

A Guide To Broadcasting For Traffic Creation

TRAFFIC GENERATION



BROADCASTER

Digital Training Course



Chapter 1 - Radio Shows..... 5

 What Free Talk Show Services Are Available..... 5

 Before The Pros and Cons of Each..... 6

 Paid Internet Talk Radio Studio Services..... 8

Chapter 2: The Best Service Out There..... 11

 Viral Marketing Strategies..... 11

 TalkShoe Step-By-Step Instructions..... 14

 Recovering Your Username and/or Password:..... 15

 Creating and Scheduling Your First Call:..... 15

 Creating a New Call Series:..... 16

 Creating a New Episode:..... 16

 Starting Your Call/Show:..... 17

 Running Your Call/Show:..... 17

 Tell Callers How to Reach Your “Shoe”:..... 17

 Changing an Episode Date, Start Time, Title, or Description: 18

Chapter 3: Preparation..... 20

 16.Using The Listener/Participant Invitation System..... 20

Chapter 4: Practice Makes Perfect..... 22

 What You Should Test During Your First Rehearsal..... 22

Chapter 5: Fearless Presentations..... 25

 Preparation Is Key..... 27

 You Can Practice Live All You Want For Free..... 27

 Plan Your Rehearsals But Keep Them Simple..... 28

 Standard Format For Internet Talk Shows..... 29

Chapter 6: Dealing With Crowds..... 34

 House Rules – Laying Down The Law..... 34

 Opening Your Call With All Callers Muted..... 36

 The Potential For Irate Callers Is An Unknown..... 37

 Managing Your Talk Show From Anywhere By Phone Only..... 38

Chapter 7: Running The Show..... 40

 To Produce Yourself Or Not..... 40

Adding Music and Sound Intro's With vEmotion.....	42
Chapter 8: Organization.....	44
Planning Your (First) Live Show.....	44
How To Find And Prep Your Guest Expert.....	45
The Discovery Call.....	47
Send The Pre-Interview Call Agenda.....	48
Be On Time For The Pre-Interview Call.....	49
Preparing For Your (First) Live Show.....	50
Chapter 9: Promotion.....	53
All The Normal Internet Ways To Promote A Site.....	53
Promoting Your Shows As Podcasts.....	54
Low Cost & No Cost Podcast Promo & Marketing.....	55
What You're Really After.....	55
Knowing Your Features And Selling The Benefits.....	59

TRAFFIC GENERATION BROADCASTER

CHAPTER ONE



CHAPTER 1

RADIO SHOWS

Chapter 1 - Radio Shows



What Free Talk Show Services Are Available

I am only aware of 2 FREE Talk Radio Services currently available:

- [TalkShoe](#)
- [Blog Talk Radio](#)

Here is a basics comparison chart for your convenience:

Feature	TalkShoe	Blog Talk Radio
Free Service	Yes	Yes
Host Control Panel	Yes	Yes
Maximum Callers	300	Unknown
Host Video Tutorials	Yes	Yes
Timely Support Replies	Yes	Yes
FAQ's	Yes	Yes
Special Equipment Needs	None*	None*
Instant Episode	Yes	No
Remote Broadcast	Yes	No
Widget Players	Yes	Yes
Upload Intro Music Clips	No**	Yes**
Show Auto Recorded	Yes	Yes
PodCast Friendly	Yes	Yes
Recordings Archived	Yes	Yes

RSS Feeds	Yes	Yes
Play On I-Tunes	Yes	Yes
Software Required	No***	No***

* Some additional equipment can be helpful and will be listed later.

** For TalkShoe there's a work around for intro music – listed later.

** Additional audio editing software can be helpful – listed later.



Before The Pros and Cons of Each

Please understand these systems are free. This is the Internet we are talking about and the Internet is far from perfect as you well know.

Both TalkShoe and Blog Talk Radio (BTR) will occasionally have technical issues that can be troublesome. However, when hosting on these systems, understanding your shows are not costing your \$100.00 to \$1,000.00 each to produce. They are free.

You can take a look at each system's Forums and see that indeed there are issues with each. However you will find far less complaints regarding technical issues on TalkShoe's Forum than you will for Blog Talk Radio's Forum over the last 30 day period. This may change, but as of this writing, that's the way it stands.

As well it has been my experience that TalkShoe out performs BTR on the technical front. I have interviewed 5 talk show hosts from BTR and TalkShoe. Both have their reasons for sticking with the system they are with.

TalkShoe Live - Pros and Cons

I simply have not found many “Cons” worth mentioning with the TalkShoe service as an I-Talk Radio platform. The only major thing I can see as a needed feature is the ability to upload intro music clips to play at the beginning and end of your show or show segments. There is a work around for that issue I will discuss later. The one minor thing that is somewhat of an issue for me has nothing to do with their I-Talk Radio platform but their website. It is slow because it runs a ton of flash and push navigation which slows down FireFox quite a bit and IE not quite as much. However, if you download and install the new web browser from GOOGLE called “Chrome”, the slow website will not be an issue. Download Chrome > www.google.com/chrome

Blog Talk Radio - Pros and Cons

Outside of the technical issues that for now seem to be more frequent and troublesome than TalkShoe there is not a whole lot to say. Most users I’ve talked with are content to stay with BTR having gone through periods of more than less technical issues and those periods of more issues have come an gone. One of the features I do like that TalkShoe does not have is the ability to upload music intros for your shows. It just gives it a little more of a professional feel to your show. The pages on their site load quicker than TalkShoe’s which is good but they don’t even have a “Site Map” page like TalkShoe does. That kind of navigation interface would be very helpful on the BTR site.

Paid Internet Talk Radio Studio Services



Paid Internet Talk Radio Studio Services

If you have a Rolls Royce budget you can have the best of the best at WsRadio.com where they are heavy on professional production quality. But their Turnkey solution will cost you \$500.00 for 1 show monthly up to \$1500.00 monthly to do 1 show weekly.

You also have to go to their studios to do your show live or record it at an affiliate radio station studio and send in the studio quality recording to WS to be aired. WsRadio.com does offer a free audio tutorial available on their site about the merits of having your own talk radio show but while it is interesting, it is actually just a pitch to sell you their \$3,200.00 training course to learn how to become a professional talk show host. A bit pricy for my blood, but like I said, if you have a Rolls Royce budget, this may be your ticket to the big time in a hurry.

While WsRadio does boast of a 3 Million people listening audience the likelihood of any of those listeners having an interest in your niche is debatable. Their talk show roster includes companies like: Price Waterhouse, Ebay Radio, Comrix and other big corporate accounts.

While this type of paid talk radio show hosting has all the Pros, there is a Con. They only have 4 incoming lines for callers. There is no chat session available to you during a talk show and no way to cue questions from callers. Everything is handle on a first come first serve basis and all callers over the first four get put in a cue listening to MUZAC. Not exactly what I would call totally interactive the way TalkShoe is.

There are other paid Radio Talk Show host services like BBS-Radio you may want to take a look at. Their prices are considerably less than WsRadio but the primary point of this guide is to tell you how you can make money hosting your own talk radio show without having to spend any money.

BBS Radio Pricing for comparison:

BROADCASTING OPTIONS:

- prices are per broadcast hour -

- \$59 — Station #1 & 2 Live 1 hour per week
- \$55 — Station #1 & 2 Live 2 hours per week
- \$50 — Station #1 & 2 Live 3 hours per week
- \$45 — Station #1 & 2 Live 4 hours per week
- \$38 — Station #1 & 2 Live 5 hours per week
- \$75 — Station #1 & 2 Live Bi-weekly
- \$35 — Station #3 all programming

So there are less expensive services, however we are going to discuss free services in this particular guide. With that said, let's move on to the next chapter.

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CHAPTER TWO

CHAPTER 2

THE BEST SERVICE OUT THERE

Chapter 2: The Best Service Out There

Here I am going to use TalkShoe as an example.



Viral Marketing Strategies

Some strategies are obviously going to work better than others. The Hotmail campaign in which “free” services are utilized with no apparent cost to the end-user, are no-brainers. Approaches where some initial up-front costs are charged to credit cards or where “future” charges will be incurred are much less likely to generate active involvement.

- Go to www.TalkShoe.com and click on signup at the top left.
- Fill in the account signup form.

It is recommended you use the phone number you will be calling in from for your PIN (Personal Identification Number). Agree to the terms of service and click the “Create User” button.

