

Announcing The Brand New, 11 Part, Step By Step Video Course That Shows You...

"Finally, Discover How to Create Successful and Engaging Podcasts That Instantly Will Brand You As The Expert and Drive Loads of Traffic Back To Your Products and Services...Starting Today!"

Don't know where to start? Thinking "I'm a complete newbie, I can't do this..."? Well don't! While podcast marketing is somewhat technical, we will cover the basic fundamentals to ensure you can create podcasts with ease. This training course was created so you could quickly and easily implement this blueprint right away. In fact, most of this video course is screen-captured video, meaning you'll see everything on my screen as I walk you through the whole process.

From the Desk of:
[Your Name]

Dear Future Podcaster,

Gone are the days where you could just put a product or service up and sell it. Nowadays, you have to provide as much valuable content as possible to differentiate yourself from your competitors - who are likely not even doing this.

What this means is that if you do this, you will have a huge head start.

Now, branding yourself as the expert and as someone who is willing to give great content is absolutely crucial to gaining trust and converting sales.

Fortunately for you, this can easily be done through videos, podcasts, and more.

Today though, we'll focus on podcasts.

Let's take a quick look at some statistics here.

According to a research report done by Edison Research:

"Just in the American market alone, the percentage of Americans who have ever watched or listened to a podcast is 45%, up from 43% one year ago. This is approximately 70 million Americans."

Another interesting statistic...

“Over 80% of podcast consumers, who responded to a survey, agreed that “when price and quality is equal,” they don’t mind purchasing products on the podcasts they regularly enjoy.”

So that is why the intro and outro are so important, which we’ll get into further down below.

Take a look at this one.

“90% of these respondents from the statistics above indicated that they had taken some kind of action as a result of podcast advertising or sponsorship, and over 40% reported purchasing behaviors, which indicates that they are receptive to the right message, in the right context.”

You see how powerful podcasts can be if done correctly?

You see how much traffic you could be missing out on by not having your own podcast?

So, if you’re not doing podcasts you could be missing out on this instant branding, and it’s really not hard to do once you surpass some of the technical requirements.

Want the answers to the questions above and more?

Introducing...

Surefire Podcast Blueprint 2.0

11 Part Video Course

Video #1: Introduction to Podcast Marketing

So before we jump right in and get into the meat of this video course, in this specific video we are going to show you a quick overview of the course itself, tools you’re going to need, and of course, how it all works. This way you have a bird’s-eye view of how everything is going to be implemented to create your successful podcasts.

Video #2: What's In A Podcast?

While it’s easy for you to want to jump right in and begin creating your podcast, it’s important to plan ahead and know exactly what you’re going to talk about and how you’re going to lay your podcast out. So in this specific video we are going to not only

plan ahead, but I'm going to show you how to do some basic research so you have an idea of the other podcasts in your niche.

Video #3: Writing a Intro and Outro Script (Copy and Paste This)

Writing what we call the intro and outro is important. Basically, this is the beginning and the end of your podcast. The 'intro' is what introduces you as the expert and speaker. Doing this wrong can actually backfire, so you want to make sure you do it the right way. The 'outro' allows a person to take action. Fortunately for you, you get the copy and paste script so you don't really have to think about what you should write - just fill in the details.

Video #4: Hire Voiceover Artist for Intro and Outro

While you can create your own intro and outro, it's better to get somebody else to introduce you, and then you introduce yourself, especially when you're trying to position yourself as the expert. Therefore, in this specific video I'm going to show you two sites that you can use to hire voiceover artists for fairly cheap. I'm also going to discuss what types of voiceover artists you should hire for your specific podcast, because it can vary from niche to niche.

Video #5: Microphone and Software Editing Tools

We all know that having the right microphone and software editing tools is a huge factor, so here we're going to cover specific types of microphones. I'm actually going to show you what I use and recommend highly, including the software editing tools. Just a reminder though - we will mainly be focusing on audio since this is more about the basics. However, bear in mind that with iTunes you can always upload video as well, so I'll ensure that I cover video editing software tools.

Video #6: Record Your Podcast (How to Create Soundproof Environments)

Now that we have laid out the groundwork, it is time to record your podcast. But the big question remains - how can you record your podcasts in such a manner that you can remove all of the room sound? For example, how can you create a soundproof environment when you have a noisy neighbor or house? You'll learn some shocking truths as to how to create a soundproof environment with items that you most likely already have.

Video #7: Edit Your Main Podcast Yourself

Once you have recorded your podcasts you still need to edit them. So, since we have an introduction and a call to action at the very end, I'm going to show you how to add these two parts to the main podcasts. I'm also going to show you how to edit the podcasts, and of course how to add a soundtrack to create a specific environments for

your listeners.

Video #8: Podcast Hosting - Sites to Use

Before you can submit to iTunes, you need to have a place that will host your audio files. The big question here is what sites should you use? I am going to show you one specific site that I highly recommend. Using these types of sites will make your life a lot easier in terms of tracking your podcast and of course submission to iTunes.

Video #9: Creating a Podcast - Upload Audio Files to Podcast Hosting

Once you have signed up for the recommended podcast hosting or decided on where you want to be, it's time to create a podcast and upload your audio files to the podcast hosting sites. We'll go through the step-by-step process of creating a podcast correctly and getting up to the point to ensure that it is in the right RSS podcast format.

Fortunately for you, while this does sound quite technical it really isn't, as long as you understand how to follow me step-by-step as you watch over my shoulder.

Video #10: Get Your RSS Feed

Before you can submit to iTunes, you need your podcast in RSS format. You will need this to add to iTunes otherwise it will slow down the submission process.

Video #11: Submit Podcast to iTunes

By this video, you'll be virtually done. However, there is one last step and that is to submit your podcast RSS feed to iTunes. I want to show you exactly how to do this step-by-step.

Go ahead and watch this video course.

Grab this video course and start learning how to create a high converting and high engagement podcast that will brand you as the expert and drive tons of podcast listeners.

P.S. Discover how to create successful and engaging podcasts that will instantly brand you as the expert and drive loads of traffic back to your products and services

P.P.S. This specific training course was designed so you could watch over my shoulder, step-by-step, click by click. Download this course immediately after payment.