



Get Your Podcast Online For the World To See

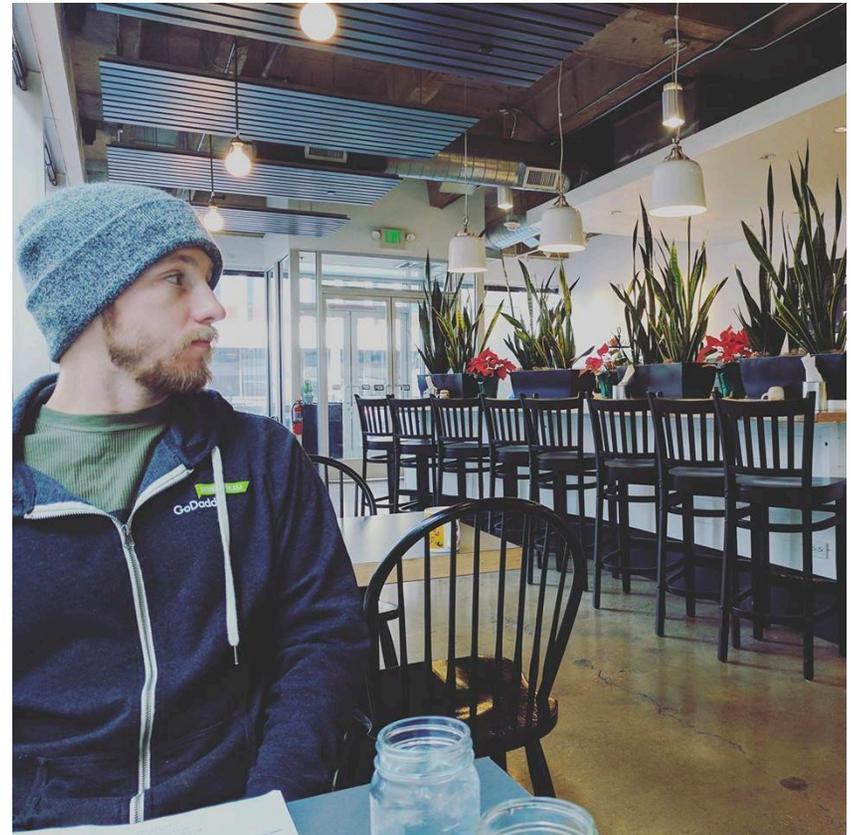
Justin Nealey

#PIY2017



Introduction

- Dad
- Customer Care Supervisor at GoDaddy.
- Craft Thinking Podcast
- Macrify Media - WordPress Design and Social Media
- Whole world is about online presence