That’s it for sign up. On the next page you will see a large blue “Continue” button. Click continue button to proceed. You will be returned to the home page but you will be logged in.

- Check your email. You should receive an email.

If it doesn't appear you received the email, check your junk/span folder. If it is there white list the TalkShoe email address it came from. File the email where you can find it if you need it.

Now go back to your web browser which should be still opened to the home page. You will see your user name in the top right of the page where it will say, "Hello YourUserName", indicating you are logged in. In that same area of the page click on help.

You can click on the link in item "A." or go directly to the video tutorial page here: www.talkshoe.com/se/help/videoDemos.html

On this page should watch each of the video tutorials from left to right. Don't miss the video tutorials down on the right as well.

You will see the following content on the page and I want to explain something about what is stated here:

Connect with Your Audience.

TalkShoe is a unique website for people to participate in live interactive podcasts -- called Community Calls™. You can [host](#), join or [listen](#) along to a live or recorded Community Call. Hundreds of people can talk and chat live, thousands can listen in (audio streaming to computers), and an unlimited number of people can download or podcast the recorded talk show.

Participants can use the TalkShoe Live! Pro software, which has a number of unique features including: 1) integrated live talking, and text chat, 2) see-who's-talking indication, 3) request-to-talk, and 4) listen-only mode. Hosts have additional controls including start/stop recording, muting, censoring, and request-to-talk queue management.

Note the first sentence in the 2nd paragraph above makes reference to the “TalkShoe Live! Pro software”. It is no longer necessary to use this software if you are calling in using any type of telephony device such as regular landline, cell phone, cordless phone etc. You can use the new Web Client that starts automatically when you enter a call/chat episode. But you will have to have the [JRE JAVA Run Time Engine](#) installed on your computer.

However, if you are using a VoIP (Voice over Internet Protocol) phone you may have to use the “TalkShoe Live! Pro software”, to host your show. While VoIP works well for some people, that technology hasn’t quite come up to commercial standards yet as far as I’m concerned. I do NOT recommend you use VoIP or SIP systems to host your shows. As the technology continues to evolve and improve, I’m sure I’ll be changing my mind on this issue.

Below is a group of step by step directions for different features you have to set up and control your calls. I could have just put a link here to each of the individually, but if you have this open you can more easily go down through the list or directly to the directions you need by clicking on the Table Of Contents at the beginning of this guide. It will make it easier for you than going through FAQ’s.

If you want to skip down to the section on setting up your first test rehearsal call, you can [CLICK HERE](#) to skip past these instructions below. Don’t forget they are here for future reference:

New Hosts; TalkShoe Step-By-Step Instructions



TalkShoe Step-By-Step Instructions

October 5, 2008 at 11:16 am | Author: Dave Nelsen | In [Announcements](#), [What's New](#) | 

We've seen many former Skypecast users show up on [TalkShoe](#) recently. Let me be the first to welcome you! Below are simple step-by-step instructions for a variety of basic actions on [TalkShoe](#). First, here are some of the advantages of TalkShoe:

1. [TalkShoe](#) is built on the best conferencing technology on the planet, same as used by NASA and 80 telcos worldwide for their best business teleconferencing customers. On TalkShoe, you can have 300 simultaneous callers while being in complete control just like a radio talk show host.
2. TalkShoe allows voice over IP (VoIP) callers from its own integrated ShoePhone application (download and install [TalkShoe Live Pro](#)) or any SIP-standard alternative including [Gizmo](#), [SJPhone](#), and X-Lite. Skype is not SIP-compliant but if desired you may use SkypeOut to call TalkShoe at 724-444-7444.
3. TalkShoe also allows callers from VoIP softphones, plus landlines and cell phones. That enables a whole world of participation.
4. All TalkShoe features are free. If you're not using VoIP, please check with your phone company to see if they charge you (incrementally) to call 724-444-7444. Many people have flat-rate calling plans (Vonage, etc.) and free cell phone minutes.
5. TalkShoe calls can be recorded and distributed as podcasts (listed in iTunes), completely automatically. This can increase your audience by 20X on average.
6. People can listen and chat live *without downloading or installing any software*. These folks will show up as "guests" in your TalkShoe Live display.

Keep in mind that like a radio talk show, TalkShoe is built on the philosophy of dictatorial host control. You can enable or block any text chatter and mute or un-mute any caller; you may do so individually or all together (e.g., mute all).

Here are step-by-step instructions for a variety of tasks. Start at www.talkshoe.com, then:

Sign-Up:

1. Click the white “Sign Up” button in the upper left header area.
2. Fill in the six mandatory fields, hovering over the “?” next to each field for more detailed instructions.
3. Complete by clicking the green “Create User” button. Click the Continue button when the system indicates “user created successfully”. Downloading the TalkShoe Live Pro client is optional at this point (see topic below).

Sign In:

1. Click the white “Sign In” link in the upper left.
2. Enter User Name and Password and click “Remember Me” if you are working from your own computer.
3. Complete by clicking the white “Sign In” button.

Recovering Your Username and/or Password:

1. On the Sign In page (as above), click the link that says “forgot username or password” and enter the email address you specified at sign up.
2. Complete by clicking the green “Send Password” button.

Creating and Scheduling Your First Call:

Keep in mind that TalkShoe uses the term “Episode” to describe an individual call, and “Call Series” to refer to all episodes that are for the same group or theme. Think about a TV “series” (Gilligan’s Island) and individual “episodes” (Gilligan finds another way to screw up their rescue).

To create a call episode, you must first start from an existing or new call series as follows:

Creating a New Call Series:

1. Click the green “Create” button in the upper left header area. The first time through, you’ll see a short overview of the process on the first screen. Click “Get Started” to continue.
2. Enter a title for your Call Series or use the default title selected for you. This can easily be changed later.
3. Set the desired options or accept the defaults. Notice the orange link for “Advanced Options”. Again, these can easily be changed later.
4. If you’re ready to do a call immediately, click “Start Now”, otherwise select “Schedule” and fill in the episode options.

Regarding Start Time and Episode Duration, these are just to set audience expectations. You may actually start any time during the scheduled window or up to 15 minutes early; once started, you may run as long as desired up to 5-hours of recording or 24-hours of talking. You’re in total control.

Creating a New Episode:

- 1) When “Signed In” to TalkShoe (notice your user name in the upper right), you will see a white button labeled “myTalkShoe” in the upper left area. Whenever in doubt, click it. Notice the nine tab topics down the left side (lots of good stuff here). By default, you’ll see a list of “My Calls” (meaning “Call Series”).
- 2) Click the title of the desired call series.
- 3) Across the top, you’ll now see four tabs. Click the second one to “Schedule Episode”.
- 4) Complete the fields and click “Next”. Click “Complete” unless you want to “invite guests to your call” using TalkShoe’s email engine.

Accessing Any of Your Call Series (and accessing recording archives, scheduling episodes, etc.):

1. Click the white button labeled “myTalkShoe” in the upper left area.
2. Click the title of the desired Call Series. You’ll be able to access a wide variety of call-specific activities from this “Call Series page”.

Starting Your Call/Show:

1. Go to your Call Series page (as above).
2. To use the web-based TalkShoe Live client, click the green upper “Start My Call” button. To use the more feature-rich downloaded client, click the green lower (and smaller) “TalkShoe Live Pro” button. Note: These buttons will appear 15-minutes before your episode’s scheduled start time.

Running Your Call/Show:

There are a wide variety of functions to allow you to manage and control your call. Please view the videos available here: [TalkShoe Live client how-to videos](#).

Tell Callers How to Reach Your “Shoe”:

1. Call 724-444-7444
2. Enter Call ID [your 5-digit call ID here] followed by the # sign
3. Enter their TalkShoe PIN or press 1# to join as a guest (do not give out your PIN; it can be used by just one person at a time)

TalkShoe allows voice over IP (VoIP) callers from its own integrated ShoePhone application (download and install [TalkShoe Live Pro](#)) or any SIP-standard softphone including [Gizmo](#), [SJphone](#), and X-Lite. Skype is not SIP-compliant but you can use SkypeOut to call 724-444-7444 (note: Skype charges for this). The address for Gizmo is 123@66.212.134.192; the address for SJphone and most other VoIP clients is 66.212.134.192. As far as we know, all “pure VoIP” calls are totally free from anywhere on the planet to TalkShoe.

