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# MARKETING RAMPAGE WITH PODCASTS

## SPECIAL REPORT

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## ABOUT THE AUTHOR



Brandon Hong is the author of best selling videos course "**Marketing Rampage with Blogs and RSS**", "**Wordpress Videos**" as well as audio e-book, "**Blogs and RSS Revealed**".

Brandon absolutely loves creating and designing the curriculum, syllabus and content for information products, as can be seen from the quality of his work.

Brandon's interest lies in training and the application of information technology for business processes.

In his free time, Brandon loves enjoying a good cup of nicely brewed coffee and 'kaya' toast in his local neighborhood coffee shop...

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## Lesson 1: "History of Podcasting"

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The term “podcasting” was coined in 2004 and in just a few months it went from being an unknown concept and an uninvented word to a Google-search result in the millions!

Podcasts are springing up nearly every day, like weeds. But good weeds!

The idea of sending files of sound over the Internet is not new.

It was just a matter of taking existing elements, like MP3 and RSS, and reworking them to allow technological visionaries to create a new form of communication.

Personal web journals called web logs, or “blogs” have been around for a while so people could voice opinions and provide information to others.

People use these blogs as a personal platform so it was only natural to add files of sound to their textual offering.

If you're totally new to blogs and rss, I'd strongly recommend my course, ["Marketing Rampage With Blogs and Rss"](#), a Clickbank bestseller.

Coming back to the topic of podcasting...

Blogs started gaining popularity since 2004 and people were using RSS to syndicate their blog contents. RSS or "Really Simple Syndication" was a file format that can also be used for sending sound but was not extensively used.

Later on the RSS technology was further enhanced to allow someone to attach MP3 files.

When attached to an RSS file, these sound files could be sent automatically to subscribers, people who were interested in hearing what the person had to say, and downloaded to be heard at their convenience.

Now everyone is jumping on board the podcasting bandwagon from politicians, pundits, professionals, producers, and even pornographers.

Anyone with something to say or a product or service to sell or an opinion to share can podcast... and many already are!

**[Learn how you can grow, multiply and expand your business with Podcasts...and have FUN doing at the same time.](#)**

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## **Lesson 2: "'Dummies' Definition of Podcasting"**

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The term “podcasting” can be confusing to some people, because it draws its origin from the combination of the word “iPod” and the word “broadcast.” While you do not need an iPod to enjoy podcasting, the term probably caught on for convenience and its audible similarity to the word “broadcast.”

To simplify things, Podcasting is an audio file that you can listen to on your computer or on a portable device. Note that the portable device does not have to be an iPod, but can be almost any kind of portable Audio device, also referred to as an MP3 player.

One way to think of podcasting is like a radio program that is only about your specific interests and when you click the link (or synchronize) your MP3 player with your computer, it gets downloaded to you automatically.

It’s like you’re the owner of the radio station. You tell the DJ what you want to hear and they’ll play it for you.

All news? All sports? Regular updates on the financial markets? Entertainment news? Information on your industry?

No problem, it’s all at your personal DJ’s fingertips and in moments it’s playing in your ears.

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### **Lesson 3: "Myths of Podcasting"**

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In this lesson, I want to help you dispel some myths about Podcasting you might have or have come across.

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Myth 1: Podcasting only works with iPods

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As I've mentioned in Lesson 2, podcasts are not exclusive to iPod players only. You can listen to podcasts with basically any type of mp3 player out there in the market.

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Myth 2: You need an iPod to create a Podcast

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This can't be further from the truth. Podcast is basically just an Audio mp3 file that you can create with any Audio recording device.

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Myth 3: It's difficult to create a Podcast

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Heck, if you can sing in the shower, you can do this. In fact it's so simple even a musical drop out could do it.

I'll show you how in my e-book course "Marketing Rampage with Podcasts".

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Myth 4: You need expensive equipment and software to create a Podcast.

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Podcasts can be created using a simple, inexpensive microphone.

As for software, it's meant for editing and actually if your podcast is very short, you might not need to do any editing at all.

