

FROM TELESEMINAR TO PODCAST IN 3 STEPS

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Teleseminar To Podcast Repurposing

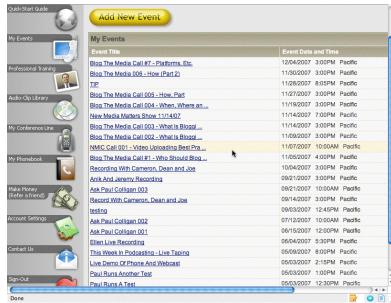
Overview

Once your teleseminar is completed, the next profitable step is to repurpose your teleseminar content in as many profitable mediums as possible for as many channels as is possible. One popular medium and channel is the podcast. The repurposing of teleseminar to a podcast is a simple 3-step process.

Step 1: Record Teleseminar Audio

There are many ways to record your teleseminar. Pick the method that makes the most sense to your work style and budget and save the final product as an MP3 file. The ideal file size for a teleseminar MP3 is less than 100 meg.

- Approved Online Resource: <http://www.InstantTeleWebcast.com> - The Instant Telewebcast service provides a bridgeline for your teleseminar and will provide you with an MP3 file recording made directly from the bridgeline when the teleseminar is completed. The service can also be used to record teleseminars on third-party bridgelines.



Record Teleseminar Audio



Place Recording Online



Update Podcast Feed

Step 2: Place Recording Online

Your podcast (in the .MP3 file format) must be placed online and made available via a web address (such as <http://www.yourdomain.com/files/teleseminarrecording.mp3>). The domain used for hosting of your online recording is not important as the URL address for the file is no viewed by the listener.

- Approved Online Resource: <http://www.EMIDomains.com> - The “Economy” hosting plan at EMIDomains.com is only \$5.99 a month and can serve more than 2,500 (100 meg) teleseminar episodes each month. The deluxe plan at \$8.99 a month can serve more than 10,000 (100 meg) episode downloads during the same time frame.

Step 3: Update Podcast Feed

The podcast “feed” is the address for your podcast information online. A “podcatching” program such as iTunes, the Zune Marketplace or Podcast Anywhere require a podcast feed address to download the podcast content. Update your podcast feed with your teleseminar episode information.

- Approved Online Resource: <http://www.Premiumcast.com> - Premiumcast.com will both automatically generate the feed for your podcast and will provide a simple access page for your audience and some tracking of their usage. The free version is fully functional but requires your audience subscribe at the Premiumcast.com site. The “Pro” and “Viral” versions include options such as e-commerce integration and an affiliate program.

Review

The value of a podcast is in the ease by which it delivers content consumed by the audience at the time, place and device of their choosing. The podcasting of a teleseminar combines the tremendous benefit of a teleseminar production with time-shifted delivery channel of the podcast.

The continually rising popularity of portable media players such as Apple's iPod or Microsoft's Zune provide a unique chance for the teleseminarian to repurpose their content so that it can be consumed via these products as well.

Bonus Webinar Content

This process will be demonstrated via a free Webinar on Friday, December 14th, 2007.

To get a free ticket to the Webinar, visit <http://www.PodcastSecrets.com/3steps>.