Changing a Call Series from Private to Public (or Vice Versa) and many other options:

1. Go to your Call Series page (as above).
2. Across the top, click the first of four tabs titled “Update” and make the desired change.
3. Click “Update Call” to save changes.

Changing an Episode Date, Start Time, Title, or Description:

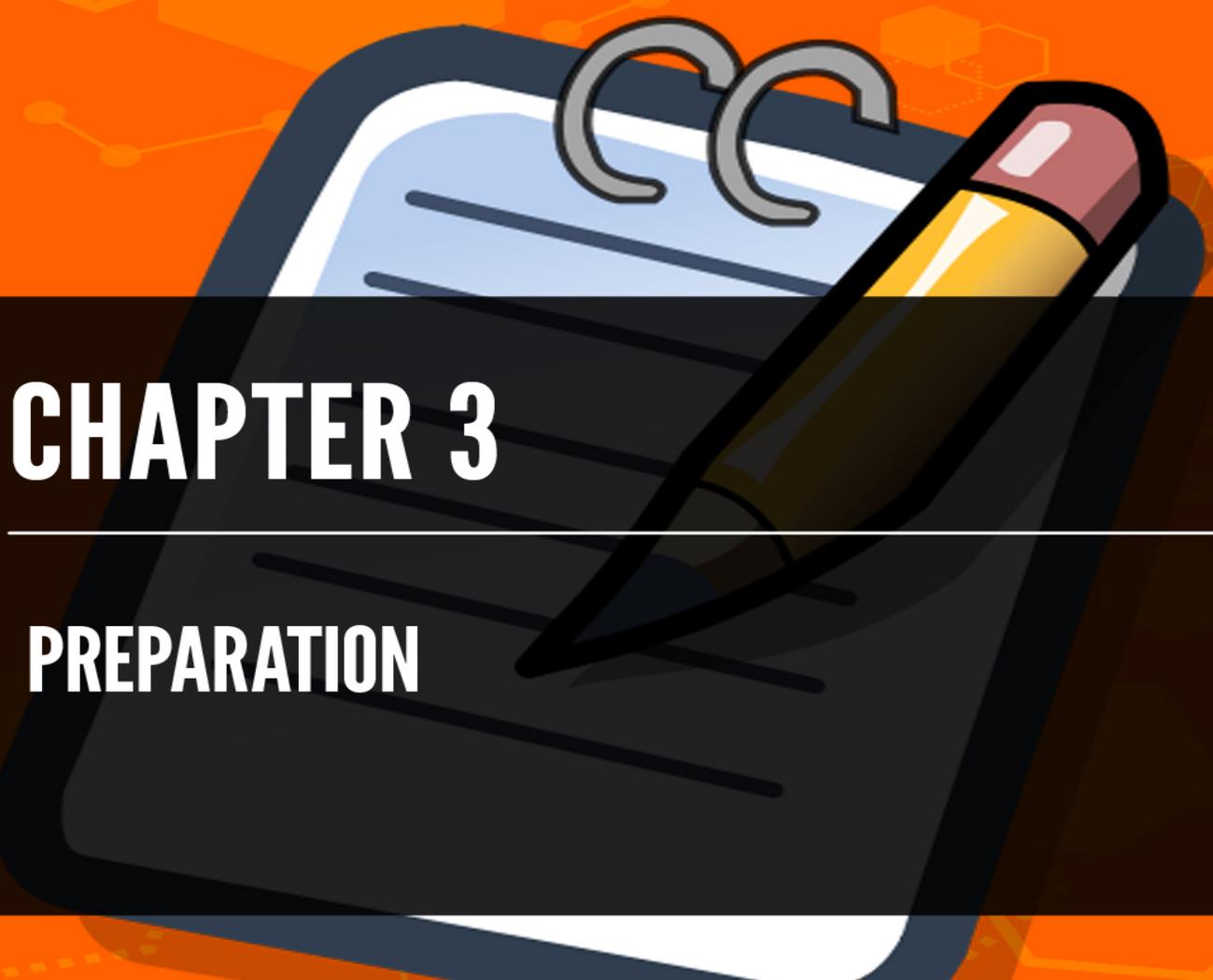
[You must do so before it goes live; IOW, at least 15 minutes in advance]

1. Go to your Call Series page (as above).
2. To the right of the Scheduled Episode, click the “Update” button
3. After making the desired change(s), click the green “Update Episode” button to save changes.

By now between the video tutorials and the written step by step tutorials above, you should be ready to set up your first live test call. However, when doing a test call or a show rehearsal call, you should make them unlisted so you don't give the public the ability to listen in. **IMPORTANT:** Call 3 or 4 friends and decide on a date and time they can join you on your first test call.

TRAFFIC GENERATION BROADCASTER

CHAPTER THREE



CHAPTER 3

PREPARATION

Chapter 3: Preparation

- 1) Go to the TalkShoe home page www.TalkShoe.com and then sign in.
- 2) Top right of the home page Click on "Sign-in" as indicated above.
 - 3) Once you are signed in click on the "Create" button on the top left side of the home page.
- 4) On the next page mouse over items 1, 2 and 3. Then click on the green "Get Started" button. You will be transferred to this page: (For your first Test Call Title you can enter Test 1.)
- 5) Be sure to click on the "Unlisted" radio button for "Type" and leave the "Manual" radio button selected for "Recording". Setting the "Type" to "Unlisted" means it will not be listed on live shows on the TalkShoe home page or your Talk Shoe Page. That way no one but the people you invite to the call will be able to listen in live or to the recording of the call.
- 6) Now click the green "Schedule" button to go to the next step.
- 7) Here are the instructions for the next screen - shot below:
 8. Click on the calendar icon and choose a date for your test.
 9. Select the hour, minute & AM/PM for Test 1 start time
 10. Do NOT change the episode title
 11. Enter a description of what your call will be about
 12. Set the Episode duration (1/2 hour should be plenty for your first test show call.
 13. Click the green "Next" button.
14. Remember times shown are always Eastern Time Zone. If you live in another Time Zone you'll have to compensate accordingly as will your invited guests.
- 15) Click on "or click here to invite guests to your Unlisted Call"
Next you will invite your guests and participants.

16. Using The Listener/Participant Invitation System

- 17) Invite your guests through this invitation panel as indicated.
- 18)
After clicking the green "Send to all on Invited List" button you will see a confirmation screen.
- 19) Check your email. Your guests will receive an email that looks similar to this.

TRAFFIC GENERATION BROADCASTER

CHAPTER FOUR



CHAPTER 4

PRACTICE MAKES PERFECT



Chapter 4: Practice Makes Perfect

You will want to accomplish several things during your rehearsal. After you have done some practice calls with just yourself on the call, it can be very beneficial to set up some practice calls to check out how you sound etc, and then with some friends on a practice call to check out the TalkShoe system and it's control features.

Get 3 To 5 Friends To Join Your Rehearsal Call (Or More)

Surely you know of 3 people you can have join you on a call that you will feel comfortable talking with. After all that is really all you will be doing initially. If you need to, ask them to hold any comments or constructive criticisms until they have helped you with your first live rehearsal mock up of how you want to do an actual show. Regardless of what they have to say (Unless it is positive), you don't need to hear it in the very beginning of your efforts to learn.

What You Should Test During Your First Rehearsal



What You Should Test During Your First Rehearsal

Here is just a few things that you should test and go over thoroughly during your first initial rehearsal and practice session:

Can You Hear Them? Can They Hear You?

You should make sure on your test calls with friends that you can hear them and they can hear you. Get used to positioning your headset microphone so you are speaking right into it.

Otherwise you will sound distant. You don't want your listeners to have to strain to hear what you are saying. Using a head set that has a volume control is very convenient. This will be discussed in the "Additional equipment to consider" section.

Making Your Talk Show Control Board Your Friend

You can set up your calls to start out with everyone that comes on the call is already muted. This avoids having immediate background noise like you would experience on a regular teleconference bridge call.

Recording Solo Practice Calls

All you have to do to start recording a call show is click the green record button at the top of the TalkShoe control panel. While you can set up your calls so they start recording as soon as the host calls in, I do not recommend it, unless you are doing a solo practice call and even then it isn't necessary.

