"The Robert Plank Show"

Episode #009

How To Setup Your Own Podcast And Get Your Radio Show Published On iTunes

Facebook: www.RobertPlankShow.com   Blog: www.RobertPlank.com

Today, we're talking about podcasting, how to get your own radio show on the Internet. Whether you are reading this off a transcript, or you're listening to this on your device, or listening on your computer, in your car, in your office, whether you're a first-time listener a long-time listener, this is a podcast. This is a radio show. This is what you're listening to right now.

I want you to have the same things that I do because it's not a competition. It's totally okay for me to be in my own little corner of the Internet, have my raving fans, for you to have your own raving fans, for me to be happy for you, for us to be happy for each other, and for us to peacefully co-exist in this huge, huge space called the Internet.

It's Free to Be Everywhere

One thing that I really want you to do and have in your business is to be everywhere. Here's what I mean. Far too many marketers are content with hiding, with being anonymous, with doing business under a business name, or calling themselves "Beltman Industries" or something equally stupid. No, use your real first and last name because you're a personality.

Look at Suzanne Somers, Jillian Michaels, Ron PoPeel, Jack LaLanne — these kind of people, they have really cool personalities. They're recognized in their industry as the best in what they do so you be doing the best in what you do as well.

You need to be everywhere. That means a few things. That means that you have to have a website, you need to have a blog, you need to have a product for sale.

You know what else you should have? Some kind of social media, a Facebook presence. You should have a book. You should have a podcast as well.

I hear all the time people saying that wish they'd been around during the good old days of the Internet, during The Golden Age when you could register any domain name you want. You can run some ads, make some money.

But you know what? It wasn't that great. It wasn't that well-organized. Now, it's awesome because it's free to make a website. It's free to make a Kindle book.

Did you know that, in order to get listed on Amazon to sell your digital book, to have a Kindle book listed, you upload a Word document, you fill out a form, there is no cost to you.

In order to have a physical book on Amazon's company called CreateSpace, you know what you do? You upload a Word document, you fill in a form, you create your cover, and once again, it's free! Yes, they take a cut because it costs them a few dollars to manufacture, fulfill, and ship that book but you also make the money that's left over — there's no deposit, there's no having a garage full of your books.

The Internet is an amazing place these days. Because of sites like Facebook, you can get massive traffic. Because of sites like Apple iTunes, and because of the rise in popularity of smartphones, iPhones, iPads, Android phones, tablets, everyone is connected to the Internet all the time.

You can have your own Internet radio show, your own podcast which means that whenever you have something to say, like I have something to say to you right now, you record it in audio format, put it on the Internet, and all of these devices will automatically download that latest episode of the whatever-your-name-is show. Pretty cool, right?

You and I are living in a really exciting time because this thing called podcasting, it actually has been around for a while. It was popular among all the nerds years ago and really went away. Now, because of the rise of smartphones, it's making a huge comeback.

When we're talking about a podcast, it means that you have, basically, audio files. You have episodes of your radio show available on the Internet.

Now, we're not talking about doing anything live, or even committing to doing anything on a regular basis. If you record a five-minute audio, go through the instructions I'll tell you in this episode, if you just have one five-minute episode, you have a podcast.

That means that, if someone searches for you on their phone — in iTunes, in Google — they will find that episode of your show. That means that, when someone goes to your blog, they will be able to find that blog post, that audio file right there on your website.

A lot of people think, "If I have a website, I have a blog, I have my online journal. I can type text, I can add these text blog posts, and I'll record an audio speaking out that blog post, or maybe the blog post will consist of bullet points and I'll spend five minutes, twenty minutes speaking out those points and elaborating on them. I'll have a blog post, I'll have an audio file, I'll put it online, boom! I have a podcast." Not quite yet.

What makes a podcast really awesome is you go through these extra steps, people can click a button, and now subscribe to your podcast.

The first month of the Robert Plank Show coming out, I had 2,200 downloads. Now that's not thousands. That's not millions. But to from scratch, to go from nothing to 2,200 people have listened to my voice in those first 30 days is awesome. I want the same things for you.

You create a blog — if you don't already have one. You record an audio show. Now you have the capability for people to subscribe to you or, if you don't want to commit to burning your regular episodes, that's fine. You can talk about different subjects.

Now, when someone is searching for "beginning guitar advice," for "kickboxing advice," for "how to flip a house," even if you're only talking for a few minutes, especially if you're recommending a URL link at the end, now this is a way for people to find you.

