

# The Power of Podcasting

- Do you have a passion and do you have a passion to talk about it?
- Plan. Do an outcome statement. Think about the two dimensions of content.
- Get some initial episode ideas. Familiarize yourself with the structural components of an episode.
- Consider recording a great intro and exit - include the essential things to say.
- Set up your recording environment - be aware of the different ways this could be done. Invest in the right equipment according to your needs and your budget.
- Download Audacity or invest in other audio recording or editing software.
- Set up a WordPress blog, use the Podpress plugin or similar.
- Set up a Feedburner account
- Select a place to host your media files
- For each episode: plan, record, edit, normalise, audio compress, mix, encode, tag, upload, publish on blog.
- When you've got a few episodes under your belt, submit your RSS feed to iTunes and other podcast directories.

Download the slides from:

<http://media3.wireworldmedia.co.uk/tbu11.pdf>

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