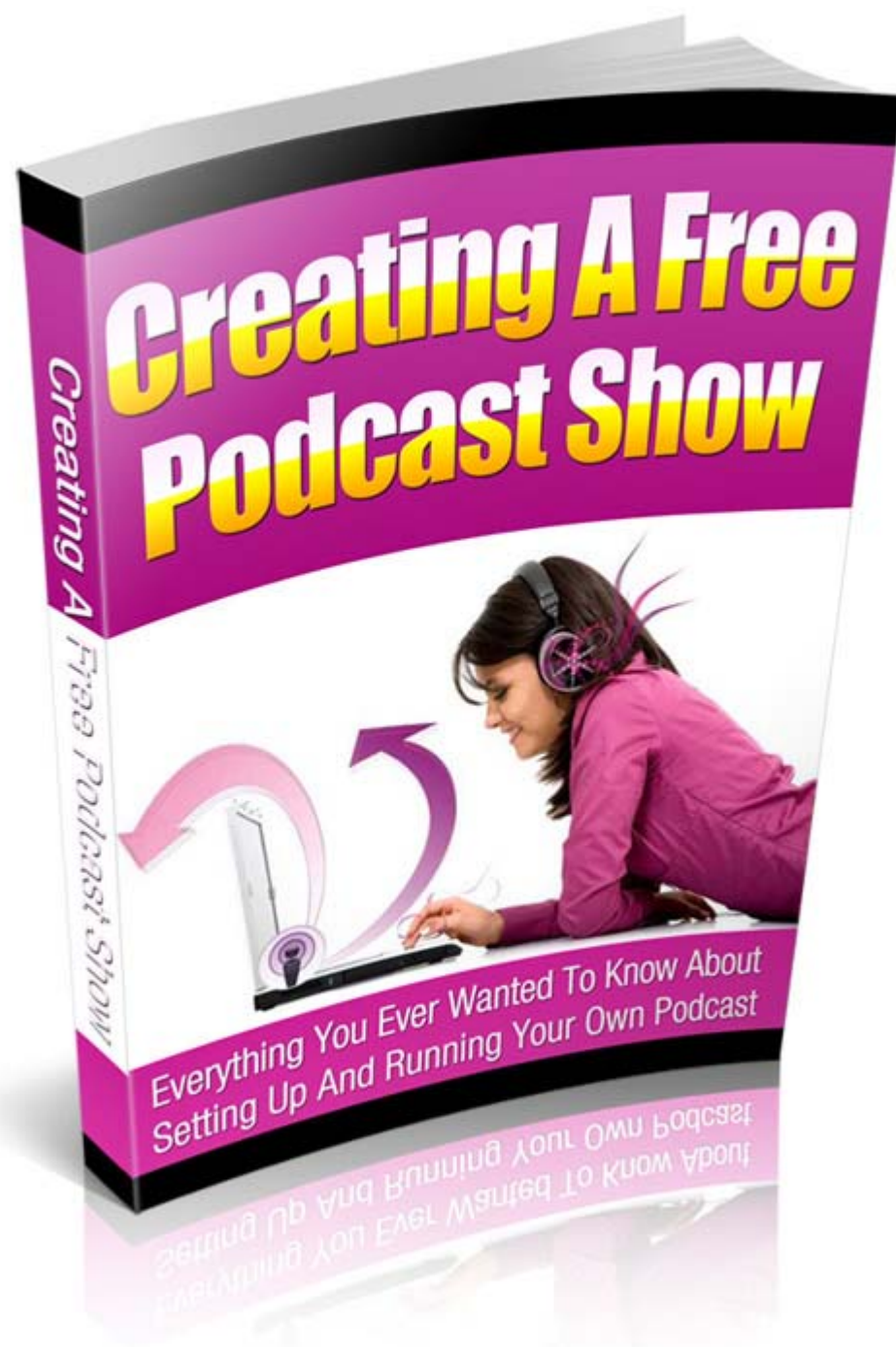




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This publication is not intended as advice for any specific person, but rather a general source of reference for matters pertinent for podcasting.

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HOW TO CREATE A FREE PODCAST SHOW TODAY!

1. WHAT YOU MUST HAVE

You must have a microphone (of good or better quality) and a computer with internet access.

Whether you are on a MAC or a PC, if you have the two above items, you can create your first FREE podcast show today.

2. IS THERE NO COST AT ALL?

No, there is no cost at all if you have the items in number above all ready to go.