You know what else too? Everyone talks about how the Internet is so damn crowded, everyone's on there, it's impossible to get heard, and, "Back in the day, you could get away with typing out one article a week and you were fine. Now you have to have hundreds of articles because everyone's marketing with articles, everyone's marketing with Google, there's so much noise." What I always want to be doing is remain in my customers' brains.

I always want to stay in contact, that's why I send emails on a regular basis. That's why I make blog posts even though I can't directly measure the amount of money I make from something like a blog post, from something like an audio podcast. I do it because I want to consistently keep in touch with people who haven't bought from me and especially people who have bought from me because I want them to keep buying from me again and again and again.

You have to be consistent. You can't stay anonymous. You can't sell $7.00 ebooks for a living. Have you heard of these things?

This is nothing new. For some reason, it never goes away, but one of the first things that you hear about when you go online, or if you even have an existing business and you're looking for the Internet to get more exposure, you hear about these things called short reports, $7.00 reports, and people say, "You can put together a ten-page Word document, save it as a PDF, sell it for $7.00, and make a bunch of money." It's true you can, but that is the first thing you do. That's not the only thing you do.

I feel bad, I get when I see people who are stuck in the same place, Internet marketing-wise, that they were five, ten years ago. They're still trying to become a multi-millionaire selling those $7.00 ebooks, those $7.00 reports.

Like I said, you can have a nice quick payday from that, but you can't stay there. You have to have a real web presence. You have to build a list. You have to have some high-ticket products.

You Can't Sell E-Books for a Living!

You have to have consistent traffic. You need to be a coach. You need to be an authority in your marketplace. Running a podcast will really be one of the ways that you do it.

You have to be everywhere. Wouldn't it be great if someone could find you from your affiliates marketing your product? From Google searches, from Facebook, and from this thing called iTunes and other podcast directories.

We record our podcast shows, put them online every now and then. Now we're listed in iTunes and because we're listed in iTunes, Google indexes the web pages that iTunes creates. Now we have extra links on Google as well. We can submit our podcast to other podcast directories.

Now we have even more backlinks. We can market our podcast on Facebook. Now there's even more ways for people to find us. Now, because you recorded this five-minute or this twenty-minute audio program, now you're in all kinds of places.

You can get the podcast episode transcribed, use that as part of a book. Take that report, put that all over Facebook. Put that on viral PDF sites.

Re-brand those reports for your affiliates. Put them on your blog. That way the words you speak out on your podcast get indexed on Google and bring people to your website.

Are you starting to see what we're doing here? We're putting out a bunch of content basically to go to fishing so that people find us. We basically catch these people who have a problem who are looking for a solution.

If you've listened to earlier episodes of the Robert Plank Show, I've discussed with you things like how to write articles, how to write sales letters, how to get started on the Internet. The idea here is that we're talking about all these subjects where I'm really excited and really passionate — I hope you can tell.

If someone is looking for how to setup a membership site and they search that — whether that's on Google, Facebook, iTunes, whatever — I want them to find my podcast. I want you to find my podcast. I'm very happy that you found my podcast. I'm happy to share with you all this information.

Why? Because now you'll start listening to me as an authority and I have the opportunity to what we call "link drop" different URLS. By that, I mean that today's episode is sponsored by PodcastCrusher.com.

That's my program where I can show you exactly how to create and set up your own podcast. I'm giving you the basics right now here, but there's only so much we can do with a short audio program.

Wouldn't it be great if I could show you all the screens? If I could show you how to submit your program to iTunes, how to record it on your computer, how to publish the various episodes, and how to avoid all the various pitfalls, things, and places that you can go wrong.

I'll give you one right now. You don't want to host your podcast files on your website. You don't want to host the actual audio files on your website.

If you've heard about this thing called Amazon S3 — maybe you have, maybe you haven't — it's a file storage service. You also don't want to host your podcast on this place called Amazon S3. Why? We'll get into that during the course.

Making a podcast is kind of fun. Many people I know prefer it because it's easier to speak something out that to write out a blog post. Whether you like it or not, your life, or parts of your life, are public on the Internet because of social media such as Facebook and Twitter.

If you're doing business on the Internet, don't you want money? Don't you want sales? Don't you want traffic? Don't you want subscribers?

If so, you better talk about what your niche is. You better share some advice. That way people have a way to find you. Even if they haven't yet bought from you, at least you'll get some authority, at least that way that they will trust you enough to listen to you more and eventually buy something.