Muting and Un-muting Callers

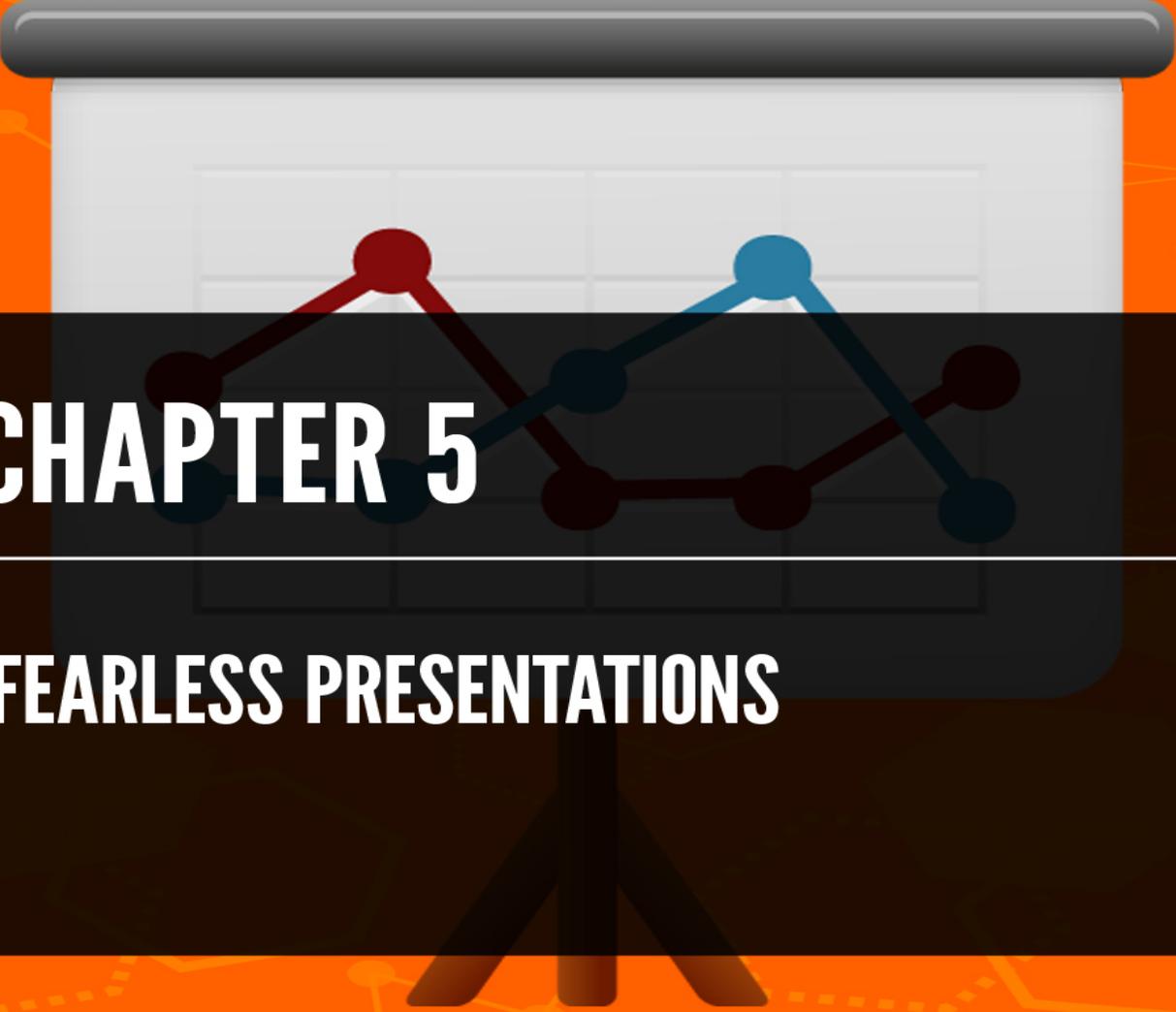
When you do your practice calls with your friends, practice muting and un-muting them. Notice how long it is after you un-mute them before you can actually hear them talking. Sometimes it is only a second or 2, but depending on the speed of your Internet connection it can be a little longer. Make notes as to how long it takes.

Practice using the Control Panel Chat System

Review the host control video tutorial if you have questions about chatting with online users in your control panel. Also practice controlling your friend callers using Mute, Allow and Censor.

TRAFFIC GENERATION BROADCASTER

CHAPTER FIVE



CHAPTER 5

FEARLESS PRESENTATIONS

Chapter 5: Fearless Presentations

As I stated previously, “If you can talk on the phone with a friend, ask that friend questions about something he/she knows that you are interested in, then you can be a talk show host”.

Now understand, you can just set up your talk show and hire a talk show host but that usually takes money. If you have a friend or business associate that has experience hosting teleconferences, they would be perfect.

You could also do a joint venture where you handle all the technical issues including the formatting of each show, loading the host content and questions in your PC Teleprompter (Listed in resources), sending your host a copy, setting up the show calls in TalkShoe and handling the control panel during the calls. Arrangements like this can work out quite well. The downside of course is you will be splitting the profits from they type of endeavor.

But if you want to host your own show, you don’t need to have any fear about whether or not you can do it and do it well. You can! Maybe not your first few calls but soon there after. It all depends on your preparation and practice.

If you think you have to have the voice of a professional announcer or voice over artist, you’re wrong. Just listen to some of the veteran hosts that are doing shows on BTR or TalkShoe. You’ll see what I mean. What is important is the content, a well organized format and breaking habits like using “Uh” or “Umm” entirely too much. And having their show formatted well enough that there is little if any dead air time.

The truth is there are hundreds of people now doing their own Internet Talk Radio Shows that had never hosted a talk show before in their lives. If they can do it; you can do it.

Just take a listen to some of the shows on TalkShoe now and you will hear people that have just started out and those that have hundreds of episodes under their belt. You will probably notice the host that are doing their debut show will make mistakes and sound far from professional. Why don't you go ahead and go to the site now at www.TalkShoe.com and listen to some live shows and some recordings of some live shows. You'll see what I mean.

Those that only show 1 or 2 episodes have probably just started. Or they may have started some time ago and abandoned their show. The GAVE UP! Obviously those that have pages of episodes listed should have some pretty smooth and professional sounding shows. But that is not always the case. Like I have said; Internet Talk Radio is not main stream radio and the audiences are far less demanding of perfections. Just remember the veterans had to start somewhere.

When you ask most of the veterans how they got their start doing their own I-Talk Radio Show, the response is likely to be something like this: "I didn't have any experience, I new there was money in it and exposure that could make be perceived as an expert in my niche and therefore potentially serious money to be made doing it, so I went for it. I had to learn everything the hard way, but it has really paid off. You won't have to learn everything the hard way and by trial and error because you have this guide. So you will be starting out better prepared than the current veterans did. So lets get you prepared.

Preparation Is Key



Preparation Is Key

Preparing for your call is extremely important. Preparation makes the difference between your show sounding professional or amateurish. People listening to I-Talk Radio Shows are looking for content that is not necessarily main stream. Still the more professional and content rich for your niche, your show is, the more likely your listeners will stay, listen and in a live show even participate by asking question or offering opinions. So you need to get your format down and what you are going to say as part of your show format needs to be well rehearsed.

You Can Practice Live All You Want For Free



You Can Practice Live All You Want For Free

Since it isn't costing you anything, it would be wise to do a few unlisted calls by yourself and record them. Practice saying the things discussed in the next section like your introduction etcetera while recording the call. Obviously you want to set these calls up as "Unlisted". You won't be able to listen or download the recordings for 24 hours, (Sometimes a little longer).

You can also just record yourself into a digital recorder or tape recorder for practice. I know it is said that "Practice, Practice and more Practice makes perfect". However, you only really need to

practice until you feel somewhat comfortable reading your speaking part for your shows. Perfection will really only come with doing your show live. But don't worry, you will get there.

SIDE NOTE: Anyone who wants to become a true professional will download each of their actual live shows and listen to them for things they can improve on, change or eliminate.

Now that you have done some calls with just yourself, and after you do your 2nd or 3rd Test shows/calls to get used to your controls, you have to format your show in your teleprompter and get a few of your friends that have agreed to be on the practice show rehearsal and actually go through a full mock up show.

Plan Your Rehearsals But Keep Them Simple



Plan Your Rehearsals But Keep Them Simple

You should practice what you will say on the show, reading it out loud until it does NOT sound as if it is being read. You want to do it until you sound natural and relaxed. It helps to smile as you read. Your attitude will show through your voice, so get up for your show but stay as relaxed as you can.