3. WHAT DO I HAVE TO DO TO CREATE MY FREE FIRST PODCAST SHOW?

Here are the four steps you need to take to create your first FREE podcast show today:

1. Create a podcast show format plan.
2. Record, edit and save the audio in Audacity.
3. Export the audio media file as an MP3 file (or video as a MP4).
4. Upload your media file to a FREE hosting company website like Podbean which will then publish it to iTunes for you.

That's all you "have" to do, but you can do extra things like create some nice "cover art" which is the image that is saved with your podcast show and seen inside iTunes when people browse through iTunes, the first thing they see is the cover art. So it can be worthwhile to also do this step. If you don't have cover art, you can still publish your podcast show though.

4. DOES IT MATTER THAT I HAVEN'T SPENT ANY MONEY ON MY PODCAST SHOW?

No, it definitely doesn't matter, however, long term, no podcaster would continue with a free service. So using a free service is a great idea if you are not sure whether to go ahead with a podcast show or not yet. But, when you feel your podcast show is gaining momentum, you should change over to a paid hosting site like <http://libsyn.com/> or <http://www.blubrry.com/>.

5. CREATE THE PODCAST SHOW MEDIA FILE

Because of the size of video files, if you want to create a free podcast show it will have to be audio to publish on iTunes.

There are other benefits to recording audio only, including that it is quicker and usually much easier to create than videos.

If you want a video podcast because you want to also publish your videos on YouTube, you should consider converting your audio recording into a video.

FORMAT

You need to decide on what you are going to talk about in your podcast show, how long it will go, and who else will be involved (or are you going alone on this project). For example you could:

- Record your voice talking about something
- Do a training tutorial
- Record you and someone else talking together (like an interview) on Skype

AUDIO

My advice for newbie podcasters, just go with audio for beginners. Why?

- It's easier to plan an audio show
- It's easier to prepare
- It's quicker to record
- It's easier to edit
- It's quicker to upload and publish

What will you need to record an audio MP3 media file?

- a) A good microphone (you can get good mics from Amazon.com for under \$50)
- b) Computer with Internet connection
- c) Software to record, edit and save as an MP3
- d) A hosting site
- e) An iTunes account
- f) A blog
- g) A FeedBurner account

VIDEO

There are pros and cons of creating a podcast show with video.

PROS:

You can list it on YouTube, and you can save it as an MP3 and upload only the MP3 on your podcast.

CONS:

If you want a FREE podcast show, you won't find a FREE host for your media files. This is because videos are so high in memory to host it and it takes a lot of bandwidth when people download it.

Other considerations when you create a video

For example, if you are creating a show that has to be video, then you need to also consider your:

- Lighting
- Sound
- Recording device (ideally HD)

- Any actors “appearance” (eg. Hair and make up)

Once you have created your media file, you need to save it in the correct format to be uploadable to iTunes. For audio it is MP3, and for Video it is MP4.

Podcast Show Format inspiration

Go have a look around the iTunes Store and see if any of the other podcast shows you see there inspire you somehow. Always try to think like a listener who you want to attract to your show. What do they want to listen to, what do they want to learn, are they interested in serious conversations, or light-hearted fun stuff. Do surveys of people you want to target to see what they say themselves.

Podcast Shows can be:

- Interviews
- Talk Back
- Promotions
- Charity & Fund Raising
- How To Tutorials
- Religious
- Inspirational
- Educational
- Political
- For kids/adults
- Pure and simple entertainment

To record and save your media files as MP3

Once you have downloaded the Audacity program and saved it to your PC/Mac, then you are ready to start.

AUDACITY LESSON ONE – Download and run Audacity & Lame Plugin

You should go into <http://audacity.sourceforge.net/download/> and download a free software recording program called Audacity. You can download this for a PC, a Mac, or GNU/Linux.

If you own a Mac, you could just use Garageband. If you are using Audacity, you should also head back to Audacity website, and download the “Lame” plug in. http://manual.audacityteam.org/o/man/faq_installation_and_plug_ins.html#lame.

Once you have installed that onto your PC/Mac as well, then you are ready to save your media file as an MP3 file, and upload it to your host.

