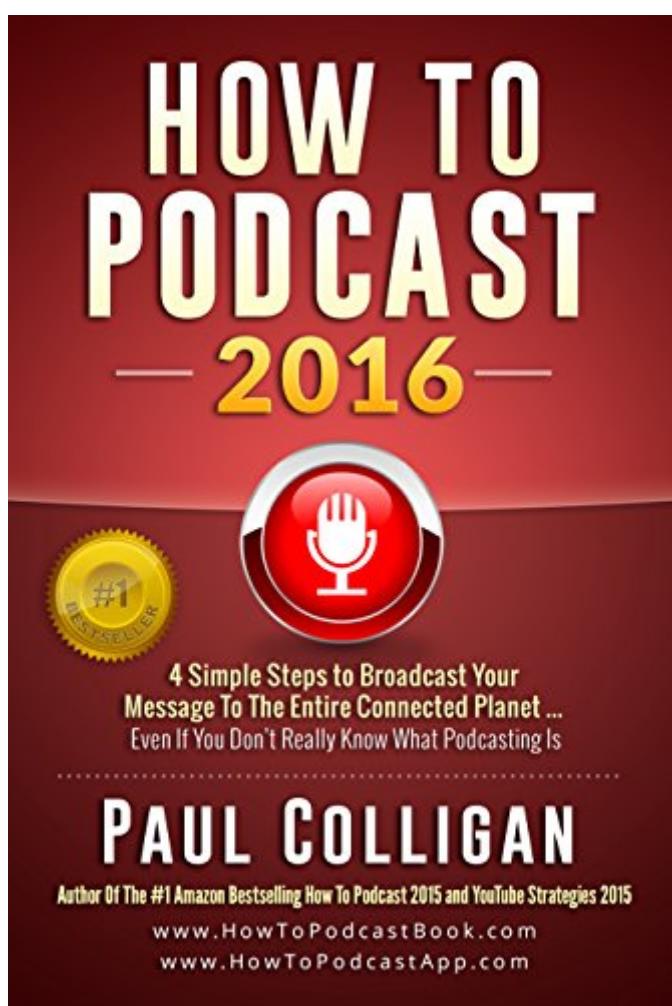


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# How To Podcast 2016: Four Simple Steps To Broadcast Your Message To The Entire Connected Planet ... Even If You Don't Know Where To Start



## **Synopsis**

Entirely Updated for 2016: How To Podcast In Just 4 Simple Steps. Don't Waste Days (Or Weeks - Or Months - Or Years) Learning To Podcast Like An Audio Nerd (Or Computer Geek) ... Launch Your Podcast (Today) In Just Four Simple Steps. Make Your Podcast FAST And Get It Online For The Connected World To Subscribe To, Download And Act On You're wasting time and money listening to "expert" advice about podcasting. You don't need expensive equipment and an audio engineer to make a podcast that people will love and listen to. People want to know to what you have to say and it is easier than ever before to let them. I have published dozens of podcast programs and have launched some of my clients to number 1 in their categories - many to the top ten of iTunes. My simple 4 step process has seen millions of combined podcast episode downloads and has been proven to work time and time again. I know what it takes to get a podcast out, quickly, so that you can get your message to an audience that responds. In this book, I show you how easy podcasting is. Plus, I teach you how to (quickly) make a podcast that sounds great, without having to "engineer" a thing.

## **Book Information**

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## Customer Reviews

Finally, an expert that remembers what itâ™s like to be a tech challenged Newbie with pod-crastination syndrome. Paul Colligan is an industry leading Expert, with a capital âœEâ•. A glance at his library of Bestselling books on Podcasting and Social Media Marketing show a vast expertise in all areas of the industry. Personally, having studied the Podcasting process for nearly a year, while paralyzed with minor fear and major confusion, fed by experts that have high-priced and often contradictory training âœSolutionsâ• for sale, I have seen the light. To the point, in Paulâ™s words, âœExpensive audio programs will not make you a better podcaster any more than an expensive knife will make you a better chef.â• HOW TO PODCAST 2016 gets right to the point, cuts through the hype and offers a step by step solution to the preparation, production and promotion of your podcast. The Author keeps it real and really simple for the benefit of the majority of his readers and when the conversation gets geeky, he provides links to video presentations, where he can âœShow and Tellâ• to simplify the explanations. Additionally, a link to the Paulâ™s Toolbox is a goldmine of vetted technology and solutions, covering Audio, Video, Ecommerce, Email, Hosting and all things Social Media. Great insights tested and continuously updated by the Author. Now I can launch with confidence and with a source of answers for my upcoming Pod-challenges. Hallelujah!

Paul Colligan takes what could be an overwhelming, complex topic and makes it as simple as possible. Not only that, he doesn't waste your time trying to walk on eggshells or dance around--he recommends a product or service and moves on. If you have a message you just have to get out, buy this book and have your podcast out by the end of the week!

I've followed Paul Colligan for years and have never taken the plunge into Podcasting until now because it seemed over my head. Paul is a true master of his craft and his latest book "How to Podcast 2016" was the impetus that I needed to get started. The book is an easy read and it gave me the confidence that, I can do this! As Paul says, In 2016 Podcasting has become ubiquitous! Honestly, if you have any curiosity or desire to learn or do podcasting, this book will get you there and for the money you cannot go wrong. No secrets here, Paul spells it all out. I'm a visual learner and there is an abundance of videos Paul has made, from recording on an iPhone to in the studio recording as well as editing audio tracks in Audacity and Auphonic. There is no better introduction to the craft than right here. Masterfully done and highly recommended. This is your year to get started!

Buy it now.

The book is mandatory for every podcaster or would-be podcaster. The foundations remain easy to follow and remove unnecessary complication. Meanwhile, the newest innovations in podcasting keep this edition at the front of the industry. I loved learning about Ferrite and the significance of Google Play and its potential to impact the market. OMG- the extras I got for registering the book paid for the book 20x over!

Not what I was looking for, but a good read nonetheless. Despite searching for How To Video Podcast, this book kept showing up in the search results. It's a decent read, but it provides no real "how to" on the technological parts of podcasting and nothing on Video Podcasting.

How to Podcast 2016 is a great update to the 2015 edition. I used the 2015 edition as the basis for getting motivated and setting up my current podcast, Natural Solutions with Dr. Jay, [...] -- traditional and cutting edge natural medicine ideas to maximize your health. Paul was a great support and inspiration to me. His pre- and post- production ideas have made it easier for me to podcast the numerous interviews I have done on natural medicine and on the topic of preventing and caring for people with Alzheimer's and dementia as well. These interviews were background for my two bestselling books, [...] and [...]

Paul Colligan packs a lot of great information into How to Podcast. But he also keeps things simple and easy to follow, which is especially important for newbies who might be scared by the seeming complexities involved in starting a show.

Helps make podcasting easily understandable to anyone. Giving simple explanations for learning the basics while also providing a great guideline for taking podcasting to the next level and making it your own.

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