Editing comes in when you want to 'clean up' your podcast, delete certain segments, add in some background music etc.

In my course, "**Marketing Rampage With Podcasts**", I'll provide you with a \*FREE\* Podcasting software to perform these simple editing

There'll be video tutorials as well to take you by the hand and show you step by step.

You'll see how simple and easy it really is.

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Myth 5: You need to know Blogs, RSS or HTML to Podcast.

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Nothing can be further from the truth.

Let me set the record straight. You don't need to know anything about Blogs, RSS or HTML in order to podcast.

All you need is just your voice...plus a little interest and passion in the topic you've chosen. You can publish podcast using Blogs, and that's for advanced podcasters.

On the other hand, there is also a drop-dead simple way of podcasting, even without using a microphone. And no blogging involved.

In fact, my course will reveal so many methods of podcasting that you'll end up being spoilt for choice!

I hope I've managed to help dispel some myths you have about Podcast.

You should feel more confident now about creating your own Podcast.

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## **Podcasting Lesson 4: "Five Ideas How Podcasting Can Help Your Online Business".**

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So exactly how can podcasting help any online business?

When blogs first came onto the scene, it was thought of nothing more than a personal diary. It was not long, before companies realized the potential of blogs in:

- building client relationship,
- branding,
- getting their message out there
- syndicating their content and ultimately advertising their services and products through the use of Rss feeds, which was in-built into blogs

If you are totally new to the world or concept of blogging & rss, you can download your free copy of "Blogs & Rss Revealed", a 2 hour audio webinar which answers most commonly asked questions on blogs & rss.

(<http://www.blogs-and-rss-revealed.com>)

Think of it as a bonus for staying with me this far...

Ok, let's come back to the topic of how podcasting can help your online business.

As can be seen, what started as a simple form of 'personal diary' soon evolved into a powerful marketing weapon.

It's the same with podcasts. Podcasts is not just for the music enthusiasts anymore. Companies and businesses understand the power of podcast and how podcast can help their business.

For example:

1. Companies like General Motors and Microsoft, create podcasts that combine information and product news for people who may be interested, such as investors, car, computer buffs or industry analysts.
2. News channels, like CNN, put their headlines and some of the brief news stories into a podcasts format.
3. Radio stations have turned some of their programs into podcasts which they upload daily and make available to people who might enjoy the program but are unable to listen to it when it is initially broadcast over the airwave.
4. Museums, art galleries, and historical sites create broadcasts for users to listen to as they walk through, replacing the human guide that would do tours, and allowing an individual with a personal audio player to go through at their own pace.
5. The director of the sci-fi television show "Battlestar Galactica" creates a regular podcast to tell subscribers about the behind-the-scenes effort to make the show.

These are just some of the many, many examples how business have started using podcasts to grow their business.

And you should too, in today's information age, if you want to maintain your business at the competitive edge, and grow and expand.

And you need not worry about what to podcast or how to podcast. After why should you, when I've laid out an easy to follow system that can be mastered by anyone in less than one hour?

[Learn how you can grow, multiply and expand your business with Podcasts...and have FUN doing at the same time.](#)

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## **Podcasting Lesson 5: "Top Five Reasons Why You Should Podcast"**

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Today I'd like to share with you top five reasons why you should podcast.

Truth is, I can probably name fifty reasons why any online business owner should podcast, but I've narrowed it down to the Top Five.

1. The 1st reason and most important reason why any business should podcast is of course to increase traffic to their website. And we all know that traffic is the lifeblood of any online business.

Add to this the fact that podcast uses RSS, a technology for content syndication on the Internet.

This allows for the easy syndication and marketing of podcasts.

But of course you need not worry about all this 'techie' talk. My course and e-book "Marketing Rampage with Podcasts" will cut through the 'technical fog' and show you how easy it is to start podcasting.

After all, if my musical drop-out friend like Kenny can do it, I'm sure you can do it too.