Your test or practice shows by your self or with friends do not need to be complete mock ups of an entire show. You only need to get familiar with your controls, how to use them, when to use them and comfortable with what you will be saying in your speaking parts of the show. It is best to practice using a teleprompter.

Free Teleprompter Available

One of the best ways I have found to format and rehearse a show is to use a PC on screen Teleprompter. You can find an excellent FREE Teleprompter at BrotherSoft.com. Scroll down until you see the red download arrow and click Download now”.

It is extremely user friendly. Use the help feature to learn how to use this handy little program in about 10 minutes. To become a professional talk show host you will want to have your show intro, interview questions, and interim statements pre-loaded into your teleprompter. Notice, it will take some practice to get used to using this tool, but once you are used to it, you’ll be very glad you have it.



Standard Format For Internet Talk Shows

You and your guest can call into your show up to 15 minutes prior to air time for any last minute issue discussion and to make sure you can hear your guest and they can hear you.

When you set up your call you can and should set it up to open with everyone muted. Obviously you want to un-mute your guest as soon as they are seen on your control panel to have entered the call. Anyone that joins the call will join muted. You can un-mute them and re-mute them as their questions come up in the question cue when you start taking questions after you interview your guest.

Don't start recording the show until just before you start your show introduction.

Here is a basic format for a talk show where you would be interviewing a guest and later opening the call for questions from your caller/participants:

1. Do your introduction to your show introducing yourself . . .
Welcome your listeners and chat participants to . . .
(State the name of your show and what it is about) example:
This is (Your Name) and I want to welcome our callers and chatters to the (Name of your talk show) where we discuss all things (The subject of your show). We will be interviewing (Name of your guest/expert), of (Their company or website) regarding (what your guest is an expert on). The interview will last approximately XX minutes and then we will take questions.
2. Next do a formal introduction of your interviewee – a sentence or two about their background, accomplishments and their business (Or whatever you and your guest have decided).
3. Welcome your guest formally – Example: Hello (Guest name), I am so glad to have you on (Name of your show).
4. Start out your interview by asking things like how your guest got involved with their area of expertise, how long they have been working in their area of expertise etc. Be sure to mention any books or training courses the guest has authored.
5. Move on to your interview segment by asking the questions you worked out with your guest during your pre-interview call. Your interview of your guest/expert shouldn't run

over 30 minutes but if it does, don't worry about it.

6. Make sure before you end your personal interview of your guest that you plug their product or website or what ever it is they are promoting. If you are an affiliate, you want to have set up a re-direct page on your domain that goes to your affiliate page on your guest's product site.
7. You will have your Teleprompter open on the left side of you computer screen and the TalkShoe Control Panel open on the right side of your screen. You can look in the question cue and say the user name with the first question you want to ask your guest.

If it is a chat only participant, you ask their question. If the caller is on the phone, un-mute the caller and say "Hi their (Username) we like to keep things on a first name basis here, so who are we speaking with? They will say their name – then you say, "From the producers board it appears you have a question about (Use an abbreviated version of the question or its primary subject), "Would you like to clarify that for us or maybe expand on your question?"

8. Then you hand the question over to your guest. Let your guest have enough time to answer the question but if you do have a lot of questions in the cue, diplomatically cut them short if the answer runs over 3 or 4 minutes, saying "That's great (Guests name), we have some more questions we need to fit into the time we have left today. (Use your own judgment on this tactic). Then mute the last caller, (Don't stop talking – move right into the next question in the cue), saying "And out next question is from (Un-mute the next caller with a question and do the same into for that caller and their question.

9. After the questions have been answered or you have taken all the questions you have time for, remind your listeners of the product your guest is promoting and any website you are promoting.

10. Remind everyone on the call what the name of your show is, when your next show will be aired and who your upcoming guest is and what the topic of discussion will be.

11. Do your sign off by saying something like – Well that’s it for the (Name of your show) - I want to thank our guest (Guest’s name) and all of our participants on the show – till next time this is (Your name), saying (What ever your catchy by line is).

12. Stop the recording. Normally your recording will be available to download or listen to via flash media within 24 hours.

13. You may want to download your show and upload it again for podcast listeners. (See resources for free editing software.)

You can format your show any way you want. The above format example is just that; an example.

You will find plenty of people on BTR or TalkShoe that basically have no format and stumble around with periods of dead air and sounding very unprofessional. It is apparent they are not serious about making more money as a result of having their own I-Talk Radio Show.

Trying to do a talk show by the seat of your pants is the quickest way to lose listeners that there is. Make up your mind you are going to treat your show as a business and deliver it in as professional a manner as possible using all the tools in this guide and you can’t fail.

TRAFFIC GENERATION BROADCASTER

CHAPTER SIX

A stylized illustration of a diverse crowd of people in various colors and poses, some looking towards the camera and others looking away. The background features a network of orange lines and hexagons.

CHAPTER 6

DEALING WITH CROWDS

Chapter 6: Dealing With Crowds

House Rules - Laying Down The Law



House Rules – Laying Down The Law

As a talk show host you are a dictator. Make no mistake about it. It is your show and it needs to be attended by people that will play by your rules. Now there are cruel dictators and assertive but kind dictators. You want to be the second kind of dictator.

As well, if you foresee a show having a large number of callers, this is when you may want to employ someone else to play producer and control your panel while you attend to your guest and callers questions. Your producer can also play a co-host position by announcing the next caller and their question. With a large number callers, it can be difficult to be both host, producer and policeman.

Laying down the law sounds a little overbearing for this discussion but that is what you need to do to have informative calls that remain on topic.

Personally I include a short note about rules to all those I invite by system invitation email so they have no excuse for not knowing the policies under which my show operates. Basically it is this:

My Talk Show Participation Policy:

- This is a family friendly show. Listeners and guests are expected to conduct themselves accordingly. Foul language will get a participant chat immediately blocked and phone line muted, censored or banned without question.
- Please keep questions and comments by chat or voice on topic or be censored.
- If talking on an open line, please see to it there is no background at your location that will disrupt the call or be censored.

Thank you in advance for your cooperation.

Depending on how controversial your show subject is, you may want to read your basic short policy at the beginning of your show.

You may also want to include that the chat window is not meant to be used for a gab fest. Please only post questions or reply to the host or producer running the show's control panel.

If you take those precautions and use those measures, you can always control large numbers of callers and chatters by using the question cue. The questions will be in the cue in a descending order based on first to ask is first to be served. If the question is off topic, reply to the person saying so and move on to the next question. It's that simple.

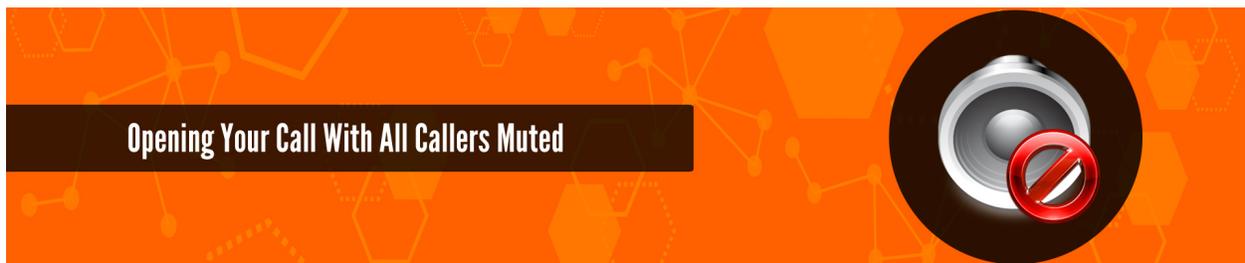
You can also list your call show policy in your profile. Listed below are some of the ways profiles on TalkShoe are used:

1. You can see information about the host of a Community Call which is why posting your call show policy there is a good idea.

- When on a Community Call, Participants can learn more about you and your talk shows. This can also increase social networking.
- TalkShoe, Hosts and Participants of Calls can see what you are interested and can invite you to calls based on the information presented on your profile. This will also allow you to connect with people of your interests.

In order to edit your profile, Go to the myTalkShoe area and then to the Profile section.

TalkShoe keeps profile information completely private and will not give or sell this information to any outside website or service.



Opening Your Call With All Callers Muted

Since it isn't costing you anything, it would be wise to do a few unlisted calls by yourself and record them. Practice saying the things discussed in the next section like your introduction etcetera while recording the call. Obviously you want to set these calls up as "Unlisted". You won't be able to listen or download the recordings for 24 hours, (Sometimes a little longer).