I hope that you have a niche, you have a passion. You know what you want to talk about. If you know anything about keyword research, if you know how to look in your website cPanel what's called AWStats, if you notice what blog posts or what subjects or what sub-topics are really, really popular in your niche, or with your competitors, or things that you want to talk about the most, record some shows about that.

How to Record & Publish a Podcast

Now, how do you record a podcast and audio show? I've tried different lengths and twenty minutes seems to work pretty well for me. I tried an hour if you've listened to earlier episodes. I've gone a little bit longer, I've gone about an hour-long.

People prefer listening to these episodes during a walk, a car ride, that's why I try to keep them to about twenty or thirty minutes. You should too.

I have about four or six talking points. I usually have a list of bullet points about things I want to talk about. If I'm running out of time, I'll skip over some or cut some short. If I'm running short on time, I'll use those bullet points to keep me on track.

I don't script things out — you shouldn't either — because time is too dang short. Why are you going to write down every single dang word if you're going to speak it out anyway?

The point of speaking things out, the point of using video to create products and things like that, is to save you time. It's to save you all that time you would have spent typing different things out.

What we do, and in Podcast Crusher I'll show you all the steps here, but I'm recording this program right now on what's called a Logitech H530 headset. It costs about $30.00.

I like it because it's a headset. The audio quality is pretty decent. It's not a real big fancy microphone but it does the job. It plugs right into your computer's USB port, that way you don't have to deal with a mixing board, a pre-amp. You plug it in and you go.

I record the audio for this program using a program called Camtasia Recorder. It's a $300 program. I use it because it records audio as well as video so it's really good practice for you.

You can have nothing on your screen, plug in your headset, talk, save the audio, and produce all that good stuff. But when it comes time for you to record a quick screen capture video where you show your screen, you talk, you show a few things, you already will have the software.

Camtasia is $300. It has a 30-day trial. If you really, really, really want to be a cheapskate, go to a program called GoldWave. That's a trial program, it'll keep popping up a "nag screen" but I'm pretty sure that GoldWave is 100 percent free.

You plug it in, you hit the record button, and you start talking. You treat it as if you're a live radio DJ. There's no chance here to stop and pause, or stop and start over. Just talk about what it is you want to talk about.

If your first couple of podcast episodes are a little rough, that's fine. Publish what you have, you'll do better, and you'll grow next time. You'll be glad you did because, what if you record even one short podcast episode per month, after a year you look back and look at your early stuff, you're like, "Whoa! I've come a long way. In the beginning it was nervous, it was awkward. As I worked that podcasting

muscle, as I got better, I became a better speaker, a better announcer. My ideas made more sense." And on and on and on.

We record it to Camtasia. In GoldWave, we convert that audio into what's called an MP3 file. What's really important here is that we add these things called ID3 tags.

You can pretty much embed, you can pretty much build in things like the name of your podcast, the name of your episode, even the cover, the graphic of this podcast. I don't know how you're listening to this but if you're listening to this on a phone, a device, chances are you might see picture of me or whatever logo we're using right now for the Robert Plank Show. We can build all that into the audio file, the MP3 file itself.

We record our program. You know what? I'll add in a little bit of music like in this episode. But for your first podcast episode, I don't have you add anything in.

I have you hit the record button, start talking, have a quick five-minute lesson just to get you up and running — to get you online — because we can always improve better. I'd rather you have, over time, 100 different podcast episodes because, if you're a Realtor and you have a podcast episode about flipping a house, about renting a house, about reverse mortgages, an episode about buying a house to live in, and you had it on all these different subjects, that's 100 different ways for people to come find your blog, find your business, find your products, find out what you are all about.

ID3 Tags, PowerPress, iTunes, WordPress

We record our MP3 file. We have to mess with a few "ID3 tags." Put it up onto a file storage service that's meant for podcasting.

What's really great about the file storage that I use is that I can see all kinds of statistics. That's why I was able to tell you that my first month of having a podcast, I have 2,200 listens. I'm able to see which of my podcast episodes are more popular than the other ones. I can see month-to-month, week-to-week, I can see geographic areas of where my podcast is more popular.

I can see how my podcast is doing in America, or in Vietnam, or in Canada, or in Europe. That comes into play later. I store my files and I go over to my WordPress blog.

