

Podcasting for Business

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My Small Business Consultants

Class Schedule

- Introductions
- Presentation
 - What is a Podcast
 - Creating a Podcast
 - Distribution
- Question and Answers

Dean Jensen

- Owner – My Small Business Consultants
- Podcaster – SOHO Technology Podcast
- Blogger – MySmBC Blog
- Director – Computers for Kids Program
- Stay at Home Dad
- Former Technology Instructor – CompUSA

What is a Podcast?

As defined by Wikipedia:

A **podcast** is a series of audio or video digital media files which are distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers.

Podcasts made simple

- Audio or Video Content. Similar to radio and TV
- Available from the internet (high speed preferred)
- You subscribe to it (like a magazine subscription)
- Its automated via Podcatcher
- You can listen/watch when and where you want

What kinds of topics?

- Product Information
- Service Information
- Information for Customers
- Information for the Masses
- Internal Communication

Distributing Your Podcasts?

- Internal
 - MP3 players
 - Burn to CD
 - Provide via Internal Network
- External
 - Traditional Podcast Providers
 - CD's for Clients/Staff
- Be innovative

Examples

- Real Estate Agent
- Sanitation Company
- Any other examples?

How do I create a Podcast

- What you need
 - Microphone
 - Computer
 - Website
 - Software
- What if I get serious
 - Studio Audio Gear (mixer, mic, compressor)
 - Video Gear (cameras, lighting)
 - Production level Software

Process for Podcast Production

- Plan Show
- Record Audio/Video
- Edit Audio/Video
- Upload/Produce Audio/Video
- Publish Blog Post/RSS feed
- Monitor your site

Where to find more information

- Wikipedia
- Podcastfaq.com
- Podcast411.com
- Google Search

For More Information

- Check out the MySmBC Blog at:
<http://Blog.MySmBC.com>
- Visit my website at:
<http://www.MySmBC.com>
- Listen to the podcast at:
<http://www.SOHOTechPodcast.com>

Thank You for Attending

- If you have any suggestions, comments or follow up questions, please email them to: deanjensen@mysmbc.com