2. Increase Market Share, Gain New Subscribers and New Buyers.

This is related to the above. With more traffic to your site, naturally you'll be able to reach out to people you normally would not have access to.

Many podcsters have reported an increase in web site traffic once they started podcasting. Personally I myself have experienced increased subscribers and sales through the simple use of my voice with podcasts.

3. Thirdly, you can brand yourself quickly and easily. Ever watch the TV show hosted by Donald Trump "The Apprentice"? Behind all that glitz, suspense, glamour is an ingenious way of branding the "Trump" name.

It's the same with Podcasting. Through podcasts, you can easily build a brand name around your services or products. This will help you gain brand recognition and build market share.

4. Shh...Would You Like To Advertise To Millions?

There are millions of people with mp3 players who would happily download podcasts to listen. Imagine the huge market you have at your fingertips, but only if you know how.

In my secret videos that come together with my "Marketing Rampage with Podcasts" course I reveal how you can gain access to this pool of ready buyers.

5. Money Making Opportunities.

Podcasts open up a whole new world and new ways of making money.

As the technology and concept is relatively new, there is little competition in this area, which means you stand to gain a lot if you embrace this technology early.

There are many ways that you can monetize your podcasts. In my e-book "Marketing Rampage With Podcasts", I reveal up to ten ways to make money from your podcasts.

Think about all the potential passive income you can earn!

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## **Podcasting Lesson 6: "What Is A Podcast Aggregator?".**

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What exactly is a Podcast aggregator?

The word 'aggregator' sounds like a 'big' word. But it basically just means a reader. Basically, a podcast aggregator is a reader software that allows you to subscribe to podcast.

I'll show you where you can obtain a powerful podcast reader software, easily valued at \$197. With this podcast reader, you'll be able to quickly and easily subscribe to podcasts.

You'll be literally standing behind me and watching me step by step as I show you in video, how to subscribe to podcast and where to obtain hundreds of high quality podcast for free.

A note of warning though. Once you start, you might not want to stop!

Watch out for Podcasting Lesson 7: "Taking Your First Baby Steps..."

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## **Podcasting Lesson 7: Taking Your First Baby Steps To Become A Podcaster**

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Before you learn about how to podcast, it's more important to think about WHAT to podcast.

After all, I will be teaching you a few methods to podcast, from the simple drop-dead method of podcsat with no microphones for beginners to advanced methods.

Let's take some baby steps to your first podcast.

- Spend few minutes to brainstorm some topics you are interested in.

It doesn't have to be new and brilliant content for your first podcast, it should simply be something you have a passion for.

For example, your hobbies. Is it sailing, formula one, soccer, stamp collecting, scrap book etc.

- Narrow down to one or two topics that you really love.

- Spend a few minutes to brainstorm interesting facts that you know about those topics

- Group those facts together under one or two heading. For example, if you choose stamp collecting, you might want to talk about stamp books, storage, maintenance, etc.

This exercise will help to prepare you for your actual podcast, once you've learned the methods in "Marketing Rampage with Podcasts".

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## **Podcasting Lesson 8: Do I Need Expensive Equipment To Podcast?**

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If you're just starting out in podcasting, you can easily create a podcast in seconds or minutes without even the use of a microphone.

This is taught in my course "Marketing Rampage with Podcasts".

The issue of podcasting equipment comes into play when you go from beginner to 'pro' and feel there is a need to use some podcasting equipment.

Honestly, for podcasting, the equipment, should you wish to buy any, is only a microphone. And even then, you can probably get one for below \$50 at most electrical shops.

What about software, you might ask?

Again, software only comes into play when you want to edit your podcast.

And the good news is, I've already included a very powerful Audio Recording Software that can record your voice and at the same time double up as an audio editing software.

Similar software like this easily sell for \$197 but you'll get it free with my e-book course "Marketing Rampage with Podcasts". So the answer is "No, you don't need any expensive equipment to podcast".

