan might have said, you can have a really big “shoe” on TalkShoe.



BlogTalkRadio

www.blogtalkradio.com

If you create audio podcasts, another alternative is BlogTalkRadio (www.blogtalkradio.com). You can use this format to create a live show and talk with potential customers or other interested parties. Table 3-1 lists the flavors of services BlogTalkRadio provides.

<i>Service</i>	<i>Price</i>	<i>Number of Participants</i>	<i>Duration</i>	<i>Other Details</i>
Free	Free (of course)	5 in addition to you as host	One hour	Audio, video, and banner ads
Premium	\$39/month	50 in addition to you as host	Two hours	Audio, video, and banner ads; host through Skype
Premium Plus	\$99/month	100 in addition to you as host	Three hours	Banner advertising only; host through Skype; upload a prerecorded podcast; callers have a toll-free number

BlogTalkRadio also offers you a branded profile, which offers you the following benefits:

- ◆ Total control over ads that play on your broadcast and over content
- ◆ Sell audio, video, or banner ads and keep 100 percent of the revenue
- ◆ Use the advertisement placeholders as slots to hold your own content to promote your business
- ◆ Daisy-chain content over an RSS feed, iTunes, your other forms of social media, and mobile devices
- ◆ Broadcast live from an event
- ◆ Increased exposure throughout the BlogTalkRadio Web site

BlogTalkRadio has over 5 million listeners a month. Sixty percent of BlogTalkRadio listeners are male and almost 40 percent of listeners are in the 39- to 54-year-old age group. Forty-six percent of BlogTalkRadio listeners have a median household income of over \$60,000 per year and 21 percent of the BlogTalkRadio audience has a median household income greater than \$100,000 per year. If these demographics fit your target audience, you should give BlogTalkRadio a try.

Potential clients and fans can listen to BlogTalkRadio for free and can find your content by using the BlogTalkRadio search feature. Listeners can also peruse live shows, featured shows, popular shows, and networks by choosing the applicable navigation option from the BlogTalkRadio Web site, shown in Figure 3-12.



Figure 3-12:
The
BlogTalk
Radio Web
site.

iTunes

If you're a podcaster, iTunes is the place to be. It is without a doubt the biggest repository of podcasts. Listeners can subscribe to podcasts from their desktop version of iTunes. By default, new episodes are automatically downloaded when listeners who subscribe to a podcast sync their iPods with their computers or launch iTunes. You can change the default to download only the most recent episodes or manually download desired episodes from a show listing in iTunes.

iPod and iPhone owners find their content by using iTunes. Podcasts are listed in the iTunes Store. Users can look at the content on the first Podcast page in the iTunes store, shown in Figure 3-13, or use the Search feature to find podcasts. They're sorted by genre, which lets users easily locate specific content.

If you have an iTunes account, you can request to add your podcast to the iTunes Store. To list a podcast there, follow these steps:

1. Launch iTunes.

iTunes, shown in Figure 3-14, is the way to manage content for your iPod or iPhone. If you're using a Windows computer, you find the application on the Start menu. On a Macintosh, iTunes is in the Applications folder.

2. Click the iTunes Store icon from the Source list.

The iTunes Store opens for business.

3. Click Podcasts.

The Podcasts section of the iTunes Store appears.

4. Click Submit a Podcast.

The Submit Podcasts to the iTunes Directory dialog box appears.



Figure 3-13: Looking for podcasts in the iTunes Store.



Figure 3-14: iTunes is your portal to the iTunes Store.

5. Enter the URL for your podcast feed.

Find out how to create a feed in Book III, Chapter 2.

6. Click Continue.

iTunes verifies the feed, and you're off to the races. Now whenever you upload a new podcast episode, it automatically appears in iTunes.

Promoting Your Podcast

When your podcast is live, you want as many people as possible to see it. You can publicize your podcast by including its name and a description of it in your e-mail signature. This blurb should also be a link to the podcast. Recipients of your e-mail can click the link to view the site in their default browsers. The latest podcast is at the top of the blog for easy viewing.

Use your other social media outlets to announce new podcasts. Copy the URL of a podcast into a Twitter message, or *tweet* (be sure to use a short URL; try bit.ly.com). You can also mention new editions of a podcast on your Facebook wall and open it up for discussion in a LinkedIn forum.

Another way to promote a podcast is to be a guest on someone else's podcast. When you find someone willing to partner with you, record a segment for that person's show and be sure to mention the URL of your podcast. If your podcast has theme music, add it to the segment you create for your podcast partner.

When you have a special podcast or an interesting guest on your show, post a press release to let the world know. You can post them online at I-Newswire (www.i-newswire.com).

Register your podcast with podcast directories. They attract lots of visitors and are another way to get your podcast out there. Here are some podcast directories to investigate:

- ◆ www.ilounge.com
- ◆ www.podcastdirectory.com
- ◆ www.podcastpickle.com
- ◆ www.podcastcentral.com

Forums are another helpful place to promote podcasts. Find forums about the type of work you do or the products you offer. Lurk in the forums. When someone posts a question you can answer, jump on it quickly. Include the URL to your podcast in your forum signature. Don't blatantly advertise your podcast on a forum — it's considered bad taste. However, if the answer to a forum member's question resides in one of your podcasts, write the answer to the question and then post the link to your podcast as more detailed information.