AUDACITY LESSON TWO – Open Audacity and record your audio

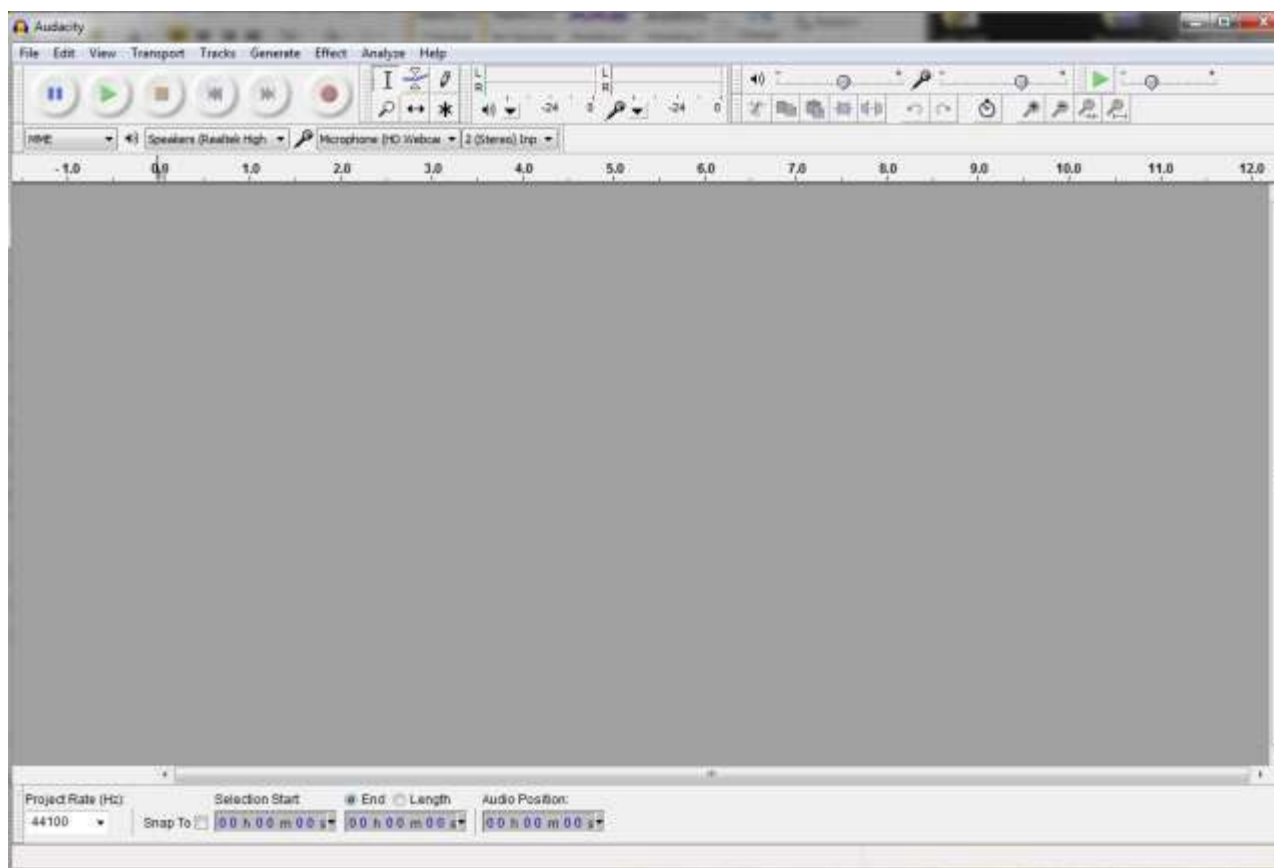


Once you have Audacity saved to your PC/Mac, then you should open the program up. The icon will look like this one on your desktop.

Remember, you don't have to use Audacity, its just that it is FREE, and it is considered a top quality product for newbie podcasters.

They do have a support forum, and there are many free tutorials on Audacity on YouTube. You should always head over there anytime you get stuck with something.

Another place you can seek help is at Daniel J. Lewis' blog www.theaudacitytopodcast.com/.



The above image is a screenshot of how your Audacity program will look (dashboard) when you first open it up to record your audio.



