

START YOUR OWN PODCAST SERIES

Starting a podcast has been one of the best decisions I have ever made for my brand. Ever. Since Barry and I have been doing our weekly podcast we have had thousands of downloads and have featured on iTunes in the top 10 podcast for our category. Most importantly, the podcast has enabled us to build a stronger relationship with our audience – much stronger than I could ever do with just my blog alone. This could be one of the greatest decisions you could make this year!

You will be coached on

- Getting the right equipment.
- Finding the right software.
- Understanding the power of recording your voice.
- Setting an RSS feed.
- Finding places to host your podcast.
- How to successfully upload your file.
- Top and tailing.
- Create a following.
- Getting published on iTunes.
- Creating cover art.
- Great ways to promote your podcast.
- Use YouTube to podcast.
- Monetising your work.

The benefits

You become the authority
Great audience connection
Simple to use and set up
Greater audience reach
Commercial free and it's anywhere anytime
Brand awareness
Increases advertising potential
Podcasting makes listening personal
Totally portable

Duration 1 Day (9.00 - 4.30)

Investment **Member**
\$385 GST free

Non Member
\$585 GST Free

Location The Institute for Learning Professionals
17 Gould Road HERSTON, BRISBANE

More Info Call 0415776669 or thepresentationcoach.com.au/



The brand engine podcasts



What you walk away with

1. Access to over 200 podcasts.
2. Opportunity to engage with an attentive group of individuals from various professional backgrounds.
3. Your 10 minute podcast in .wav or .mp4
4. Compressed file ready for your website, clients and hosting site.
5. Coaching prior to podcasting.
6. Access to our 'Brand Engine' podcasts.
7. MP3 files for your on-line courses.