#PIY2017

Agenda

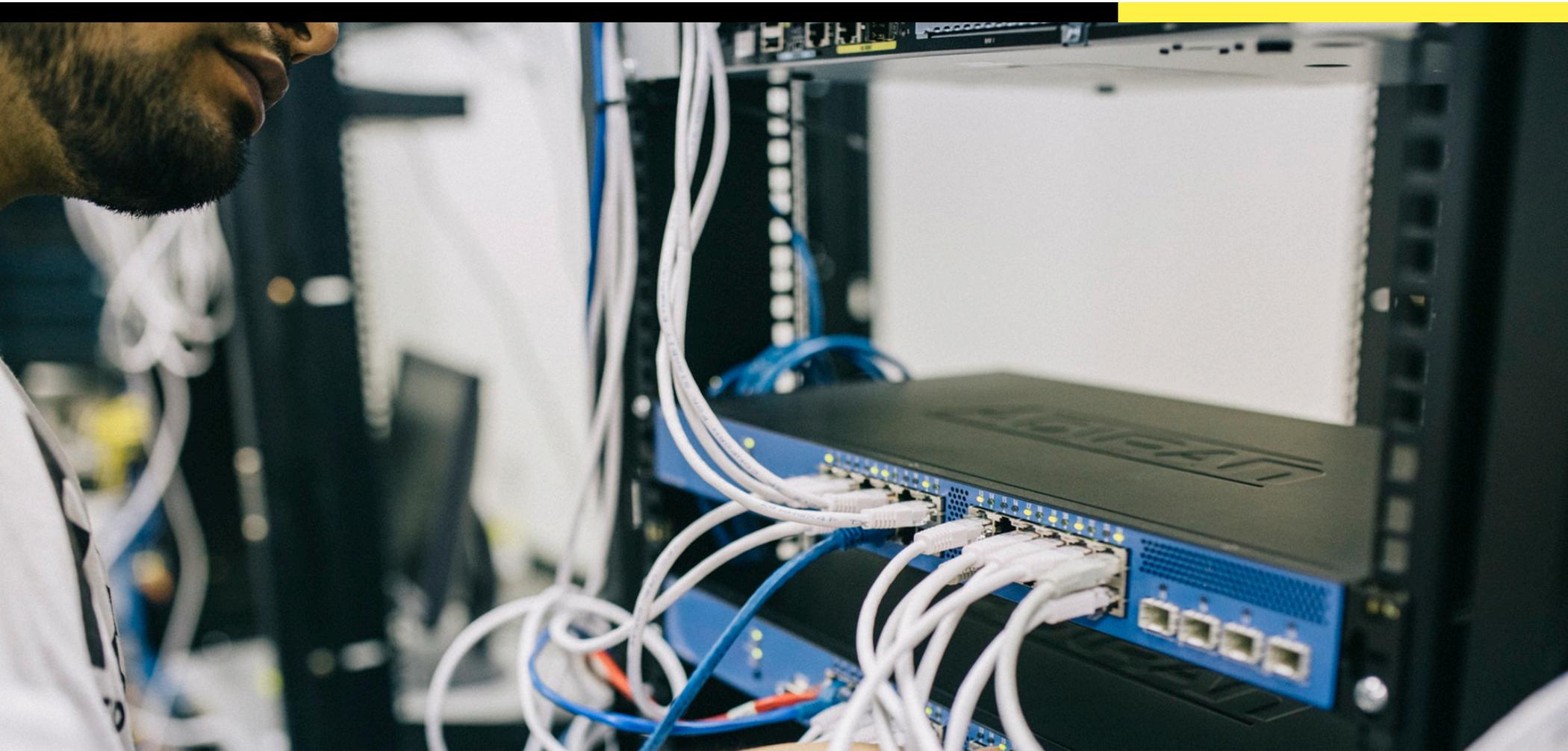


- Why This Course
 - Discover the why behind this workshop and what you'll get out of this experience.
- Podcast Hosting Services
 - What is a podcast hosting service, look into pro and cons, then do a quick review of the top podcast hosts.
- Self-Hosted Podcasts
 - DIYers unite! What is a self-hosted podcast, look into the pros and cons, and I'll show you how to use WordPress to self-host
- Get Your Podcast In Your Subscribers Hands
 - We want people to listen to our podcast right? We have to make that as easy as possible.

Why This Course?



What is a Podcast Hosting Service?





Pros and Cons Of Podcast Hosts

Pros

- Simpler
- Quicker to set up
- Typically more reliable up time.
- Can handle high download spikes.
- Statistics included



Cons

- Cost is higher
- Less control
- They can go out of business.
- If they do give you a site, it's limiting.

Most Popular



Simple Pricing, No Surprises

Choose the podcast hosting plan that best fits your needs.

Advanced	Popular Unlimited Audio	Popular Unlimited Video	Business
\$ 3/mo. Billed annually or \$5 monthly.	\$ 9/mo. Billed annually or \$14 monthly.	\$ 29/mo. Billed annually or \$39 monthly.	\$ 99/mo. Start from Billed annually or \$129 monthly.
Podcast Starter	Audio Podcasting, No Limits	Audio & Video Podcasting, No Limits	Podcast for Business, Radio Networks, Organizations
Get Started!	Get Started!	Get Started!	Get Started!