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## **Podcasting Lesson 9: "How To Syndicate Your Podcast To Tens of Thousands of Ready Listeners".**

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In one of my earlier lessons, I mention about the TV show "The Apprentice" by Donald Trump, one of USA's leading businessman and tycoon.

Shift your attention from Donald Trump to the TV station.

How do you think the TV station makes money?

Why, from the air time that they charge companies for advertising, of course! Ever seen those commercial breaks during popular TV shows? I'm sure you have.

Now, imagine, if you had a way to slip in Your own Ad during the program for FREE, and exposing your message or advertisement to thousands of viewers.

What would that do to your business? I'd bet you'd be having a full day the next few days taking calls, inquiries or orders. Now, extend this concept to the world of Podcast. There IS a ready market due to the fact that there are MILLIONS of digital device owners.

Digital devices are basically your iPods, your Creatives, or other type of mp3 players. These people are searchig the net all the time to download the latest audio materials to listen to.

With Podcast, like the TV station, you are now able to syndicate and advertise your message to tens of thousands of listeners, interested in the topic you'd like to discuss.

You'll be able to reach out to new markets, gain new subscribers and new customers, with \*ZERO\* advertising fees.

Does that excite you?

In fact, we'll be talking about "Niche Podcasting" but before that, let's take a look at the different podcast formats. This will give you a better idea of the style you want to adopt when running your own podcast show.

[Learn how you can grow, multiply and expand your business with Podcasts...and have FUN doing at the same time.](#)

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## **Podcasting Lesson 10: Different Podcast Formats**

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When you order my e-book "Marketing Rampage With Podcasts", I'll share with you about the 8 different podcast format.

In this lesson, we'll just look at two podcast formats, namely:

a) The Interview Show

Just like the popular Jay Leno talk show, in this format, you act like an interviewer, asking or interviewing someone.

This person can be an expert in a certain field, for example, keeping aquarium fishes, or an internet marketer, a fitness instructor, and so on.

b) The call in show.

In this format, people phone in and you talk to them.

This works well in any problem diagnosis situation, where people ask you for help with their problems or questions.

For example, a phone in show about gardening, or their maintaining a SUV or Powerpoint tips and you give advice to them that is practical as well as value add.

With so many podcast formats available, it's important to understand how each one works and choose one that best suits your style.

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## **Podcasting Lesson 11: Secrets To A Successful Podcast**

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The secret to a successful podcast is still....CONTENT.

People want to subscribe and listen to something that adds value to their lives, something that helps them solve their problems, answer their questions and so on.

However, what content should you be podcasting about?

The answer is simple. Just look at what you're good at, or at least have an interest in. Generally, if you have an interest in a topic, it will be quite easy to share what you already know as well as to pick up and learn new things related to that topic.

Which brings us to the term "niche podcasting".

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## Podcasting Lesson 12: Podcast To Your Niche

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There's a saying that goes something like this:

"If you want to be broke, market to all the folks. If you want to be rich, market to your niche". How true is this statement. Regardless of what business you're in, you have to target the right people.

It's the same with Podcasting.

Remember in the previous lesson, we discuss about the secret of successful podcasting, which is none other than Content.

And this leads us back to our niche.

Don't worry right now about advertising, just look for a niche markets to serve.

The farther you drill down into the niche, the better chance you have of getting your podcast heard.

For example, you might be a person who likes to read books.

So your niche will be "books". But don't just stop there. Drill down further.

What type of books do you normally read? Is it romance or science-fiction?  
If it's romance, who are your favorite authors? What do you like about him/her?

Come up with a few categories and then develop your podcast around these categories or "sub-niches". You can find more examples of how to do this in my e-book.

You'll find that providing content on a particular topic is very easy if it happens to be something you enjoy. Don't worry about running out of ideas or where to start.

Here's a good example:

<http://www.coffeegeek.com/>

If you love coffee as much as the rest of the world, then you'll love this podcast about all things coffee. Whether you're a coffee drinker or a coffee shop owner, this podcast offers something for everyone.

This is just one example of a specific niche market served by a podcast.

