

# Podcasting: The Next Generation in eBook Marketing!

**Paul Colligan**

**<http://www.PaulColligan.com>**

# A Quick Story

- Why I Didn't Have The Time To Get Things Done And How That Changed Everything.
- Never Would Have Bought If I Didn't First Listen.
- Never Would Have First Listened If It Wasn't An Option In iTunes.

# Why I Love eBook Authors

- Understand The Value Of Content.
- Understand There Are Options for Delivery.

# We Will Cover Tonight

- What Is Podcasting?
- How Can It Be Used To Market?
- How Can It Be Used To Support A Product?
- Tools And Services
- 7WayChanges.com Case Study

# What Is Podcasting?

- The Automation Of Time Shifted, Portable, (New) Media (Not Just Audio and Video).
- Often Times Associated/Integrated With Blogs.
- Allows Audience To Consume At Time and Place and On Device.
- Radical Disruptive Paradigm Shift In Media Consumption.

# Podcasting Fun Facts

- Podcast Recognition From <1 in 4 to >1 in 3 In One Year.
- 100,000,000 iPods Sold.
- Estimated 2x iTunes Installation.
- iTunes Sold \$1 Million In Movies First Week.
- 23.7 Million Shows / 1 Million Movies Sold.
- 45% Of Europeans Watch Television Online.

Podcasting Is  
Channel and Format  
**And I'm Betting My Future On It**

# How Can It Be Used To Market eBooks?

- PreMarket the eBook.
- Market the eBook.
- PreMarket the Author.
- Market the Author.
- Value Ad in the Initial Sales Process.

# How Can It Be Used To Support eBook Sales?

- Dripped Podcast Stick Series.
  - Tip - Track Who Isn't Consuming - Follow Up.
- Multi Modal Delivery Packaging.
- Dripped PDF Delivery.
- Timed / Automated Bonus Delivery After The Return Period.

# DCC Changes All Of The Rules

- DCC - Dynamic Content Creation.
- Evergreen Content With This Week's Advertising.
- Automated 7 Days Etraining Series With Specific Dates Inserted.

# What Do You **Need** For A Podcast?

- Media Online.
- RSS Feed.
- Gateway.

# What Do You **Want** For A Podcast?

- Effective Cover.
- Tracking Mechanism.
- Email Integration.

# How Are Things Changing?

- RSS Is Currently A I-To-Many Paradigm
- RSS Is Going I-To-I
- What Does This Mean?
  - Track Consumption
  - Customized / Individualized Content
  - Pay Per View

# Tools And Services

- [IPlaceForEverything.com](http://IPlaceForEverything.com)
  - Quick Podcast (RSS and Hosting) System
- [PremiumCast.com](http://PremiumCast.com)
  - Free, Pro, or Viral Options For \$0 to \$60 A Month. I To I Model.
- [GigavoxFreeTrial.com](http://GigavoxFreeTrial.com)
  - Media Assembly System

# What I'm Doing Next

- 7WaysChanges.com
  - Recorded at Notre Dame on June 6.
  - \$17 eBook, “Free” CD
    - Dripped Stick Audio And PDF Reports.
  - Marketed Via Free Podcast
  - Free For Ellen's Students -  
[Free7Ways@PaulColligan.com](mailto:Free7Ways@PaulColligan.com)

# Premium Cast Bootcamp

- Every Step Of 7WaysChanges.com Recorded - \$1997
- All Questions Answered Webinar After Launch Done - \$997
- First 7 - PremiumCast Case Study Mention - \$997
- 1 Year Premium Cast Viral - \$720
- Custom Audacity Videos - \$247
- 7WaysChanges.com Premium Content - \$97
- **Order Tonight - 47 Minute Consult - \$497**
- **Value - \$5552.00 ----> For \$997.00**

# Thanks and ?'s

- <http://www.PaulColligan.com/Ellen>
- PDFs and Offer