You can also just record yourself into a digital recorder or tape recorder for practice. I know it is said that "Practice, Practice and more Practice makes perfect". However, you only really need to

practice until you feel somewhat comfortable reading your speaking part for your shows. Perfection will really only come with doing your show live. But don't worry, you will get there.

SIDE NOTE: Anyone who wants to become a true professional will download each of their actual live shows and listen to them for things they can improve on, change or eliminate.

Now that you have done some calls with just yourself, and after you do your 2nd or 3rd Test shows/calls to get used to your controls, you have to format your show in your teleprompter and get a few of your friends that have agreed to be on the practice show rehearsal and actually go through a full mock up show.

The Potential For Irate Callers Is An Unknown



The Potential For Irate Callers Is An Unknown

There is the potential for people to come on your listed/public calls that will purposely be disruptive. Putting up with that kind of thing is just part of the life of a talk show host. But just like you have heard conventional on air talk show hosts cut callers off, you can do the same thing and you must. It is the only fair thing to do for your callers that are there to actually learn something.

Do not respond to a disruptive caller. Mute them immediately and then simply state something like, "We don't allow such behavior on my show and you're outa here". Then compose yourself if necessary and move on to the next question.

Managing Your Talk Show From Anywhere By Phone Only



Managing Your Talk Show From Anywhere By Phone Only

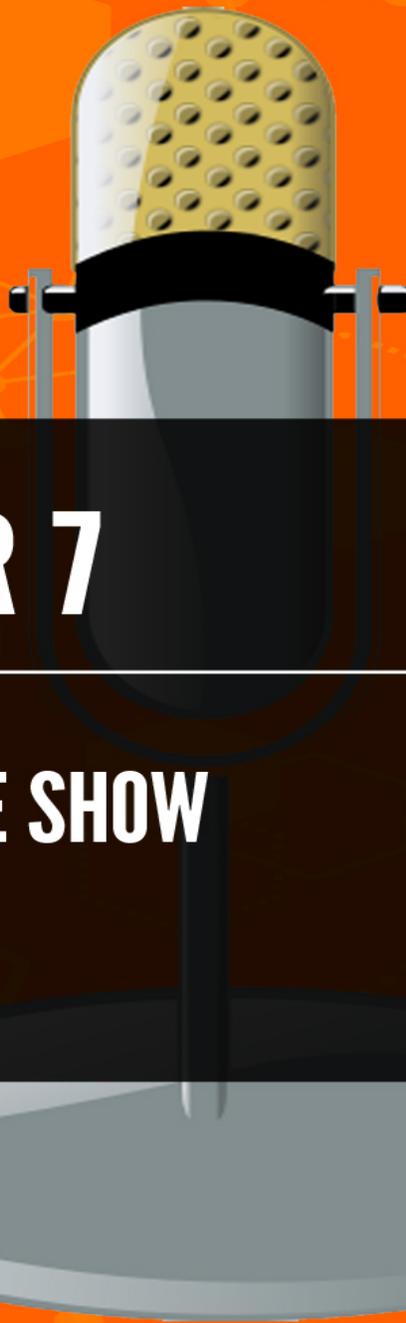
Yes the new feature that allows you to do remote broadcasts from event venues like trade shows etc can present control problems of its own. However, ideally in this situation you can have your co-host/producer using a laptop with a wireless connection to the Internet and a Cell Phone. You would not have hosting control but can certainly report and do interviews via your Cell Phone and hands free BlueTooth with your Cell Phone.

TRAFFIC GENERATION BROADCASTER

CHAPTER SEVEN

CHAPTER 7

RUNNING THE SHOW



Chapter 7: Running The Show

To Produce Yourself Or Not



To Produce Yourself Or Not

This is certainly something you will have to decide yourself but there are some things you may want to keep in mind as you work toward whether to produce your show yourself or have someone else produce your show while you host your show.

The first thing you need to know about I-Talk Radio Show production is; whether you are using TalkShoe or BTR, only one person can be dialed in and logged in as the person with control over the control panel. So if you do decide to have someone else produce/control your show, you personally will have no control and actually be listed as a logged in user.

This can create 2 possible problems:

1. They will not see your profile but your producers profile if they click on the “Host” profile icon. Obviously the work around for this is that your producer puts your information in his profile. However, if you bill your producer as you co-host you will want their information in their profile with a link to your profile included in their profile.
2. The other issue is you can't see the control board on your PC being logged in as a caller or guest. There does leave some potential for some confusion until the two of you get used to your positions on the call and are working well together. Until you reach that

comfort level, it may be wise to consider leaving an Instant Messenger chat window open, (Using MSN, Yahoo!, AOL, ICQ or some other Instant Messaging service), so you can have behind the scenes communications if something were to come up where it was necessary for you to do so. At the same time, in a co-host/producer position, your co-host can always un-mute their line and just say what is needed to be said. However he/she will be heard by all listening participants.

In the case of I-Talk Radio especially when using TalkShoe or BTR, the basic producers job is to man the control panel and do the behind the scenes job of handling the incoming chats, question requests in the question cue, un-muting - re-muting callers as they come through the question cue and keeping an ear out for possible disruptive callers should they ever raise their ugly little heads.

So for one person we are not talking about any kind of a massive undertaking here. With a few practice call shows just about anyone can learn to handle the basic functions of a talk show for their host.

If you don't have a business partner that is willing to step up and host your show immediately, learning the control panel, doing a few practice calls and being ready to go, you may want to go through some practice show calls yourself with 4 or 5 friends before you think having a producer is an absolute necessity. Unless you have an email contact list that is in the thousands, the likely hood of you having more callers than you can handle on your own, (once you are up to speed and able to handle it yourself), you may not see any need to have someone else produce or control your show for you.

But once your show starts getting more than 50 or so listeners per show, it is time to start considering bringing in a partner or paying someone by the hour. You can probably find people in your niche that will do it just for the experience, but if they do it for very long you need to come up with some way to compensate them.

Give yourself a chance. You can do as many unlisted/private test show calls as you want to get accustomed to things so you can produce and control your own show.

Adding Music and Sound Intro's With vEmotion



Adding Music and Sound Intro's With vEmotion

If you want to add the professionalism of music intro's and exits to your Internet Talk Radio Show, it is possible. There are a number of hosts at TalkShoe that are using this software. I mentioned it before briefly but having just learned about it myself, I don't intend to go into depth regarding this software. It's FREE and available at: <http://www.voiceemotion.com/> and worth looking into.

I wouldn't put off preparing for and starting your talk shows until you have incorporated using this tool into your talk shows. You want to start doing your shows as soon as possible. The more things you find that you THINK you need to prepare to do your shows, the higher the likelihood of doing your show at all is at risk of becoming just another abandoned project. Work this additional show feature in after you have a few shows under your belt.

Using Soft Phones (VoIP) to Host Your Show

Some people have high speed internet connections nowadays that are upwards of 20 MegaBytes per second download and 10 20 MegaBytes per second upload. While they can save on a long distance bill, even at the highest connection speeds you can get, VoIP still is not of a quality that can be called commercial quality. In other words you may not want to use a VoIP connection to conduct business.

If you listen to enough talk shows on TalkShoe, you will definitely be able to tell when someone is using a VoIP connection. I do know people that love their VoIP phone service though, so I'm by no means saying they aren't any good. If you have the need and the speed, in your situation they may well be worth checking out. That is all I will have to say on VoIP.

TRAFFIC GENERATION BROADCASTER

CHAPTER EIGHT



CHAPTER 8

ORGANIZATION

Chapter 8: Organization

Planning Your (First) Live Show



Planning Your (First) Live Show

In the previous chapter I discussed preparing for your first Live Rehearsal. Most or all of that information can apply here. But there are a few things I need to mention that can be very helpful in planning and preparing for your first and subsequent shows.

Obviously you will want to have already conducted your solo tests, test calls with friends and your first full mock up of, or “Dress Rehearsal”, of an actual show you plan to do. You should do it with a friend playing the part of your guest or if your first guest is up for it, rehearsing with your first guest would be preferable.

But now that you feel you are ready to do your first show, you need to decide if you are going to do all the talking yourself as the expert on a particular subject or if you are going to interview a guest expert on the subject.

If you don’t already know someone personally in your niche that will or has agreed to be interviewed on your talk show, you will need to find that expert.

