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"Podcastnomics should quickly become the bible for podcasting. Everything one needs to become a successful podcaster is contained herein. I could have saved much time and effort in building the Financial Survival Network if Podcastnomics was available three years ago." (~Kerry Lutz, Founder of the Financial Survival Network)

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Podcastnomics lays out - step-by-step - not only how to set up podcasts, but how to properly produce, market and make money off them.Clean and concise, Podcastnomics needs no asterisks for outdated gear and confusing workflows. Touted as one of the great primers on podcasting, Podcastnomics author Naresh Vissa walks readers through the podcasting process in plain English and navigates the ...

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I just finished reading Podcastnomics! Thanks Mr. Vissa for writing such an awesome book! It really helped me in fill all of the holes I had about creating a podcast--despite shadowing some friends who locally produce podcasts :) It answered my podcasting questions, and now I'm in the middle of getting started with launching my podcast!

Podcastnomics lays out - step-by-step - not only how to set up podcasts, but how to properly produce, market and make money off them. Clean and concise, Podcastnomics needs no asterisks for outdated gear and confusing workflows. Touted as one of the great primers on podcasting, Podcastnomics author Naresh Vissa walks readers through the podcasting process in plain English and navigates the digital media and marketing landscape.

* Potentially huge market – podcasting is just starting to get really famous. Podcasters include Paris Hilton, Democrat John Edwards, and the BBC. Our book is written by two of the most famous podcasting pioneers. * Our book not only shows you how to make podcasts, but it also shows you how to start making money out of it, making the transition from amateur pastime to professional pursuit. * Our book includes an online component with all the software you could need to get started. plus sample podcasts to show you how it’s done.

PR is not what it used to be... Hiring experienced (and old) publicists, sending press releases, and pitching reporters at newspapers and magazines aren't worth the hassle, effort, capital, and resources given today’s digital environment - where the Internet has become a necessity to make your mark online. Whether you're an operating business or a wannabe personality, people need to know your story... who you are... what you do... why you rock. Traditional (20th century) public relations no longer works. THE NEW PR shares big picture ideas, secret techniques, and easy-to-use and accessible resources to reach wide audiences... and build your brand through public relations.

The Internet has become a necessity to conduct business. Billions of people around the world are now more connected than ever before. Whether you're an operating business or a college or job applicant, decision-makers need to know about you... what you offer... why you're awesome. Traditional marketing no longer cuts it today. With a foreword written by marketing legend and leading Northwestern University Kellogg School of Management academic Philip Kotler, Fifty Shades Of Marketing lays out specific ideas, step-by-step techniques, and beneficial resources to remove the chains holding you back from success in a digital age. Chapter topics include: - The New PR - How Millennial Marketing Will Get You Gen Y Customers - How To Create Beneficial Facebook Marketing Campaigns - 3 Ways To Make Money Off Craigslist - How To Be Discovered On LinkedIn - How To Publish A Book - How Affiliate Marketing Can Generate Revenue Rapidly With Very Little Work - How Advertising On Porn Sites Can Grow Your Business Cost-Effectively And much, much more!

WARNING! THE CONTENT IN THIS BOOK IS CONTROVERSIAL AND MAY BE CONSIDERED OFFENSIVE OR DISTURBING TO DIGITAL LIBERALS. READER DISCRETION IS ADVISED. The Election of 2016 was a wake-up call to intolerant digital liberals. They were delusional enough not to see Donald Trump's victory coming. The results made nearly half the country laugh, smile and proud. Donald Trump was not elected by his voters. It was his biggest detractors - mainstream liberal news media, loudmouth liberals, and digital liberals alike - who built up his support to keep his campaign running. Through real Facebook posts and rigorous primary and secondary research, TRUMPBOOK explains how President Trump’s haters were actually his biggest supporters. Chapter subjects include: - How digital liberals elected President Donald Trump - Why do Kanye West and other African-Americans support Donald Trump? - Why so many Indian-Americans support Donald Trump - Why Melania Trump will make American women hot again - Why Colin Kaepernick and other athletes kneeling during the national anthem doesn't do anything for anyone - Why NBA coaches Steve Kerr, Gregg Popovich, and Stan Van Gundy should shut their mouths about politics - Why Meryl Streep, George Clooney, Leonardo DiCaprio, and Hollywood should shut their mouths about politics - 5 ways to defeat Trump in 2020 - The craziest Trump-related Facebook posts you'll ever see if you have felt bullied by reading political posts on Facebook and other social media, or if you think your friends hate you just because of your political views or choices, then TRUMPBOOK is for you. Hopefully, this book will resonate with your situation and give you the vote of support that you're not alone.

Market Domination for Podcasting shares the secrets of 23 of the top podcasters and marketing minds in the world today. Business owners can use Seth Greene's unique podcasting model to generate 20 new referral partners promoting their business in just 20 minutes a week.