STORAGE & BANDWIDTH				
Storage Space	100MB Monthly	Unlimited (audio only)	Unlimited	Unlimited
Bandwidth	100GB Monthly	Unmetered	Unmetered	Unmetered
MOBILE APP & PODCAST PLAYER				
Embeddable Players	✓	✓	✓	✓
iPhone/Android App	✓	✓	✓	✓
SERVICE & FUNCTIONS				
Your Own Podcast Site	✓	✓	✓	✓
Beautiful Podcast Themes	✓	✓	✓	✓
RSS Feed & iTunes Support	✓	✓	✓	✓
HTTPS and SSL	✓	✓	✓	✓
Comprehensive Podcast Stats	Basic	✓	✓	✓
Custom Design	Limited	✓	✓	✓
Map your own domain		✓	✓	✓
Premium Podcast		✓	✓	✓
Multiple Admins				✓
Premium Bandwidth				✓
Priority Support				✓
Private Podcast				✓
No Podbean branding				\$25/Channel

Publish Episode

Publish Episode

Tell us a bit about your podcast

Channel title:*

Channel category:

- Please Select
- Arts
- Arts:Design
- Arts:Fashion & Beauty
- Arts:Food
- Arts:Literature
- Arts:Performing Arts
- Arts:Visual Arts
- Business
- Business:Business News
- Business:Careers
- Business:Investing
- Business:Management & Marketing**
- Business:Shopping
- Comedy
- Education
- Education:Educational Technology
- Education:Higher Education
- Education:K-12
- Education:Language Courses

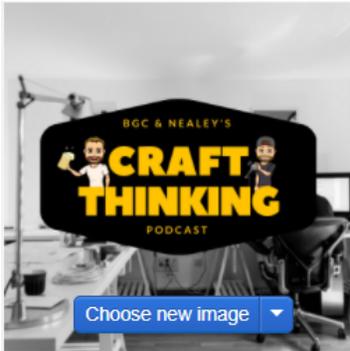
Select from account

Submit

it only, click here

 Publish Episode

 **Choose file to upload** OR  Select from account



File Name

 Our_Why_Goals_7C_Ep_231.mp3 

Title 

Our Why and Goals

Episode will be:

- Free Premium 

← → Formats ▾ Font Family ▾ Font Sizes ▾ **B** *I* A ▾ A ▾ ≡ ≡ ≡ ≡

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Oh man oh man. The very first official episode of Craft Thinking! We get this podcast going with Papago Orange Blossom which is absolutely amazing. Brandon refers to it as the best summer beer ever and I reference it as an orangesicle in my mouth. In this episode, we wanted to explain to you all why we're doing that. We feel this is the most important part to help you along with our journey. We also discuss what our goals are as well. Short listen but give it a whirl!



Categories 

 + Add

Separate multiple categories with commas.

Craft Thinking

Share 

Get 300% more Listeners!

-  Home
-  Media Manager
-  Publish
-  Layout
-  Statistics
-  Premium
-  Settings

Episodes

Import RSS

Publish New Episode

Episode List

Keywords: All Status: eg : 2017-09-26 - eg : 2017-10-26

<input type="checkbox"/>	Title	Category	Author	Status	When	Action	Share
<input type="checkbox"/>	Our Why and Goals	Craft Thinking	craftthinking	<input type="button" value="publish"/>	2017-10-26 10:38:01 am	<input type="button" value="edit"/> <input type="button" value="delete"/>	<input type="button" value="Share and Embed"/>

Showing 1 to 1 of 1 entries



Craft Thinking

▶ 2 | 🎧 9

Following

Share 📡

Good beer and small business conversations.



▶ October 23, 2017 Social Media Is Intended For You To Be Social | Ep. #9

Guess why social media sites were created? For you to be social! If you as a business aren't being social and engaging with your audience, you're going to have a bad time. We give you a quick Instagram and Twitter hack, talk about the importance of talking, and provide a few other value bombs along the way.

