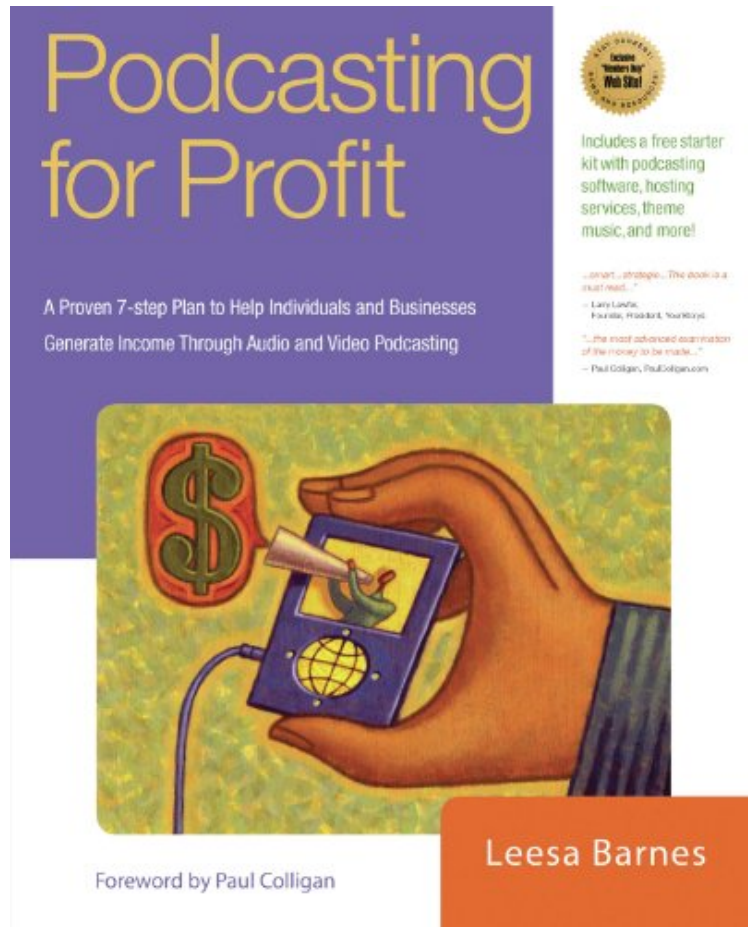


[Free download] Podcasting for Profit: A Proven 7-Step Plan to Help Individuals and Businesses Generate Income Through Audio and Video Podcasting

# Podcasting for Profit: A Proven 7-Step Plan to Help Individuals and Businesses Generate Income Through Audio and Video Podcasting

Leesa Barnes

DOC | \*audiobook | ebooks | Download PDF | ePub



#2144700 in eBooks 2007-09-01 2007-09-01 File Name: B008XCDAS6 | File size: 35.Mb

**Leesa Barnes : Podcasting for Profit: A Proven 7-Step Plan to Help Individuals and Businesses Generate Income Through Audio and Video Podcasting** before purchasing it in order to gage whether or not it would be worth my time, and all praised Podcasting for Profit: A Proven 7-Step Plan to Help Individuals and Businesses Generate Income Through Audio and Video Podcasting:

0 of 0 people found the following review helpful. Great Info!By James L. StuartLeesa Barnes shares great information for making money with your podcast. After reading the book I implemented just a few of her suggestions and profited. I wasn't surprised as Leesa Barnes is know for being on point with everything she does.1 of 2 people found the following review helpful. Nothing SpecialBy L.S. CauldwellIt covered all the bases for setting up and how to make money with it. Unfortunately, the book didn't cut it for me. I am already doing what the book suggested and/or

recommended. I looked for alternate ideas to what has been said or done. I couldn't find those type of recommendations, and therefore didn't learn anything new from the book. 1 of 1 people found the following review helpful. A Great Overview By Dave Jackson This book does a good job of having the new podcaster think ahead. As the head of the School of Podcasting and Author of the book *More Podcast Money: Turn Your Passion into Profits* Lisa showed that she did her research and shows that you need to go after the money (it's not always going to come to you). There are more ways than money when it comes to benefiting from your podcast. If you're looking to start a podcast, this book won't tell you how, but will add some things to think about. After all, the old saying "Money Changes Everything" is true.

In 10 steps, this podcasting business strategy presents guidelines for developing a podcasting concept, building an audience, and turning a hobby into income through sponsorships, advertising, and online sales of products and services. Along with a proven plan for turning passion into profit, readers get a complete starter kit of podcasting software and services through a members-only companion website, as well as consultation with the author. The starter kit includes audio and video editing software, hosting services, background music, sound effects, promotional tools, and advertising sales tools. Businesses or individuals will find concrete steps to create a podcast or increase revenue through existing podcasts.

"I've downloaded your podcasts and enjoyed them." — Alan Alda, actor and author, *Never Have Your Dog Stuffed*