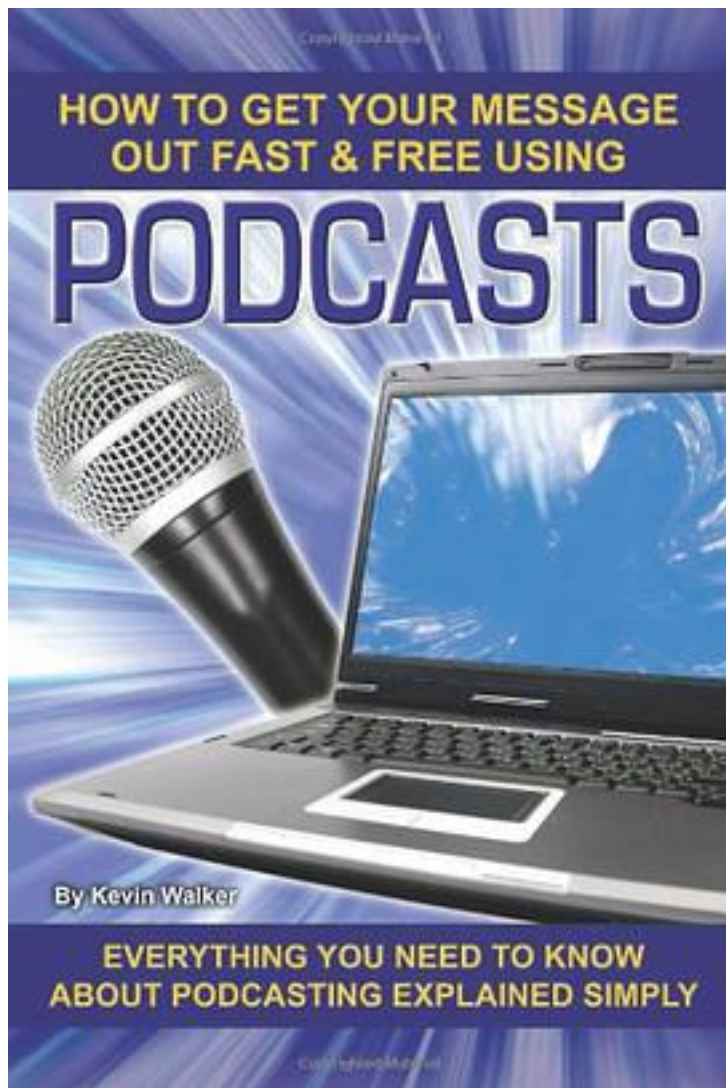


How to Get Your Message Out Fast & Free Using Podcasts



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Is your ultimate goal to have more customers come to your Web site? You can increase your Web site traffic by more than 1,000 percent through the expert execution of podcasts and podcasting. A podcast is a digital media file, including music, data, or video, that is distributed over the Internet using syndication feeds for playback on portable media players such as Apple's iPod and personal computers. You will learn how to master the art and science behind podcasting in a matter of hours. By investing a few dollars you can easily get your message out, increase the number of visitors to your Web site, and significantly increase sales. If you are looking to drive high-quality, targeted traffic to your site, there is no better way than podcasting. The key to success in podcasting is knowing what you are doing and devising a comprehensive and well-crafted marketing plan. This groundbreaking and exhaustively researched new book will provide everything you need to know to help you generate high-volume, high-quality podcasts. In addition, we spent thousands of hours interviewing hundreds of today's most successful podcast masters. This book is a compilation of their secrets and successful ideas. Additionally it gives you hundreds of tips and tricks to drive business to your Web site and increase sales and profits. In this book you will find case studies from companies who have used our techniques and achieved unprecedented success. If you are interested in learning hundreds of hints, tricks, and secrets on how to implement podcasting, develop a cost-effective marketing campaign, and ultimately earn enormous profits, this book is for you.

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