



# Podcasting for Authors Webinar

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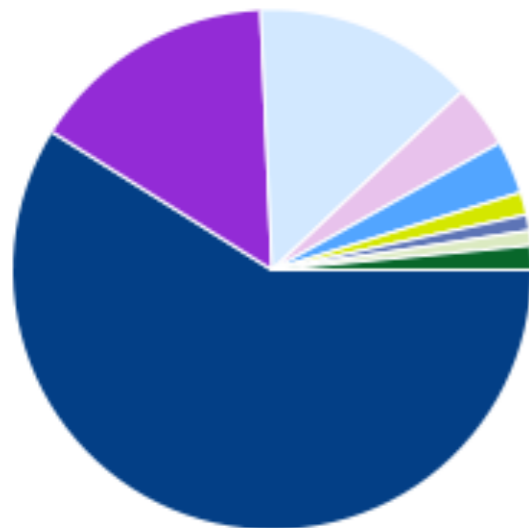
<http://www.TheCreativePenn.com/podcasts/>

Coming up to 100 episodes.

Started March 2009 - didn't really have a clue then!

### Summary

	Overall	June
Total Downloads	25,496	2,427
Unique Downloads	23,661	2,236



- United States (58.9%)
- China (15.4%)
- United Kingdom (13.7%)
- Australia (3.9%)
- Canada (3.3%)
- Germany (1.4%)
- France (1.0%)
- South Africa (0.9%)
- Norway (1.5%)



### Joanna Penn

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*Adventures in Writing, Publishing and Book Marketing.*  
 Speaker, Traveler. Author of thriller novel *Pentecost*. Also  
<http://www.MysteryThriller.tv>  
<http://www.TheCreativePenn.com>

**The Creative Penn** By Joanna Penn

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe.

**Podcast Description**  
 Information and inspiration on writing, self-publishing, print-on-demand, internet sales and marketing. All the latest in publishing 2.0 and using the internet to make more sales and promote your work.

Name	Description	Released	Price
1 The Art And Science ...	Lightbulb moments are tho	6/27/11	Free
2 Book Marketing Q&A Wi	(http://farm6.static.flickr.c	6/12/11	Free
3 Getting A Publishing De	In this lively interview, Wire	5/26/11	Free

# Podcast = audio that people can subscribe to

## WHY PODCAST ANYWAY?

- \* Learning and helping others.
- \* Networking with other writers/bloggers. Power of a network online.
- \* Know, like and trust. The importance of your voice to connect. Laughter.
- \* Content Marketing. Principle of generosity. Different mediums to reach different people.
- \* Podcast fiction - get your work out there.

<http://www.thecreativepenn.com/2009/10/17/must-listen-audio-scott-sigler-and-seth-harwood-on-podcasting-to-publishing-success/>



Audiobook?  
Interviews?  
Chat show/opinion?  
You decide...



<http://www.podiobooks.com/>



<http://www.twistimage.com/podcast/>

# Writing Excuses

Fifteen minutes long, because you're in a hurry, and we're not that smart.

<http://www.writingexcuses.com/>



<http://www.7thsonnovel.com/>



<http://www.scottsigler.com/infected>



<http://www.chasingthebard.com/>

## **Step 1: Plan your podcast**

**I plan my interviews months in advance** by contacting people with interesting stories and proposing an interview. I usually create a relationship on Twitter first and read their blog for a while, or I find an interesting interview with them on another site and contact them directly.



After arranging a time and date to call (across multiple time-zones), **I email a week prior to the interview** with the intro and questions for them based around the topic of the interview. I may veer off into other topics but it allows them time to prepare and gives me focus. I usually do interviews with Americans at 6am Australian time so advance planning helps!



<http://www.skype.com/intl/en-gb/home>



<http://www.pamela.biz/en/>

<http://ecamm.com/mac/callrecorder/>

You can just do audio with these tools but you can also now do video.

So I try for a video interview (better bonding!) and then turn that into a video on YouTube and an audio interview on iTunes.