♥ Like ↗ Share | 💬 Comments | 📄 Download(1)



▶ October 16, 2017 Choosing The Perfect Domain | Ep. #8

In this episode Me So Honey is in our hands and we're diving into choosing the perfect domain name. A domain name is a representation of your brand and you need to ensure your brand is on point. Choosing the wrong domain name not only costs you a ton of money, it can cost you your entire business. Don't worry though, after this episode, you'll be in great shape!

♥ Like ↗ Share | 💬 Comments | 📄 Download



▶ October 9, 2017 Web Security With Your Website | Ep. #7

Full sale ahead in today's episode. We're drinking Full Sail's Amber Ale today. It claims it's ridiculously tasty right on the bottle. Is it? Then we dive into keeping your website secure from hackers and malware. It's one of those things that it's not a matter of if, it's a matter of when!

♥ Like ↗ Share | 💬 Comments | 📄 Download



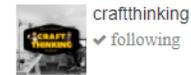
▶ October 5, 2017 Hiring a Freelancer Vs. Company | Ep. #6

Search

Links

Home

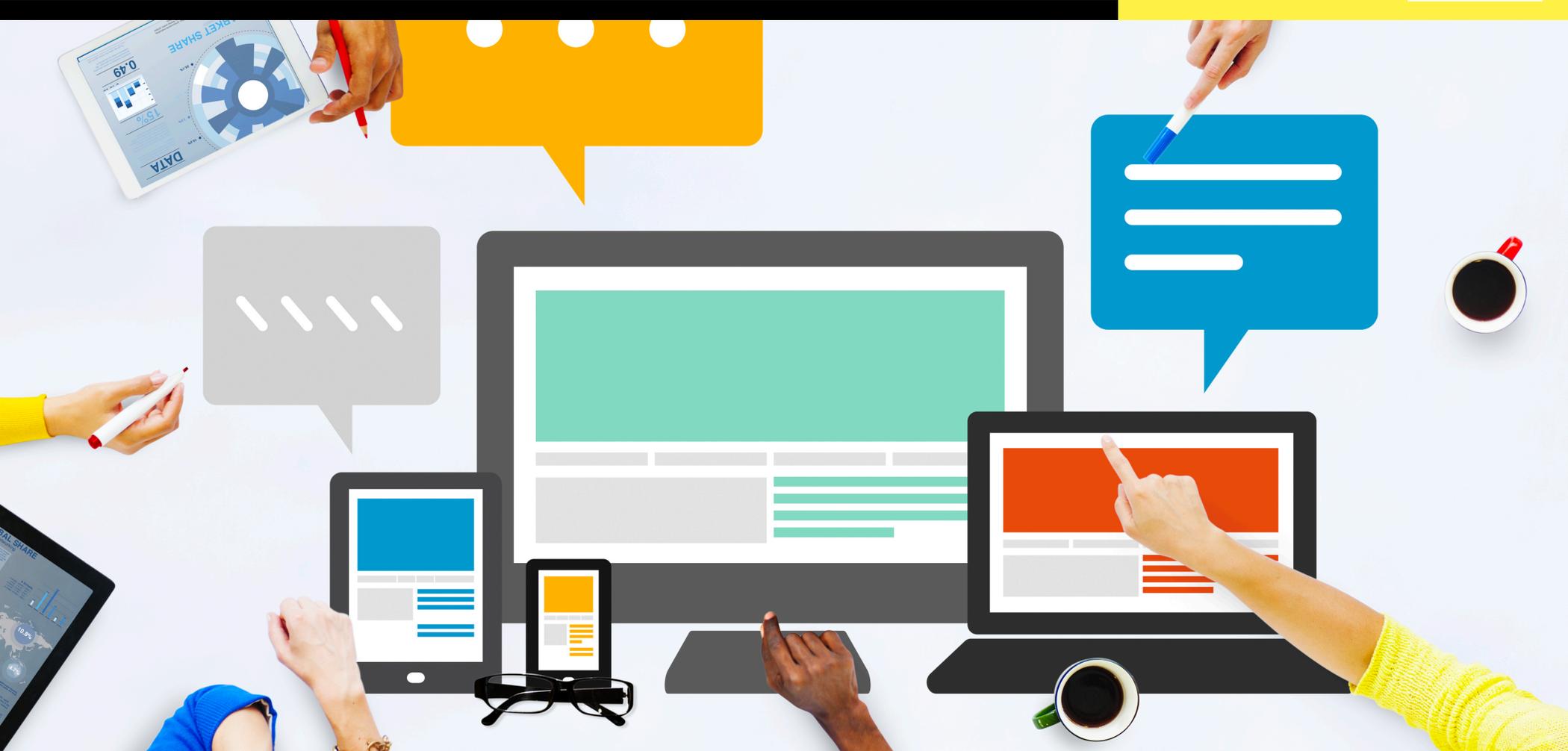
Followers



More...

Get this podcast on your phone!

What is a Self-Hosted Podcast?



Pros and Cons Of a Self-Hosted Podcast



Pros

- Full Ownership
- Total Control
- Less cost
- Can easily upsell to other services



Cons

- Takes work
- You're responsible
- Learning curve
- Some hosts can't handle spikes



GoDaddy™



#PIY2017

Basic

Perfect for personal sites or blogs.

As low as
\$3.99/mo
 Annual price savings 50%
 \$7.99 month-to-month

Add to Cart

- 1 website
- 10 GB Storage
- ~25,000 monthly visitors ?
- sFTP

Deluxe

Get more visitors with built-in SEO.

As low as
\$4.99/mo
 Annual price savings 50%
 \$9.99 month-to-month

Add to Cart

- 1 website
- 15 GB Storage
- ~100,000 monthly visitors ?
- sFTP/SSH access
- Search engine visibility wizard
- Staging site for testing

Ultimate

More websites. More storage. More security.

As low as
\$7.99/mo
 Annual price savings 46%
 \$14.99 month-to-month

Add to Cart

- 2 websites
- 30 GB Storage
- ~400,000 monthly visitors ?
- sFTP/SSH access
- Search engine visibility wizard
