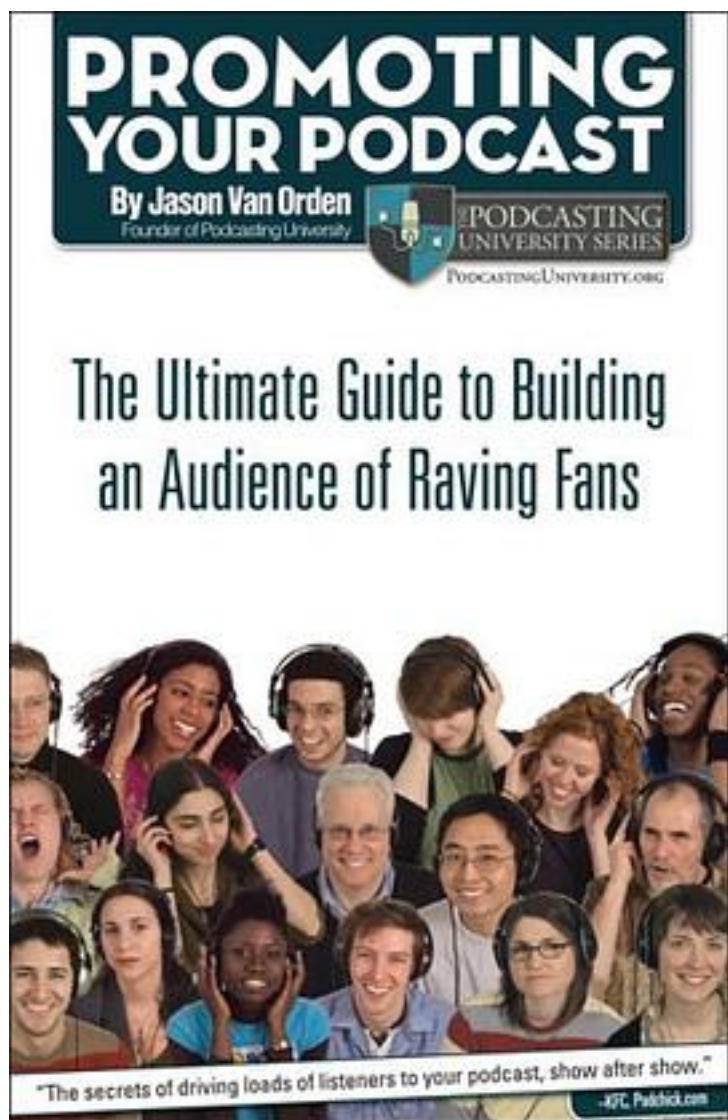


Promoting Your Podcast



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This essential guide, based on the author's extensive experience in Internet marketing and podcasting, outlines proven strategies for driving traffic to a podcast Web site and turning one-time visitors into long-term subscribers. The book covers pertinent topics such as how to get the best results from podcast directories; choosing an eye-catching title; writing an effective description; and much more.

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