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Zero To Podcast Show: Marketing With Audio (Blogging Success Book 4)

"The words Blog & Sarah Arrow go together like wine and cheese - people rarely think of one without the other"

Jay Blake

Zero to Podcast Show

Sarah Arrow



Synopsis

You've heard about Podcasting, and you're curious - how do you start a podcast show? Is it expensive? What do you need to start podcasting? Sarah Arrow walks you through how to set up your first podcast show so you can work out if you want to rule the airwaves! Remember, podcasting not only wins you more business but it also helps your SEO results = more people finding you and your business. Grab a copy now and start your own podcast show.

Book Information

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Customer Reviews

This book provides information in a clear and concise manner. I find so much of the information out there to be so technical it turns off part of a not-so-technical brain. I appreciate having this book in my hands to spell out that which others make sound frightening and confusing. Wanting results is what we want when we are willing to spend time seeking answers. This book will provide answers sought about getting one's voice and message out into the world via Podcasts

As someone who already had some base knowledge about podcasting and social media marketing,

I felt this book included many points I already knew, such as 'what social media sites to use to promote my podcast and blog', and 'where to share my podcast', I did find some helpful tips as well. The detailed section on "setting up your community" helped me to define my target audience that much more, and gave me a new way to approach my community. One thing that drove me a little crazy was the large amount of grammatical errors, and while the content is still able to be understood, it would look much more professional if it had been fully edited before being published. Overall, I would say if you're a beginner with absolutely no knowledge of the podcasting or social media marketing world, this book is a great source of information. It defines all of the major points, and how you'll go about looking into each further, helping you to create your own successful podcast.

As someone who has spent a lot of money over the years for expensive training courses, I was blown away by the amount of details the author has provided on podcasting in this eBook. It is complete and anyone who reads this book will be able to get going with podcasting right away. It is clearly written and the instructions are well done. I'm glad to have it in my library. It is a resource I will use.

Yes, there are other, more thorough and complete books on this subject, but I was surprised by the depth and detail of information included in this book. From strategies to step-by-step instruction for how to edit audio, this book covers a dizzying range of subjects related to podcasting. Don't let the cheesy cover image keep you from checking out this book. It really does have enough information to get you started. The book was published in the last year and the resources mentioned are all still valid and in service. There are some formatting issues, but they are mostly cosmetic and you can still find the next line to continue reading. It does contain a linked Table of Contents for easy reference. If you only have a buck to spend, this is absolutely the book for you.

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