

# Top 10 things you can do to start podcasting!

1. **Download an informative PowerPoint**  
[www.fl-cpa.org/resources/2007/PodcastingDoltYourself.ppt](http://www.fl-cpa.org/resources/2007/PodcastingDoltYourself.ppt)
2. **Purchase a Podcast Hardware kit, USB**, we recommend Behringer Podcastudio  
[www.MusiciansFriend.com](http://www.MusiciansFriend.com) about \$100
3. **Decide on your format**, a talk show, video, or maybe a presentation?
4. **Remember the RULES!** <http://www.mcelhearn.com/?p=152>  
Good advice on some basics of podcasting
5. **Think of your target audience!** What do they want to hear? Are you informed enough on your topic? Do you need guests?
6. **Podcast about what you know!** if you have a passion, tell the world, just keep it under a half hour or so to start.
7. **Know what you're putting online, beware of copyrighted material!** THIS INCLUDES MUSIC!  
No published bands, stick to [music.podshow.com](http://music.podshow.com) or <http://www.magnatune.com/>
8. **Don't try to copy someone else's' style, be yourself!** THAT IS THE POINT! You want your raving fans to learn who you are, and they can tell if you're faking it.
9. **Produce, publish, and promote your show!** Recording your voice and posting it to your webpage does not make it a podcast. Add show notes, music, RSS publishing software, or blogs. iTunes will not take your show if it is not formatted correctly!
10. **If all else fails, call a pro!** At IPN, we want you to succeed as a podcaster, and we know what it takes to drive new listeners to your show. BUT, they won't stay long if you have poor quality, or too much "salesy" content.

## **BONUS: Here's proof that you don't need to be a rocket scientist to do a podcast!**

<http://www.nasa.gov/audience/foreducators/diypodcast/index.html>

Do it yourself podcast by NASA for Educators!

CALL IPN TODAY TO HELP YOU CREATE RELATIONSHIPS FOR YOUR BUSINESS,  
ONE PODCAST AT A TIME!



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