<http://audacity.sourceforge.net/>

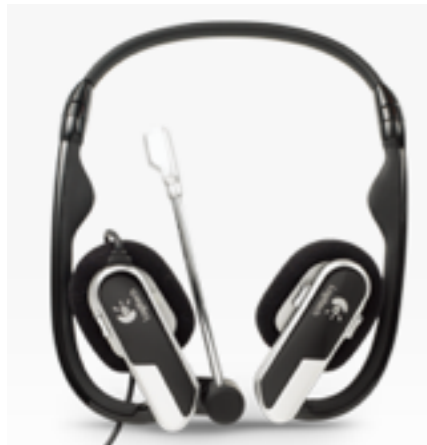
FREE and I used it for 18 months.



<http://www.hairersoft.com/pro.html>

**For intro and outro**, google “royalty free music” and look for a loop

<http://musicbakery.com/>



<http://www.logitech.com/en-gb/webcam-communications/internet-headsets-phones>

SERIOUS podcasters who do performances/ audiobooks etc have special mics.

<http://www.scottsigler.com/node/289>



<http://www.blogtalkradio.com/>

Free, they host it. But many limitations i.e. you don't own it. You don't control the quality.  
How seriously are you taking this?



I started off using my existing blog hosting service but then realized the bandwidth was just getting bigger.



<http://aws.amazon.com/s3/>

Now I use Amazon S3 cloud server with Bucket Explorer to manage files. For all my audio and video (the video is much bigger) it's around \$6 per month so maybe \$2 for just audio.



Bucket Explorer

A User Interface for Amazon S3

<http://www.bucketexplorer.com/>



# Podcasting plugin for Wordpress blog.



 **PowerPress:** The most extensive podcast plugin for WordPress

[Download \(free\)](#)

 **Media Stats:** Get audience demographics and geographical data with the easiest new media statistics service available.

[Sign Up \(free\)](#)

<http://www.blubrry.com/>

## Writing Historical Romance And The Christian Market With Jody Hedlund

by JOANNA PENN on JULY 15, 2011 [EDIT]



Podcast: [Download](#) (Duration: 35:16 — 20.6MB)

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**Remove**  Podcast episode will be removed from this post upon save

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**File Size**  Auto detect file size  
 Specify:  in bytes

**Duration**  Auto detect duration (mp3's only)  
 Specify:  :  :   
 Not specified








<http://www.apple.com/itunes/podcasts/specs.html>



## Categories

- |                 |                  |
|-----------------|------------------|
| Arts            | Business         |
| Comedy          | Culture          |
| Education       | Entertainment    |
| Gaming          | General          |
| International   | Lifestyle & GLBT |
| Music           | Religion         |
| Sports          | Technology       |
| Travel          | Health & Science |
| News & Politics | Show All         |

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Store Mac iPod iPhone iPad

# iTunes

What's New What is iTunes What's on iTunes

Podcasting Resources

Tips for Podcast Fans

**Making a Podcast**

FAQs: For Podcast Fans

FAQs: For Podcast Makers

Seminar

- Podcast Producer Seminar

Podcast Tutorials


- Creating an Audio Podcast with GarageBand
- Creating a Video Podcast with GarageBand

## Making a Podcast

This document covers the following topics:

- Submission and Feedback Processes
  - Creating Your Feed and the Importance of C...
  - Understanding the iTunes Client and the iT...
  - Testing Your Feed
  - Submitting Your Podcast to the iTunes Stor...
  - Submission Errors and Duplicate Feeds
  - The Submission Queue
  - Linking to Your Podcast
  - Adding Episodes
  - Troubleshooting Your Feed
  - Removing or Blocking Your Feed

CLICK BELOW TO SUBSCRIBE TO THE CREATIVE PENN PODCAST IN iTUNES

 **SUBSCRIBE**  
with iTunes

Add Subscribe link to your blog (Widgets in Wordpress)

# More Resources

<http://www.thecreativepenn.com/2011/01/15/how-to-create-a-podcast/>

<http://www.how-to-podcast-tutorial.com/00-podcast-tutorial-four-ps.htm>

<http://www.thecreativepenn.com/2010/06/14/podcast-scott-sigler-on-how-to-be-a-ny-times-best-selling-author/>

<http://www.thecreativepenn.com/2009/04/28/podcast-seth-harwood-podcasting-platform/>

<http://www.apple.com/itunes/podcasts/specs.html>



<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=309426367>



Questions?