

**Pieces to Podcast Puzzle**

# **Fitting Pieces to the Podcast Puzzle**

**By Dennis Becker and Rachel Rofo**

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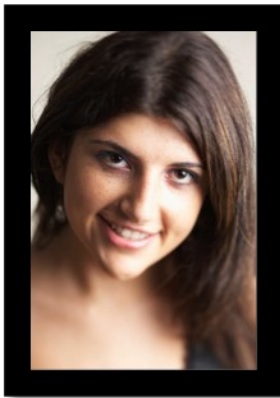
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofo** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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## **Introduction**

Podcasting brings an entirely new element to your online business or blog. In an instant, your consumer can download your content into an MP3 device and take it with them on the road. So, rather than sitting at their desk reading through your content, they can plug you in while driving or running on the treadmill.

Podcasting can be a bit puzzling, so I am going to help you fit the pieces together to make your podcasts one of the greatest tools in your arsenal. Soon you will have an army of podcasts lined up and ready to hit the shopping carts.

## **Owning Up to Your Podcast**

It may seem all too easy to post your podcast on WordPress.com or Blogger, but you must take these steps to owning your podcast outright. That means ownership of your podcast domain, RSS feed, and copyrights. You also want to pay for hosting of your podcast.

Going about this is pretty simple. Purchase your podcast domain from a place like Dreamhost or NameCheap. Then host it on one of these sites as well. If your podcast attracts heavy traffic, you may also want to consider storing it with Amazon S3 or another storage service.

Also use a feedburner service to guarantee you have all rights and ownership of the RSS feed. You also want to find a service that will protect your copyright. I know this sounds a little extreme, but posting your content on host sites make it anyone's game. You want to have complete control over your product.

## **Ruling Your Content**

We've all downloaded some mediocre podcast that doesn't warrant more than 30 seconds with our ears. If you want to create a successful line of podcasts, you need absolute rule over your content. That means picking a niche that you can rock without a doubt. Choose content you are utterly passionate about and allows you to bring something totally unique to the table.

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Think about moments when you really captured an audience's attention. What brings out that deeply passionate side in you? You want your voice to be spellbinding, and your content to captivate and keep your listeners' interest.

If you nail your content, all of the other stuff is just icing on the cake. Some of the most successful podcast producers on earth use standard themes found on WordPress. You don't need fancy graphics to sell your podcast if your content rules the school.

Great content also needs a decent microphone. Avoid sound card microphones like the avian flu if you want quality sound. Find a good noise cancellation microphone to boost your sound quality. Microphones are made for every budget; so don't worry about building a studio that rivals Russell Simmons.

## **Adding Elements**

Theme music and voiceovers are relatively inexpensive ways to spruce up the professionalism of your podcasts. You can find royalty-free music at relatively low prices on the web. There are even free sites that offer royalty-free content, but the quality isn't as good.

Remember that you can't just slap your favorite iTunes song on your podcast and run with it. Make sure you own rights to the music you add.

If you want to go all-out for your next audio venture, jingles are also available for purchase. Hey, whatever works for you.

## **Selling Your Own**

Though affiliates are awesome, you want to sell your own product as much as possible. Promote the heck out of it and let your customers know what they are getting. Don't just sell your podcasts. Offer your customers something more. Provide bonuses, discounts, free content, and other incentives for trusting in your product.

This not only keeps them coming back for more, but also shows that you value their business. Be prompt on delivery. Make sure you have autoresponders set up to deliver the product as soon as your customers make a purchase. The last thing you want is someone waiting around for

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your response. If you are busy, you may overlook the sale and lose a valuable client.

### **Know What You Are Getting Into**

Podcasting can add a successful element to your business. However, you have to fully commit to the process and offer something completely beneficial to your client base. If you have a great product, and put out a poorly produced and written podcast, you can easily discredit your entire business.

If you aren't certain whether podcasting is for you, test the waters before you make a huge investment. A good rule is to create 7 or 8 podcasts before you decide to buy better equipment and make a business out of it.

Remember, if you aren't putting in the time to create excellent content with quality sound, your podcast will not sell now matter how you market it.

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### **Want More? Here Are Some Resources:**

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

### **Article Marketing**

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

### **Copywriting**

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

### **Freelance Work**

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

## List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

## Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

## Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

## Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell



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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

### **Social Media**

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

### **Becoming Successful**

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets. You get resale and private label rights with this.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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