How To Find And Prep Your Guest Expert



How To Find And Prep Your Guest Expert

There are numerous ways you can find experts in any particular niche that will agree to be a guest on your talk show. But you don't necessarily want to start out with the most well know and sought after personality in your niche. Especially if they are making money from speaking engagements or are big enough in the industry to be able to demand payment for an interview.

To start out with you want someone that is known or has credentials that make them well thought of by people in your target audience regardless whether they have heard of them or not.

You can start going to forums or going back to forums that cater to your niche market and looking for people that stand out or seem to intelligently answer a lot of question of other forum members.

If you find in their signature file in there forum posts that they are promoting a particular product that has to do with the niche, all the better.

They will probably appreciate the chance at the exposure potential of your show, and say yes gladly when you finally ask them for an interview. If they appear to be an authority on a certain subject of your niche, you can Private Message them through the forum with a straight forward request like:

Hello (Their Name),

I am (Your Name), host of the (Name of your talk show), I have been reading your posts here in the forum for a while and really appreciate how knowledgeable you are about (Niche subject), and how well thought out and articulate your posts are.

I would like to interview you on my show in the near future. This could mean some additional exposure for you and (what ever it is they are promoting). If you would be open to an interview, please reply to this PM with just your email address if you would like to firm up a time when we could talk by phone or your contact information and the best time to contact you.

I'm looking forward to hearing from you.

Sincerely,

(Your Name)

It's that simple. However, you have contacts that know one or more experts in your niche you can always get them to refer you to the person.

You can find people that would be open to doing an interview in forums, blogs, social sites, or even at local businesses and associations using the same basic approach as above.

I wouldn't put off preparing for and starting your talk shows until you have incorporated using this tool into your talk shows. You want to start doing your shows as soon as possible. The more things you find that you THINK you need to prepare to do your shows, the higher the likelihood of doing your show at all is at risk of becoming just another abandoned project. Work this additional show feature in after you have a few shows under your belt.

Discovery Call



The Discovery Call

You want to actually talk with your potential guest either on the phone or if they are local maybe even in person. You want to keep the discovery call short and not take up a lot of their time. Give them a little bit of your background and maybe why you decided to go into Internet Talk Radio. Get a little bit of their background and how they got so involved in gaining the expertise in the field of your niche audience.

Once you have actually done a discovery call with your first guest to kind of get to know each other, let them know that it is Internet Talk Radio and that they won't have to come into a studio, they will call into your show from a land line from the comfort of their home or office and most will agree to an interview. Once he/she has agreed to be interviewed be sure you get their email address if you don't already have it and let them know you will need to do one pre-interview call with them just so they can get an understanding of your show format, some of the questions you would like to ask and to cover anything they have in mind that they would like to promote at the end of the interview.

Also be sure you they agree to the date and time slot to be a guest on your show.

Set a time for your pre-interview call 3 to 4 days before the actual interview. Be sure you have exchanged all the pertinent contact information. Be sure to tell them that if something comes up that may prevent them from appearing on your show on the agreed date to be sure and let you know. Thank them for their time and conclude the call.

Send The Pre-Interview Call Agenda



Send The Pre-Interview Call Agenda

Here is a step of a professional most people forget. 2 days before you are to make the pre-interview call, send an email that is an agenda of what you will cover on the call. You can find some appropriate agendas for this and other purposes at:

office.microsoft.com/en-us/templates/

Here are two you may want to consider:

[Agenda Email # 1](#) or [Agenda Email # 2](#)

Let your guest know in the agenda email that you understand they are a busy person. So as to not take up more of their time than necessary you have included an agenda for your pre-interview call in an effort to save them time.

In the agenda, put the things you want to cover on the call.

- (1) Their call in information and that they will be receiving an email through your talk radio system with their call in information as well.
- (2) That you will do your standard intro about your show and then you will introduce them to your listening audience.
- (3) You will ask if they have any ideas for questions they think this niche audience may have an interest in knowing.
- (4) You will talk about the questions you would like to ask.

(5) You will cover how the caller questions come in and ask if there is anything they would rather not answer.

(6) You will discuss any product or service the guest would like to promote during or usually at the end of the show.

(7) At the end of the email ask them to confirm by email reply that they still foresee being available for the pre-interview call.

Of course end the email with a salutation and what ever kind of professional signature file you've decided to use for your talk show.



Be On Time For The Pre-Interview Call

Be precise about the time you are supposed to call your guest for the pre-interview call. Be sure to take time zone differences into account. **ABSOLUTELY** be sure you call your guest **ON TIME!**

Preparing For Your First Live Show



Preparing For Your (First) Live Show

- (1) Take your show template you have saved for your teleprompter, open it up in the your teleprompter and save it with the name of your guest and the date as the file name. Enter everything you are going to say that is not already in your template; like you intro, show policy etc., Enter things such as the introduction of your guest and what you are going to say about them in the introduction of your guest.
- (2) Enter the questions you agreed to ask your guest.
- (3) Copy and paste the information from your teleprompter into a Word Document or WordPad document and save it to email to your guest a day prior to the interview.
- (4) Rehearse your part as host for your upcoming show until you are comfortable with it.
- (5) Prepare your office/studio for the call. Make sure you equipment is all operational – make sure there will be no background noise in your office or from outside your office. Get your families cooperation on this issue.

(6) If you have someone else producing/controlling your show practice with them again using your actual show format in your teleprompter.

(7) Email your show format from your teleprompter to your guest the day before the interview. Ask if they have any additional suggestions. If they do ask them to reply with them in the email. Let them know you will be calling about 20 minutes prior to air time to make sure they are ready and have dial instructions etc.

(8) Set up your call and include your guest in the invitations.

Get excited. You're almost there. It won't be long and you'll be hosting your first live talk radio show. You have learned everything you need up to this point to conduct a professional interview.

TRAFFIC GENERATION BROADCASTER

CHAPTER NINE

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15

PROMO

CHAPTER 9

PROMOTION

Chapter 9: Promotion

All The Normal Internet Ways To Promote A Site



All The Normal Internet Ways To Promote A Site

Before I jump into this, I want you to know it is good to get a few shows, actually 4 or 5 already done before you actually go full bore on promoting your show.

Promoting your Internet Talk Radio Show site at TalkShoe, online and in the search engines is just like promoting any other website so I'm not going to spend a lot of time going into website promotion. You can do all the regular online promotion like getting back links through authority sites, putting up your search engine optimized blog, submitting articles to article directories, putting links in your forum signature files, and on and on and on. And it will all work if you have not done any of those kinds of things to promote a site yet.

So I do want you to know it is not only possible to promote your actual page on TalkShoe, but your TalkShoe Blog and a separate blog that is all search engine optimized that you run in tandem with those sites.

A good example is Joanne Quinn-Smith. She has the TalkShoe Internet Radio Talk Show, "Positively Pittsburgh". When you [GOOGLE](#) Positively Pittsburgh, you will find her sites having to do with her show take up the first 2 pages and more.

You'll also notice several references to her podcasts of her talk show. I will be talking more about promoting your podcasts as that may not be something you are already up to speed on. Why? Because she actually has more listeners through her podcasts than log in and/or dial in to her shows live. And that is fantastic.

Promoting Your Shows As Podcasts



Promoting Your Shows As Podcasts

So the real question you should be asking is not how to I get more people to my live show, (Though you really want those too), but how do I attract more listeners to my show?" The answers is podcasts. As a beginner or pro, we all share the same desire — to build our listener base.

If you are offering quality informative content in a professional manner someone is interested in, you don't want them to just be able to hear it on your schedule, (When you show airs), but on their schedule; any time they want to listen. Do you really care when they listen, as long as they do listen. Because when they do listen, they are not only hearing what they perceive as expert information, but they are also hearing what this expert recommends. (Which you just happen to make money on.) And that situation is what podcasting allows for. You having an ever growing audience that not only loves your show but loves being able to listen to it whenever they want to.

They can listen on their computer, burn you podcast onto a CD an play it in the car on the way to work, download it as an MP3, put it on their IPOD and listen to your show when they are jogging, or at the gym or where ever and whenever. Now that is media distribution.

Low Cost & No Cost Podcast Promotion & Marketing



Low Cost & No Cost Podcast Promo & Marketing

You should be very happy to find out that there are a lot of no-cost methods and strategies for marketing and promoting your podcasts. Since you know who your ideal audience members are or what your niche is and are creating content that they want, podcasting is a powerful way to attract and build a relationship with your targeted group of listeners who are highly passionate about your niche topic or even sub-topic.