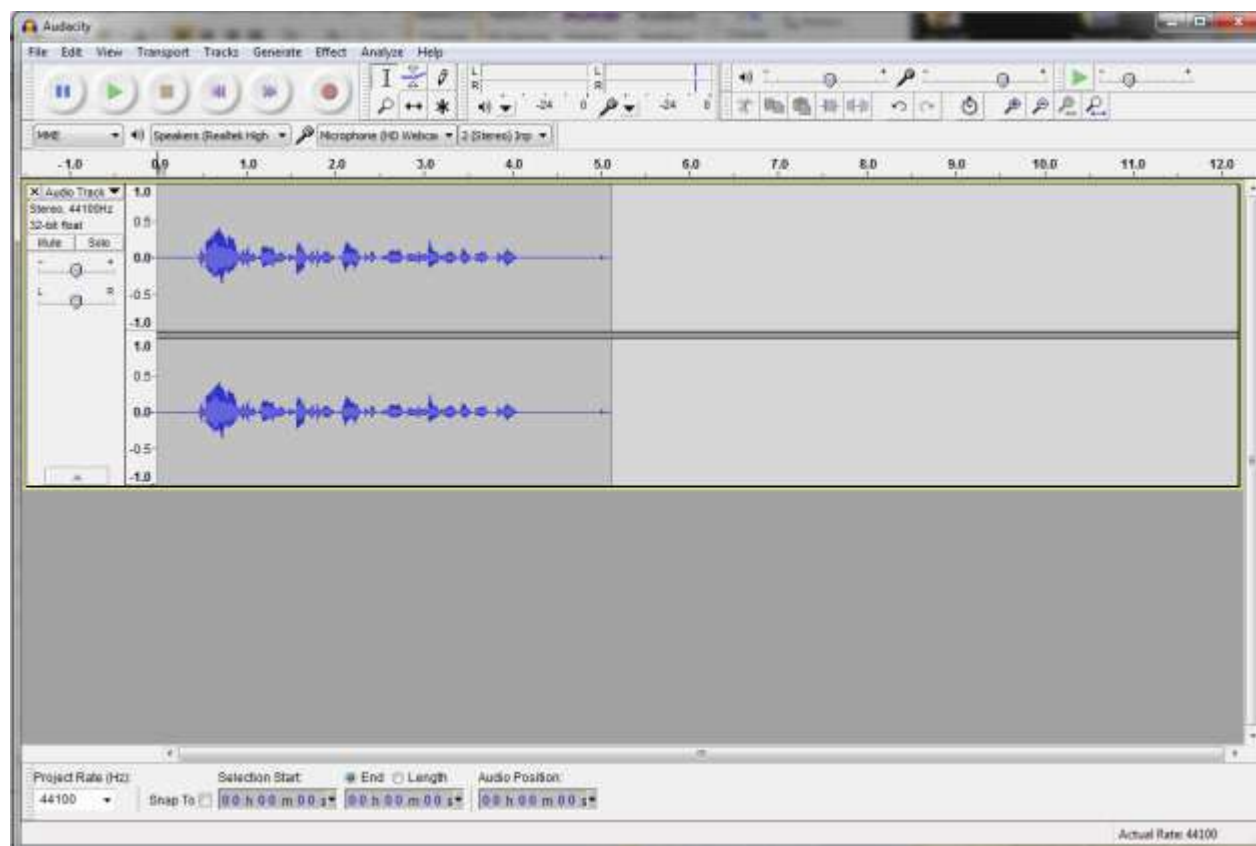
The above image is a close up of the top navigational bar of Audacity.



The above image is a close up of the record/edit buttons you need to push when appropriate to record and stop recording your audio. The buttons are from left: Pause – Play back – Stop – Back to start – Up to end of recording – Stop.

When you are ready, simply push the red “Record” button and start talking. If you need to stop and think about things, you should simply push “Pause” – not “Stop”. If you choose “Stop” it will cut the recording there, and when you push “Record” again, it will record it into a new line. If that happens, it doesn’t really matter because at the end all the recording will be combined, however, when you start editing it might muck around your start/stop points, therefore, I’d try to keep my recording all in one single line.

So go ahead and try it out a few times. In particular, you want to check your “tone”, the loudness of the recording and any “noise” that may be affecting your recording sound quality.



As you record your voice, you will notice the waveform (blue) move up and down with your voice levels as you record. This is normal.

I suggest you record your show from beginning to end, and take your time, repeat lines you’re not sure about, and complete the recording in one waveform.

AUDACITY LESSON THREE – Edit your recording in Audacity

Then when you have finished, go back to the beginning of the recording and push “Play”.

As you listen, you need to look out for the following problems in your recording and edit them as soon as you can:

1. Heavy breathing (or breaths)
2. Um's
3. You know's
4. Uncomfortable lengths of space between sentences

Any other annoying or unprofessional sounds/noises that you find as a result of playing back your recording.



In order to edit the above circumstances, you will need to get familiar with the above editing tools.

The main tools you will use are the “Scissors” (to the far left) and the fifth button in from the left, the “Silence” button. As you hover over all Audacity buttons, including these ones, the name of the button will pop up.

Scissors (delete)

To use the scissors, simply select the part of the footage that you want to delete by clicking at the beginning of the recording, and dragging your mouse over to the end of the part you want deleted. It will highlight the footage. Then go and click on the scissors, and it will delete the footage.

You can also delete by highlighting the section and just clicking on “delete”.