Explains how to create a professional-quality Internet radio broadcast, with sections on selecting the right software, creating quality sound, building a show, distributing a podcast, audio editing, videocasting, and more. Original. (Intermediate)

Go behind the scenes of our most ambitious radio programs and witness an intensely creative moment in a medium that's changing the way we tell stories. Every week, millions of devoted fans download or tune in to This American Life, The Moth, Radiolab, Planet Money, Snap Judgment, Radio Diaries, 99% Invisible, and other nonfiction narrative radio shows. The compelling stories they produce are almost cinematic in scope and approach—intricately weaving sound into robust and engaging storytelling. A lot goes into making the shows we love. Anchored by surprising characters and big questions, their stories are tightly structured, edited, and soundtracked, and they introduce us to authentic voices from every walk of life. Radio and podcasts today are entrepreneurial and DIY; there's a can-do, collaborative spirit that characterizes people working in this field, fearlessly breaking new artistic ground. And more than ever, given the excellence and explosive popularity of shows like Serial, it's clear that the creative producers working in this medium hold the key to storytelling secrets that the rest of us must learn. Out on the Wire, a documentary comic, literally illustrates those secrets, gleaned straight from those on the frontlines of radio's revolution. With the help ofThis American Life's Ira Glass, cartoonist Jessica Abel uncovers just how producers construct a story, spilling some juicy insider details along the way. Jad Abumrad ofRadioLab talks about chasing moments of awe with scientists, while Planet Money's Robert Smith speaks candidly about his slightly embarrassing strategy for putting interviewees at ease. And Abel reveals how mad—really mad—Ira Glass becomes when he receives tough edits from his colleagues. Informative and inventive, Out on the Wire shows us the magic that makes these shows great and why we can't stop listening to them.

When nearly every business has a blog, it's tough to make yours stand out. But did you know there's a much better tool for spreading influence and generating revenue—one with far less competition? Podcasting offers rich opportunities, especially if you get in early and do it right. Author and CEO Stephen Woessner wants to share with you the secrets he learned in podcasting while building a \$2 million venture from scratch.Profitable Podcasting lays out the precise formula Woessner has learned from experience to be necessary for creating, launching, marketing, and monetizing podcasts in any industry. Packed with priceless production help, software recommendations, web and social strategies, schedules, checklists, and examples, this indispensable guide explains exactly how to:• Choose the ideal format for the type of show you are producing• Get the best guests• Create intriguing interview questions• Record and edit like a pro• Maximize buzz for the launch• Secure generous sponsorship• Achieve top rankings fast• And more!Don't let the tech side of this incredible marketing and sales outlet scare you away from the lucrative awards that await you once you conquer the short learning curve. With this all-inclusive guide navigating you through every step, you will reach the payoff quickly and painlessly.

Do you want to start a popular podcast? In this guide, I'll show you how to start, grow, and monetize your podcast. When I started my podcast, I was 24 years old, completely clueless about audio editing, and a painfully introverted public speaker. I was very, very meek. To this day, I don't know why I ever thought I could actually figure out this whole podcasting thing. I ordered a cheap microphone off of Amazon, signed up for an inexpensive hosting provider, and started producing podcast episodes out of my apartment in Greenpoint, Brooklyn. I had no idea what I was doing, and it showed. They were horrible! I must have bored my early listeners to tears! My voice sounded like a robot. Sometimes, I would "shout" and talk like an infomercial salesman because I wanted to sound more confident. It was really bad... There were many starts and stops. I'd be very consistent one month, and the next month I'd get lazy. Sometimes, I wondered if I was just simply wasting my time on podcasting. Maybe I wasn't meant to be a public speaker? But, I kept at it. I kept trying. I kept growing. Most importantly, I kept learning. Oh boy, am I glad I did. Over the next few years, I'd go on to amass more than 150,000 downloads, develop a fan base of loyal subscribers who "binge listen" to my show, and get to interview amazing entrepreneurs, authors, and award-winning podcasters. It's been epic! I've come to realize that it wasn't really my fault that I wasn't seeing success early on. I had the will and determination. I was even willing to invest money! The problem was that I didn't have the training. I didn't know what to do. I didn't know how to get started. I didn't know how to get downloads, get people to listen to my show, or make money. The one thing that I wish I had when I got started with a guide. I wanted someone who could show me the ropes, without having to invest thousands and thousands of dollars in a personal coach. I created this guide for you, because it's the book that I wish I had available to me. The techniques, strategies, and resources that you'll discover in this guide will literally supercharge your podcast. If you follow my advice, you'll become another breakout success and go on to develop a base of raving fans, just like I have. You just have to have that same hunger I did. You have to be willing to make this podcast a priority in your life.

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