What You're Really After



What You're Really After

But there are so many podcasters let themselves get a defeatist attitude because of the difficulty involved with getting the ever elusive “Top 50” spot on the front page of the I-Tunes’ podcast directory. They get overwhelmed by the mainstream media podcasts that have a ton of money in their budgets that allow them to dominate scene. They get caught up in the popularity game of getting votes in the major podcast directories. Don’t let yourself get caught up in that trap. There are plenty other ways to pinpoint your potential listeners and make them loyal fans.

So Lets Get To What You're Really After

Your shows are already recorded and available as MP3 downloads. That is all a podcast is. It's an MP3 recording you make available to your listeners through numerous venues.

Now I mentioned search engine optimized blogs before just in passing more or less. But I have found a blog is one of the best ways to promote your podcasts. Especially now that TalkShoe has a Widget Player that will play your podcast right on your blog (and several other types of sites as well.

Chances are you already have a blog where you put up posts about your niche. If you don't, you need one. You may want one just for you podcast to post show notes to for each episode. If you don't have a blog, I highly recommend you go to Jeff Johnson's [Underground Training Lab](#) and get his "Free SEO Blog" and training.

Jeff's WordPress blog on steroids and training on how to use it effectively is all free. It is meant for affiliate marketers but you can use his strategies just fine for your podcast promotion efforts.

You can place the TalkShoe Player Widget on your blog. Your blog or site visitors can click on the media player play button and there is your show.

This is some pretty amazing technology.

How it works: From any Community Call page, any host or user can get a widget (Create a Badge) and email it, get the embed code, or select 1 of the 9 web destinations to place the widget. By clicking on the “get & share” button at the bottom, the options for placing the widget will be displayed and will walk you through how to add a widget. The currently supported web destinations are iGoogle, Blogger, MySpace, Facebook, TypePad, Friendster, Webwag, Netvibes and Windows Live. The embed code can also be used to place on any website destination that supports flash including WordPress or Ning. Also, anyone that sees a widget on any of these websites can also click “get & share” to grab that widget and place it on their own websites, thereby virally spreading the host’s Community Call widget. Hosts can configure the color and size of the widgets to better match their website.

If you don't have a blog or you have never set one up, you can find coders all over the internet that will set it up for you for less than 50 bucks. There is no easy shortcut to learning what you need to know about blogs to use them to market online. And I mean market anything online, podcasts or otherwise. So if you haven’t learned blogging, you might as well dive on in. Trust me the water is fine ☺

Or just to get started you could use something like Blogger (www.blogger.com) or WordPress (www.wordpress.org). They’re also both free. One is hosted by the provider and the other is hosted on your own domain. That is what you really need; a Search Engine Optimized WordPress blog on your own domain. You can find one of the best domain hosts on the Internet at www.HostMonster.com.

When you post your show notes on your blog, there are some things you need to bear in mind. I need to get us back to quality of content again for just a minute so we can better understand that just posting show notes is not as simple as it sounds.

You've undoubtedly noticed, in this guide I talk about content and niche marketing a lot. However what I haven't really gotten into is that the underlying secret of both of those is value. When you offer a value, people will come to you. If your product solves a problem, they will buy it from you. If your service benefits someone, they will buy it from you. If your podcast helps them in some way, they will subscribe to it or possibly even buy it from you. (I'll get into that prospect a little later.)

So how do you make your podcast provide value? I've already covered some ideas to help you to provide value but in addition to those know that people are looking for interesting and engaging entertainment, as well as information, and instruction to listen to at their convenience. And that's what podcasting is all about. I don't think I had previously broached the "Entertainment factor", so to do my work justice, the three things are:

- Interest and engagement. (Is the format varied and easy to listen to? No monotone voice or mundane diatribes.)
- Entertainment, information, instruction. (Is the content of high quality? A little humor can be a good thing. Don't be afraid to be human and crack a little funny with a guest.)
- Convenience. (Is it an appropriate length and updated with appropriate frequency?)

That is the best test to ensure that your podcast provides value. If it does not to fulfill all three things than you'll find your listener-ship will dwindle over time.

Here is another exercise that will help you determine your value to your subscribers. Now that I have re-defined value in your show's podcasts, keep the following exercise in mind when you are posting your show notes on our blog.

If you have spent any time in sales or as an entrepreneur you're probably already familiar with this, but it is a good exercise to do nonetheless, since it is often overlooked in the audio information industry. Grab a pencil and paper. Let's do a little work here.

Knowing Your Features and Selling The Benefits



Knowing Your Features And Selling The Benefits

On one side of your piece of paper, list the features of your podcast. Leave plenty of lines under each feature. What are features? The topic is a feature, the length is a feature, the frequency you update it is a feature, it's a feature if two people host the show, the format can be a feature, and your variety and quality of content is a feature.

On the other side of the paper, list the benefits: what it is about those features that subscribers to your podcast will find helpful. For example, Joanne Quinn-Smith on her Positively Pittsburgh show interviews guests and talks about anything going on in Pittsburgh, PA that is positive. That is a feature. The benefit for anyone living in or around Pittsburgh knows there is a place they can go and hear good news about what's going on in Pittsburgh instead of bad news.

Determine if there is one or two of those benefits that set you apart from other talk shows or podcasts in a similar niche . For example, perhaps you can provide the same depth of coverage on a sports team as another podcast, but you can do it with greater frequency or with more expert analysis. (Of course those are the features, but the benefits are that your subscriber can save time and increase knowledge by becoming better informed and more frequently).

Now promote those benefits not only in your show notes on your blog, but in an article you submit to article directories, in your MySpace or FaceBook blog and so on.

This is a classic feature/benefits exercise from sales training 101. But it's often overlooked in promoting talk shows and podcasting because they are both such a personal medium. So if your interest is in gaining listeners to your talk show or subscribers to your talk show podcasts and in making money from both, then you'll want to discover the benefits of your podcast and promote them first and foremost.

If you can drive people to your web site, you might be able to you post a couple benefits beside, below or above your Widget Player. Or, if your marketing material has enough room, you can put those benefits right under your show notes blog post heading "subscribe to our podcast".

Rather than calling it a podcast, you may want to call it an online audio program or what it actually is an Internet Talk Radio Show. It may not be exactly accurate, but be better than telling people that it's a podcast and spending half an hour explaining it to them and telling them why they don't need an iPod to hear you. As popular as podcasts are, there are still people that may only sub-consciously find more familiar terms more inviting to click on.

The best form of advertising for any kind of business is word of mouth advertising. It is the whole basis for the term "Viral Marketing". Of course you have to start the buzz about your I-Talk Show but it can go viral within your niche. How does that happen? Well it starts with you. You should be able to answer this in your sleep by now. If you strive to create truly informative content for your niche markets and promote it's benefits your podcasts of your shows can't help but have a viral aspect to them.

You can find referral marketing programs that give subscribers some kind of discount or freebie for getting other people to subscribe to a podcast. With a little creativity, you may be able to start doing this right now. All you have to do is deploy a "Tell-A-Friend" or "Recommend-It"

script (Google them), with the thank you page having the download link to your freebie. In domain hosting control panels you can find 2 click installs that will be loaded from Fantastico or SimpleScrip. To get people to give up their friends they will have to trust you. That will happen based on how compelling your show is to them. You will also have to have a very compelling give away to entice them.

Getting subscribers is all about providing value as we've already covered. If people see the value, they will subscribe. Tell them about your program, tell them what the value is to them, tell them how to subscribe, tell them to get their friends to subscribe, and you should not have any problem building up a big list of subscribers over time as long as you keep producing shows with quality content for your niche.

Listing Your Podcasted Shows In Podcast Directories

Just as there are Blog directories and RSS feeds you will want to get your blog listed in, there are podcast directories you want to get your podcasts listed in. An excellent and regularly updated list of podcast directories can be found at PodCast411.com the full URL is:

www.podcast411.com/page2.html

Now the problem with podcast Directories is; there are so many of them how do you know which ones get the most traffic. Of course there are those that it goes without saying you will want to be listed in; I-Tunes, PodCastAlley.com and other big name directories. However there is an art to this type of promotion just like with any other form of marketing online.

Stick with it and be persistent, analyze others that are highly successful, make notes on what they do that you like and others seem to like. Adapt different methods and approaches to your style and you will find that you'll continue to grow and see results.