(NB. If you make a mistake, simply “undo” that last error, in fact, you can “undo” many steps back if you have to – “undo” is found under the top navigational bar “edit” OR in the navigational tool bar above right under the microphone image).

Silence tool

To use the “Silence” tool simply do the same as for scissors, but click on “Silence” instead of “Scissors”. It will flat line the recording for that highlighted section.

Other helpful tools to know about

The other important tools are “Zoom in” and “Zoom out” which are the magnifying glasses above with the + for zoom in, and – for zoom out.

Above the tools we have already mentioned, are volume controls.



To move the waveform left or right, you need to change your “handle button” from the tall “I” under the word “Analyze” in the top navigational bar, to the double ended “arrow” in between the “magnifying glass” and the “star”.

You need to change it back and forth a few times when you are editing.

The above tools are only the basic tools, and as you record more and more shows, you will start to learn more about the other features of Audacity. There are many professional podcasters who still use Audacity (and Garageband), these are highly regarded programs, so you should proceed with confidence.

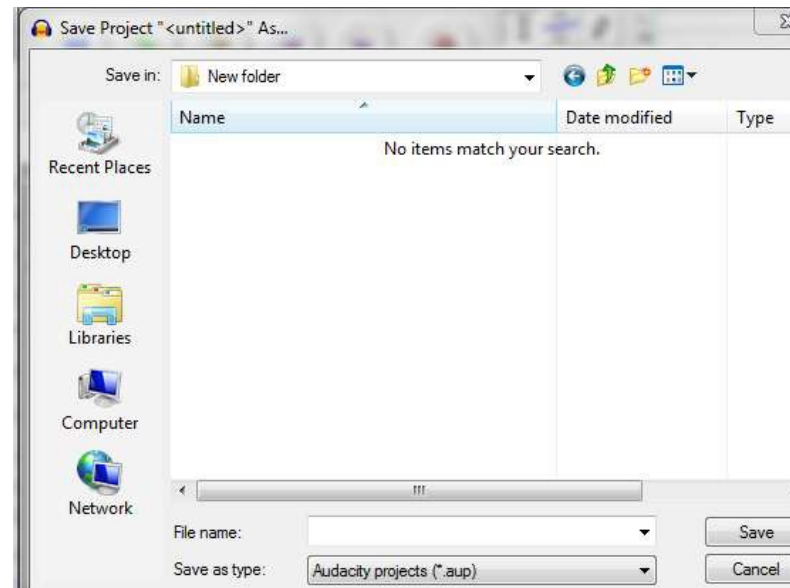
Further training for Audacity

There are plenty of current training tutorials for Audacity and Garageband on YouTube.

AUDACITY LESSON FOUR – Save your recording as an MP3

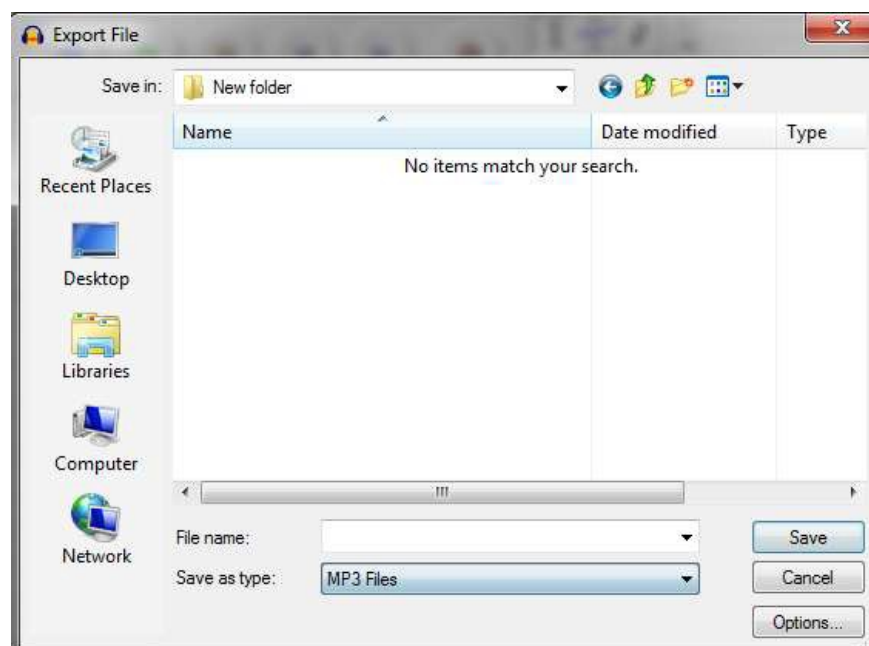
Saving your project, and exporting your file are two different things, and you should do both. This is always helpful if your “export” attempt fails and you need your original audacity media file to re-export. Saving regularly is important, if you lose a document, you can re-type it, but you can’t reinvent an interview, you would have to “re-interview” that person to replicate that media.