My e-book provides plenty of examples to get you going. I'll show you where you can listen and subscribe to podcasts of various topics.

Besides, I've also included video tutorials to guide you along, as well as detailed step by step blueprint for creating your own successful podcasts.

**[Learn how you can grow, multiply and expand your business with Podcasts...and have FUN doing at the same time.](#)**

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## Podcasting Lesson 13: How To Make Money With Podcasts

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In my e-book "Marketing Rampage With Podcasts", I will show you ten ways of monetizing your Podcast.

A traditional, time tested way of making money is Advertising and this works for Podcast as well.

Take a look at this niche site again:

==> <http://www.coffeegeek.com/>

This site would have a pretty good flow of traffic as indicated by the high page rank (six out of ten)

In any case, the site has a lot of useful content on coffee and as a coffee lover I'll definitely come back!

Coming back to the topic of making money with Podcasting.

Perhaps I'm doing a podcast on Coffee Arabica from "San Francisco Coffee".

What I can do is, I can slot in the advertising message that goes something like this:

a) "The podcast today is sponsored by "San Francisco Coffee" ....

OR

b) Now, let's hear a brief message from our sponsor, "San Francisco Coffee" .....

You get the idea.

When marketing your podcast to advertisers, develop a very quick explanation of what a podcast is, then tell them what your podcast does, and how many listeners it reaches.

And most importantly: tell them the benefit they will receive from advertising with you!

In my e-book "Marketing Rampage With Podcasts", you'll learn up to ten ways of making money with your podcast, either directly or indirectly.

And by the time you're done, you've can probably spin-off more ideas from these main ones.

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## **Podcasting Lesson 14: Putting It All Together**

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We've come to the end of our E-course ["Marketing Rampage With Podcasts"](#)

I hope you enjoyed it and found the lessons to be of value and helpful.

By now, you should have an idea of:

1. History of Podcasting
2. 'Dummies' Definition of Podcasting
3. Myths of Podcasting
4. Five Ideas How Podcasting Can Help Your Business
5. Top Five Reasons Why You Should Podcast
6. What Is A Podcast Aggregator?
7. Taking Your First Baby Steps...
8. Do I Need Expensive Equipment To Podcast?
9. How To Syndicate Your Podcast To Tens Of Thousands Of Ready Listeners
10. The Different Podcast Formats
11. Secrets To A Successful Podcast

## 12. Podcast To Your Niche

## 13. How To Make Money With Podcasts

If you'd like to start utilizing podcasting as a way to build, grow, expand and multiply your subscribers and customers, I'd strongly recommend you to order my e-book course "Marketing Rampage With Podcasts".

You'll be learning more than what you did in my E-course PLUS you'll receive over \$394 in bonuses, including software and video tutorials to guide you step by step.

[Learn how you can grow, multiply and expand your business with Podcasts...and have FUN doing at the same time.](#)

PS: If you're still undecided, just look at some of these testimonials below:

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### **Testimonial 1:**

I just have to say that your e-book and course have cleared up so many questions I had podcasting. You have finally given me the step-by-step formula for driving traffic to my sites and to grow my online business.

Thank you for putting in the time and effort! Many people might think that it's easy to put together a package like this, and maybe it isn't exactly rocket science, but nobody else bothered to do it. I hope that as you pick up new and improved techniques in podcasting that you will share this with your subscribers.

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**Testimonial 2:**

I found your course EXTREMELY helpful, easy to understand, and well-written.

You really give useful information right up front which prompted me to actually order your e-book, Marketing-Rampage-With-Podcasts, after the 3rd lesson.

The "do as you learn" approach you used in the ebook works beautifully to pull the reader into the process of podcasts as opposed to just reading about them.

Thanks for TOP quality information at a great price!

Kimberly Haeck

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Your course should be labelled the "The Easiest Podcast Bible For Dummies"

I can't think of a single thing that you haven't covered in your step- by-step e-book and videos. I didn't know I was leaving so much money on the table until you came along!

Thanks Brandon!

William Hayden

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