

# Podcasting 101

Your Voice. Your Expertise. Your Customer's Commute.

## The Benefits of Podcasting.

With a podcast, your most passionate customers can easily take your expertise, insight, and brand wherever they go; on their commute, during their workout, wherever they listen to music.

Most podcasts are MP3 files, so it's easy for your customers to share your message with an untapped audience.

## No iPod? No Problem.

Podcasting is simply audio automatically delivered via the internet for playback whenever listeners want.

It doesn't require an iPod or any portable player. You can listen to podcasts at your computer and in your web browser.

## Fresh Podcasts Here.

Many applications can receive podcasts and have a built-in podcast directory. The most popular are:

### Apple iTunes

<http://apple.com/itunes/>

### Ranchero's NetNewsWire

<http://ranchero.com/netnewswire/>

### Juice Receiver

<http://juicereceiver.sourceforge.net>

## For More...

Additional insight on the benefits of business podcasting and weblogging available at the:

### Working Pathways' Work Better Weblog

<http://workingpathways.com/workbetter>

## Why Start Podcasting?

The convenience and cost-effectiveness of podcasting makes it a very attractive marketing tool. In contrast to other audio marketing channels like AM, FM, or Satellite radio, podcasts have both worldwide and local reach.

## Connect with Your Customers.

*For experts like yourself:*

Podcasting makes a personal connection with customers using the power of your voice. Extend the reach of your events, conference calls, and teleseminars. Podcasting is perfect for reaching niche affinity groups with specialized, in-depth information.

*For conventional media:*

Podcasting can reach a busy audience no longer following via traditional means - whether due to geography or time constraints. Podcasts continually reach this audience, providing access to your programs on their schedule.

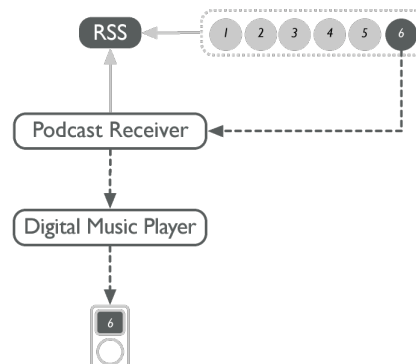
## Add More Hours to Your Day.

Podcasts also offer flexibility of format, length, and content unavailable in conventional media. Each television channel is limited to 24 hours of programming, divided into 30 minute and 60 minute chunks. An audio or video podcast can be any length and published at any frequency. Podcasting's low-risk environment is perfect for sampling new programs for both the producer and the audience.

## Who's Podcasting Today?

Commercial and public broadcasters are quickly migrating their programs into podcasts. Technology companies like IBM, Cisco, and Jupiter Research are podcasting investor and trend information. Independent producers are podcasting everything from small business tips to fictional languages to wine selection techniques and pioneering new forms of audio entertainment.

## How Podcasting Works:



1. A new podcast is published and the RSS file is updated, linking to the new episode.

2. The listener's podcast receiver sees the RSS file was updated, downloads the new episode and sends it to the listener's digital music player.

3. The digital music player sends the new file to the listener's portable player.

## How can podcasting help your business?

Call 612-325-9110 or email [vanburen@workingpathways.com](mailto:vanburen@workingpathways.com) to speak with Garrick Van Buren, Working Pathways' Podcast Consultant