Saving your Audacity Project



To “Save” your Audacity recording, you should go to “File” and “Save Project”, and the above box will open up, you select “Save as type: Audacity projects (*.aup)” – and click on “Save”. This action will save your project as an “Audacity” file, and that file is only good to use in Audacity.

Exporting your Audacity recording as an MP3



If you want to use this recording outside of Audacity, you need to “Export” it. When you download Audacity, it does not have the ability to save as an MP3. This feature is under a separate licence, and as such, Audacity could not build the feature into their software.

If you have downloaded the “Lame” program as well, then this feature should be set up ready to go, or it may require a few simple set up instructions the first time only. From then on, when you go under the “File” menu, and drop down to the “Export” option, then the above image will pop up. Once it does, you should save your recording as an “MP3 Files”.

This is the format you need to upload your recording to your media host site in.

6. FREE MEDIA FILE HOSTING & PUBLISH YOUR PODCAST SHOW

You need to go find a FREE podcast show hosting company to host your podcast shows.

At the moment, one of the popular websites is PODBEAN.

You should go to www.Podbean.com and open a FREE account.



You can now customise your Podbean account. This should include:

- Setting up your “privacy” on your account (public or private)
- Upload a logo for your account
- Choose a channel title, category, tags and description

Publishing

- Upload your media file to Podbean
- Monthly Growing Space

Theme Customisation

- Change your theme
- Use your own header image
- Arrange your sidebar by widgets

iTunes

- iTunes settings and preview
- Submit podcast to iTunes

Statistics

- Episode hits
- Subscribers
- Site visitors
- GEO stats

Embeddable Player

- Embed podcast everywhere

Account Settings

- Change your name, password and email
- Change account plan
- Set your own domain

Basic Podcast Settings

To change some of your basic settings, log into your account by going to <http://podbean.com/login>. This will take you to the main Dashboard where you can find links to all the various settings and publishing tools. Click the "Settings" tab located in the upper right menu bar. You'll then see the "General Options" page.

From here, you can make a number of changes:

Channel Privacy - Choose whether you'd like your podcasts to be available to the public or just to friends that you invite to Podbean.

Change Your Logo - When you first sign up for your Podbean account, your logo is set to the default Podbean image which looks like this:

This image is displayed prominently on your podcasting website so you may customize it to your own wish. clicking the "Upload your own logo" link to upload your logo image file. Then select it from the drop down menu. Please notice your logo image file size cannot be larger than 200K. If your image file is larger than 200K, it will not be shown in the list. After selecting the logo image, click the "Update Options" button at the bottom right of the General Options page and you're done! Your new logo has been added!

The screenshot shows the 'General Options' page in the Podbean interface. At the top, there are tabs: General, Feed/Tunnels, Media Player, Comments & Share, Display, and Widgets. The 'General' tab is selected. The page contains several settings:

- Channel privacy:** Two radio buttons. The first is selected: 'Public, I would like my podcast site to be visible to normal visitors'. The second is 'Friends only, I would like my podcast site to be visible only to my friends'.
- Channel Logo (max 200K):** A dropdown menu showing 'my_podcast_logo.jpg', 'Podbean Default', 'episode_1.jpg', 'my_podcast_logo.jpg', 'header_image_MistyLook.jpg', and 'General'. A red arrow points to the 'Upload your own logo' link next to the dropdown.
- Channel title:** A text input field with 'my_podcast_logo.jpg' selected. A red arrow points to this field.
- Channel category:** A dropdown menu with 'General' selected.
- Channel tags:** A text input field with a note: 'Separated by commas. At least 2 characters per tag'.
- Brief Description:** A text input field with 'New podcast weblog' and a note: 'No more than 200 letters, explain what this weblog is about'.
- Editor selection:** A checkbox labeled 'Use the visual rich editor when writing'.
- Navigation bar:** A checkbox labeled 'Show navigation bar on top of podcast site (Warning! Hiding this bar may seriously downgrade your ranking in podcast network and search engine result)'.
- Date and Time:** A section showing 'UTC time is: 2008-10-16 8:55:42 pm' and 'Times in the weblog should differ by: -5 hours'.
- Update Options:** A button at the bottom right with a red arrow pointing to it.

