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Podcasting Your Way To Profits

By Jason Tarasi

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Let's take a quick stroll through the world of marketing to see what it was, what it became and what it now is...

Era 1 - newspaper, magazines, radio broadcasts, direct mail, telemarketing, cold calling, television, infomercials...

Era 2 - websites, banner ads, reciprocal links, ezine publishing, search engine optimization, pay-per-click, opt-in email, blogs...

Enter Era 3 - marketing via podcasts?

Similar to the concept of opt-in email, podcasting takes full advantage of technology in reaching a pre-qualified, self-selected audience that craves the information and expertise a podcaster provides. Podcasting gives the strategy of establishing yourself as an expert a whole new playground.

Podcasting is the ultimate tool for reaching a fully-qualified target audience. A podcast is an audio broadcast published to the internet. The broadcast is delivered to subscribers via a feed, usually in an MP3 file format.

For years consulting and service companies have realized that the way to a client's heart is through information sharing. Be it through trade shows, conferences, seminars, newsletters, or free articles, providing useful information on a topic that potential clients are interested in grabs them - hook, line and sinker.

When a prospect first subscribes to a podcast, they likely aren't ready to buy products or services from the podcaster's company. Chances are they are just getting their feet wet, searching for information. With useful information delivered via a podcast day after day, weekly or monthly, the receiver will

realize the value of the expertise demonstrated. Thus, when they are ready to become buyers rather than browsers, the podcaster has the lead.

As an advertising medium podcasts can be used just like a newsletter or press release. For instance, a tax consulting firm may publish a monthly newsletter giving updates on tax laws, information about tax shelters, tips for tax deductions and notification of available services. The newsletters will likely contain contact information and will encourage readers to contract the services of the tax consulting firm.

A podcast can be used in the same way. The only difference is, the news and information is delivered via an audio broadcast rather than through an electronic or print newsletter.

There are many advantages to podcasting. In comparison to other types of advertising, it is relatively

inexpensive. Podcasts are delivered to a targeted audience, leave a lasting impression on subscribers and establish the provider as an expert in the field. Regularly published podcasts keep the provider's name and contact information fresh in the minds of the recipients and vast amounts of business can be obtained as a result.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links. Grab your free lifetime subscription now at:

<http://www.elitelinksnewsletter.com>

What is Podcasting?

By S. Housley

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What is Podcasting

Podcasting is quickly becoming a buzz word among the techie crowd. So what is podcasting, anyway? Podcasting is online audio content that is delivered via an RSS feed. Many people liken podcasting to radio on demand. However, in reality, podcasting gives far more options in terms of content and programming than radio does. In addition, with Podcasting, listeners can determine the time and the place, meaning they decide what programming they want to receive and when they want to listen to it.

Listeners can retain audio archives to listen to at their leisure. While blogs have turned many bloggers into journalists, podcasting has the potential to turn podcasters into radio personalities.

Podcasting can be used for:

1. Self-Guided Walking Tours – Informational content.

2. Music – Band promotional clips and interviews.
3. Talk Shows – Industry or organizational news, investor news, sportscasts, news coverage and commentaries.
4. Training – Instructional informational materials.
5. Story – Story telling for children or the visually-impaired.

Podcasting is the syndication of audio files using RSS. Podcasting works the same as a standard RSS feed reader or news aggregator, the only difference is that the feed you subscribe to contains an audio file in it. Instead of reading content in your RSS feed reader or aggregator, you can listen to the contents of your feed using a reader or aggregator that supports podcasting, or you can listen to them on an iPod or similar device. While podcasting was named for the iPod, you do not have to have an iPod to listen to a podcast. Podcasts can be displayed on websites with clickable links to audio files and many of the standard RSS readers, like FeedDemon's latest beta, have begun supporting audio enclosures.

The audio file that makes the feed a podcast rather than a standard RSS feed is contained in the 'enclosure' tag. The easiest way to think of this is as an e-mail attachment.

Although the "enclosure" tag is not new to RSS feeds and has been included in the RSS v2.0 specification for about four years, podcasting has only really been around since August of 2004.

Webmasters are finding creative ways to provide media-rich content. The syndication aspect and potential increase in audience size are an attractive lure. Listeners benefit from podcasting because, like RSS, podcasting is a means to publish content that ultimately gives the recipient the control over

the information they want to see or hear.

Podcasting Resources –

Podcasting Tools – <http://www.podcasting-tools.com>

Podcast Alley – <http://www.podcastalley.com>

PodcastBunker – <http://www.podcastbunker.com>

Podcasting News – <http://www.podcastingnews.com>

It will be interesting to see how this publishing medium develops. Currently, only the technical crowd has endorsed podcasting as a new audio medium, but the potential is real and the process is not overly complex. With a little time I think this field will develop and prosper.

About the Author: Sharon Housley manages marketing for FeedForAll <http://www.feedforall.com> software for creating, editing, publishing RSS feeds and podcasts. In addition Sharon manages marketing for NotePage <http://www.notepage.net> a wireless text messaging software company.



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