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# Tricks Of The Podcasting Masters



## Synopsis

Have you figured out the basics of making a podcast, but now want to make a great podcast, and possibly make some money? Tricks of the Podcasting Masters holds the answers to questions such as: How do I interact with listeners and get them to come back next week? How do I conduct a great interview over the phone? How do I attract sponsors? How do I stay motivated? The authors share their experiences with the podcasts they've produced regularly since podcasting began, including "podCast411" and "Geek Fu Action Grip," and draw from more than 100 interviews with podcasting's stars. With this book, you will be able to take your craft to the next level and create a business around your podcasts.

## Book Information

Paperback: 384 pages

Publisher: Que Publishing; 1 edition (June 1, 2006)

Language: English

ISBN-10: 0789735741

ISBN-13: 978-0789735744

Product Dimensions: 7 x 0.9 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars See all reviews (20 customer reviews)

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## Customer Reviews

I'm not sure if the previous reviewer has even read this book or spent much time on the Podcast411 web site since the book is anything but a rehash of the site. What it is, in a nutshell, is an indispensable guide to building a successful podcast (no matter what your definition of "successful" is) for those who already know how to put a show together from a technical perspective and/or are ready to focus on content/promotion/advertising/etc. This is not just another podcasting book but rather a way to build on the foundation that other books lay. It's also the only way to take advantage of the extensive experience the authors and the scores of podcasters they've interviewed over the past years bring to the table and yes, at this point in the game they do have a right to refer to themselves as "masters". If you're serious about podcasting or just want to fine-tune your show's

content, get it heard by as many people as possible, and potentially start earning some revenue from it, you definitely owe it to yourself to pick up a copy of this book...it will be the best \$15-20 you invest in podcasting!(Disclosure: I was the technical editor for "Tricks of the Podcasting Masters" but do not earn any money from sales of the book. My review is based strictly on my opinion of the quality of the content.)

Contrary to some previous reviewers' comments, this book goes far beyond what is available in the authors' podcasts or on the web. And because podcasting is a rapidly changing medium in which new issues and concerns arise daily, it naturally goes beyond what previous books have said as well. But most importantly, it provides this information in a well-written, condensed form that podcasters at any stage can pick up and get something out of. Even though I've been podcasting since what some consider the early days (Jan '05), I was inspired by a lot of new ideas (as well as thankful for some answers to issues long plaguing me) that I picked up from the book, and I quickly emailed other people who work behind the scenes on my podcast and told them to get a copy, too. It's invaluable to hear what other podcasters are saying about their set-up, their goals, their experiences, and their insights in a more polished and thoughtful format than the kinds of forums where these ideas are usually tossed about. Perhaps one of the great things about "Tricks" is that the authors were able to get podcasters to say what they don't put in their sites or write in forums. As a seasoned podcaster, I didn't expect to get as much out of it as I have, but now I'm grateful that it has been put together. If you just want to get a podcast out, sure, there are websites where you can find that information. But if you want to craft a show, promote it, and shape it into a business, then this book is a great help. And who wants to surf the web and listen to hours and hours of other podcasts to sort through the information that is and isn't useful in creating your own? I'd rather be podcasting.

This is an excellent book for anyone that is new to the medium and wants a tour from some of the experts. First a disclaimer - my cast, The M Show, is mentioned in the book so that obviously affects my opinion of the stars it deserves. Rather than gush about Rob's wisdom, let me elaborate on the book itself: The book is arranged in 3 parts around 100 pages each: 1. Laying Your Foundation - covers the history of podcasting, podcast ratings, and genres. The genre section is comprehensive, providing details on over 75 podcasts in more than 15 genres. 2. Refining Your Podcast and Your Skills - covers the skills needed to create the content for your podcast (even those still being debated, such as editing). Things like scripting (yes or no, how-to), interviewing (from both a content

and technical side), using music or other's written word (including licensing issues), editing and tips to maintain and communicate with your audience.3. Marketing and Promotion - how to grow an audience including many tips on Promos and grassroots marketing. It also covers planning for your podcast as a business (including creating media kits), generating revenue and using podcasts to market other products and services. There's also an appendix that covers Microphone and Voice tips, Creative Commons, and has URLs for other informational sites. In the podosphere there has been some chatter about using the term "Masters" in the title for a medium that is less than 2 years old. It should be noted that this is not the hubris of the authors, but that the publisher uses the "Tricks of the \*whatever\* Masters" for a series of books (just like the "\*whatever\* for Dummies" books). The book is clear and concise. It provides an in-depth view of the independent podcasting landscape. If you are going to create your own podcast for fun, or try to make a business out of it - this is a great place to start.

Podcasting without leadership past the production of an RSS feed is downright silly. Topics your "101" books don't cover (but are even more vital) include listener interaction, interview skills, sponsor attraction, motivation to continue, how to interact with the big guys, pros and cons of networks and hosting options, ... the list goes on. Great thing is, this list is a partial outline of Rob and Mur's book. Hat's off you two - excellent work.

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