Channel Title - The Channel Title is essentially the "name" of your podcast. It can be anything you choose, from your user name or online identity to a phrase, company name or other unique identifying label.

Channel Category - The Channel Category indicates where your podcast account will be listed in the Podbean directory. Podbean defaults to the "General" category but you can change this by clicking the dropdown box next to "Channel Category" and choosing the listing that's appropriate for you.

Channel Tags - Channel tags are like keywords that help visitors to the Podbean site find your podcasting account. If you want your podcasts to be available to the public, then you'll also want to choose a few keywords or keyphrases that are relevant to your podcast. For example, a podcasting site that focuses on blogging and internet marketing might want to use tags such as "blogging", "internet marketing" and "search engine optimization" (without the quotation marks, of course).

Brief Description - The description will be shown in the header of your podcasting site just below your Channel Title.

You can also use this page to update your email address as well as set your local date and time. Once you've made your desired changes, just click "View Site" at the top left of the page and check out your modifications!

Publishing

Like everything else in Podbean, putting up new podcasts is easy as can be. The first thing you'll need to do is record your podcast using your favourite software and equipment. When you're ready to upload, just go to your main Dashboard and click the "Publish" link in the upper left-hand corner. You'll see a screen that looks like this:

Tags - Tags are "labels" for your post that help people find your podcasts by searching specific keywords or key phrases.

Title - The name of your podcast.

Post - If you want to add an introduction or some extra content to go with your podcast, this is the place to do it. This is a user-friendly composition interface that works similar to most word processing programs, so you can bold and italicize your text, add images, etc.

Add Media File - This section is the place for you to set your podcast media files (ex: audio, video). There are two ways to add your media files: choose files that have already been uploaded from the drop-down box, or click the "Browse" button to upload a file directly. Please note files larger than 30MB in size will need to be uploaded via FTP(see below) first. Once the media file is targeted, you may set its attribute such as type, length etc.

To save this post for later, just click "Save and Continue Editing" if you want to make more changes or "Save" if you're done for now. To publish, click the "Publish" button and viola! You're published!

HTTP Upload - Upload via HTTP is simple. Just navigate to "Upload > Media Manager", click the upload button and follow the steps. The 30MB file size limitation is also applied here.

FTP Upload - To add files via FTP, you'll need your FTP user name and password for your Podbean account. This is not the same as the user name and password that you use to sign into Podbean and it may change periodically for security reasons. Go to your Account page by clicking the "Account" link at the top right-hand side of your Dashboard page and you'll find your current FTP login information.

Now, you can FTP your files with any size. We recommend [Filezilla](#) for Windows and [Fetch](#) for MacOS.

Once your files have been uploaded, return to your main Dashboard in your Podbean account and click the "Upload" tab in the top left menu:

Click the "Import FTP uploaded files" button to move your files over to your account. Note that you need to import your files within 24 hours of uploading them via FTP. After 24 hours, the files will be deleted from the FTP server.

Monthly Growing Space

To make sure you always have enough podcasting space, Podbean offers free monthly growing space to premium customers. What does that mean for you? Instead of trying to figure out which files to delete so that you can upload more, you can simply increase your space to accommodate all of your podcasting media files.

How does this work?

Instead of just giving you a set allotment each month, Podbean chose to make the growing space responsive to your needs. To do this, we've created a process that allows you to add the amount of space you need when you need it. Here's how it works:

Login to Podbean where you'll see your main Dashboard page. Click the "Upload" tab in the upper right-hand menu. You should now be at your Media Manager page. This is the place for you to manage your uploaded files.

In the box marked "Current Media Files", you'll see a list of the files that have been uploaded to your account. Click the "Archive" button beside a file and it moves to the "Archived Media Files" box. You've just given yourself some extra space! You can archive as many files as you want until the total archived files size is greater than your monthly growth limit. The archived quota will be reset to zero at the end of each monthly cycle.

And don't worry... your archived files are still available for public viewing and can be used as normal files. "Archive" just move the files to a permanent storage space.

Theme Customisation

Podbean makes it easy to customize your Podbean site! From your main Dashboard page, click the "Layout" tab in the upper left-hand menu:

From here, you can modify your theme, your header image, your sidebar, bookmarking options and links. Advanced users can also edit their CSS from this page.

Change Your Theme

When you click the "Layout" button, you should see the "Themes" subsection of the Layout area. Here you can see your current theme as well as all your available options. Podbean has a number of themes to choose from so if you want to change yours, just click on the theme of choice and you're ready to go!

Use Your Own Header Image

Next to Themes, you'll see a subsection link called "Header Image". Click this tab and you'll see your current header image used by the theme of your choice.