By the way, whatever your name is, if the dot-com like RobertPlank.com, if that name is available, snatch it up right away. You might be saying, "I have a funny name. My name is weird to spell." Great! Your dot-com name is probably available. If not, maybe "whatever-your-name-is marketing," or "whatever-your-name-is lawyer," or "whatever-your-name-is blog.com," I'm sure you'll find some combination that includes your name.

What you should do there is setup a thing called WordPress.org and set up your blog where, whenever you have something to say, you can click a button, type it in, and talk.

There's a plug-in, an add-on for WordPress, that I use called PowerPress. This is basically a podcasting plug-in. What you can do is, whenever you have a blog post, you can scroll down a little bit and say, "Here is the audio file that belongs to this blog post," so when we make a new podcast episode, all we're really doing is we're making a post on our blog, putting the title of today's episode, like this episode is called "How To Setup Your Own Podcast And Get Your Radio Show Published On iTunes Before Dinnertime" so I'll make that a title of my blog. That'll be the title of a blog post which exists on my blog website.

I might have some bullet points about what today's episode is all about. We call those the show notes. I might put a transcript of that later on, but you don't have to. But where we scroll down a little bit, we say, "Here is where you can find the audio that belongs to this blog post. That is the audio that you listen to, or that your phone finds, or your whatever computer finds when you want to listen to this episode."

We record in Camtasia, save in GoldWave, upload to my special super secret file storage service that we'll reveal inside of Podcast Crusher. On your blog, you install WordPress.org, install the PowerPress plug-in, and that will add special invisible stuff so that when someone finds, or when you publish a new podcast episode, now they can find that one thing.

What you do is you have all these things setup and you actually open up your iTunes program on your PC or on your Mac, there's a special tab in the podcast area to submit what's called your podcast feed. Basically, let's say it's a list of all of your podcast episodes.

You submit this to iTunes, it takes two or three days for them to approve it. Now, when you want to publish a new podcast episode, all you have to do is hit the record button, put on your headset, put it on your head, talk about whatever it is you want to talk about, drop in whatever links — like I've been dropping PodcastCrusher.com this whole time — and when you're done, hit the stop button, save it, put your title and all that in your ID3 tags, make a new blog post, upload your audio, paste in the link to your audio in that blog post, and you're done!

If you want to do whatever you want to do, like post the link to Facebook, post the link to your email subscribers, that's fine. But anyone who now looks you up, or looks up your show on iTunes, will now see that new episode.

If anyone has subscribed to your podcast — they can do it by clicking the subscribe button in iTunes — I think it checks a few times a day, it will automatically download that new episode of your podcast so it'll already be on your device the next time they go for a drive, go for a walk. Depending on what software, which app, it might actually alert the person and tell them that you have a new podcast episode.

Fan Page & Domain Name

In Podcast Crusher, we take you from start to finish as far as I show you how to record it, we record an episode right in front of you, we setup all that website stuff, we submit it to iTunes, and we have you do things like register a domain name, a $10.00 domain name, a new dot-com name just for your podcast.

We have you setup a Facebook fan page for your podcast so, if someone wants to keep in touch and keep track of your episodes, not only can they subscribe on iTunes, they can also click the Like button on the Facebook fan page for your podcast. Whenever you have a new episode, you alert, you update them in that place as well.

We have you submit the podcast to different directories. We have you have a call to action on your podcast. For example, if you go to RobertPlankShow.com you can find the fan page for the Robert Plank Show, click the Like button, and I will mention your name on the air.

Lots of stuff there about podcasting. You need to do it if you want traffic, if you want to become a recognized authority, if you want to be everywhere, market consistently, and stay in your customers' and your prospects' brains all the freaking time.

As always, we went way overtime but that's fine. I enjoy contributing to your success. Please let me know how I'm doing by going to RobertPlankShow.com, leave a comment, make a post in there, and give me a quick testimonial or a quick review — good or bad — I want to hear from you. I want to know exactly how you're doing. I want to, most importantly, subscribe to your podcast.

Join us right now at PodcastCrusher.com to get your own podcast setup. Let us know where it ends up showing up.

That's all for me today. That was "How To Setup Your Own Podcast And Get Your Radio Show Published On iTunes Before Dinnertime" sponsored by PodcastCrusher.com.

Join us next week for Episode 10 of the Robert Plank Show, "How To Setup A Blog, Create Content, And Become An Instant Celebrity." I can't wait to share my insight with you. I can't wait to help you get to where you need to go.

I'm Robert Plank. Have a great day! Have a great week! Have a great month! Have an excellent year!