If you want to change this, simply upload a new image by clicking the "Browse" button to find your image file. Then click "Upload" to process the new image.

Arrange Your Sidebar

Arrange your sidebar layout is as easy as drag-n-drop. To do this, simply click the "Sidebar Widgets" tab under the Layout menu.

You'll see sidebar components listed under "Available Widgets" - just click and drag them where you'd like them to be on your sidebar "block". If your chosen theme has

two sidebars, then you've got two "blocks" to work with. You can add, remove and change the order of these widgets as much as you like.

And if you're thinking you'd like to leave your sidebar just the way it is, go ahead. Your theme comes with a default layout so no changes are necessary to keep your current layout.

iTunes

Submit your podcast to iTunes gives you more chances to be known by worldwide audience. To do this, you'll need to configure iTunes related settings under menu "Settings > Feed/iTunes"

The "iTunes Preview" window shows you exactly how your podcast will appear in iTunes. The corresponding settings are shown below:

iTunes Settings:

iTunes: FeedID - This is the ID you'll receive after you register your podcast service with the iTunes Music Store.

iTunes: Summary - This defaults to your Podbean podcast description found on your "Settings > General" page, but you can change it for your iTunes listing by editing this box.

iTunes: Podcast Logo - This defaults to your default logo for your Podbean account but you can change it here for your iTunes listing by using the drop down box to choose another image.

iTunes: Author/Owner - The creator/owner of the podcast.

iTunes: Subtitle - Give your podcast a subtitle (optional)

iTunes: Keywords - These default to the channel tags you created when you uploaded your podcast.

iTunes: Category - iTunes allow you to select up to 3 categories.

iTunes: Email - This defaults to your registered Podbean email but you can change it here if you want.

Once you finished those settings, now it's ready for you to submit your podcast to iTunes.

Statistics

Want to see how your podcasts are performing? Podbean's powerful analysis tools gives you an in-depth dimensional view of your visitors, subscribers, hits and geographical distribution.

Navigate to top menu "Statistics", each submenu represent a specific type of podcast stats. Includes episode hits, subscribers, site visitors and geographic distribution.

Episode Hits - Hits for each episode. different type of reach will be categorized three areas: feed, download and streaming. Feed reflects the number of times your content is fetched via a subscribed Feed; Download is the number of times that your content files are downloaded directly through the web; While streaming is the number of times that your content files are played online.

Subscribers - Approximate measure of the number of individuals currently subscribed to your feed. It's based on an approximation of how many times your feed has been requested by many different feed readers (ex:google reader) and podcatchers (ex:iTunes) in a 24-hour period. Request from robots will not be counted.

Site Visitors - Provide the number of visitors to your podcast site. Any number of visitors with the same IP address will be counted only once in a 24-hour period.

Geo Stats - The measure of where the audience comes from.

Each stats consists of graphic view, summary, and raw data, which are generated based on the criteria at the top of the page.

Embeddable Player

Eager to share your podcast to millions users in FaceBook, MySpace, or integrate to your own blogs and websites? The embeddable Player is just designed for this purpose. The unique feature "Embed Once, Use Forever" let you only do a simple Copy & Paste and the playlist will be updated automatically in the future.

Embed Podcast Everywhere - To get the embed code of your Podcast Player, simply click "Manage" tab, then "Embeddable Player" sub-tab. For Facebook user, click the link for Facebook and follow the steps. For other websites, select the colour and size of the player and click "Get Embed Code". Note there is a link "MP3 Audio Player" besides the headline of the page. This is an audio player with similar features, but only collect the episodes with MP3 audio format.

Embed Single Episode - To get the embed code of the Podcast Player for a single episode, you click "Manage" tab, then "Posts" sub-tab, click the "embed code" button at right side of the post.

Once a new publish is done, some backend works are needed for player to get updated, such as video encode, generate thumbnail and regenerate the playlist etc, which may take up to 24 hours.

Account Settings

To change your email address, first and last name or to create a new password, click the "Account" tab in the upper right-hand menu bar from your main Dashboard page. Make your changes and then click "Update Account" at the bottom of the page. You can also upgrade your Podbean account from this page as well as set your own domain.

7. WRAP UP

That's it! Once you have your first show up, then you set about recording another, and another and another.

How you create your podcast show strategy is up to you, and you should always consider what your audience would most want to hear, always think like your audience, and your podcast show subscribers and downloads will continue to grow, indefinitely.

Good Luck with your Podcast Show!

Alex Major
www.NicheEmpires.com