- Staging site for testing
- Malware scan and repair
- Free SSL Certificate –1st year

Designers/Developers

Pro WordPress

NEW Advanced platform with powerful management tools.

Starting at
\$9.99/mo

View Pro Plans

- Multiple sites
- High-performance hosting platform
- Built-in security powered by Sucuri
- Advanced pro features
- Integrated site and client management tools

Let us build your WordPress site for you. [Hire a WordPress Website Design expert today.](#)



1

2

3

4



Pick a domain

Tell us what domain in your account to use.

Choose an option

Website domain

podcast.justinnealey.com

Choose from your account

i **Info:** This option will require that you update your DNS A record.



Use a temporary domain

Back

Next



Create a WordPress login

This username and password will get you into WordPress admin

WordPress username

Password

[show](#)

[Back](#)

[Create](#)



Installing WordPress...



This process can take a few minutes.

[Go to Dashboard](#)

- Dashboard
- Home
- Updates
- Posts
- Media
- Forms 1
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Video Tutorials
- Collapse menu

Dashboard

There is an update available for Gravity Forms. [View Details](#) [Dismiss](#)

Welcome to WordPress!

We've assembled some links to get you started:

Get Started

[Customize Your Site](#)

or, change your theme completely

Next Steps

- [Write your first blog post](#)
- [Add an About page](#)
- [View your site](#)

More Actions

- [Manage widgets or menus](#)
- [Turn comments on or off](#)
- [Learn more about getting started](#)

At a Glance

[1 Post](#) [1 Page](#)
[1 Comment](#)

WordPress 4.8.2 running [Twenty Seventeen](#) theme.

Activity

Recently Published

Today, 5:51 pm [Hello world!](#)

Recent Comments



From [A WordPress Commenter](#) on [Hello world!](#)
Hi, this is a comment. To get started with moderating, editing, and deleting comments, please visit the Comments screen in...

All (1) | Pending (0) | Approved (1) | Spam (0) | Trash (0)

Forms

You don't have any forms. Let's go create one!

Quick Draft

[Save Draft](#)

WordPress Events and News

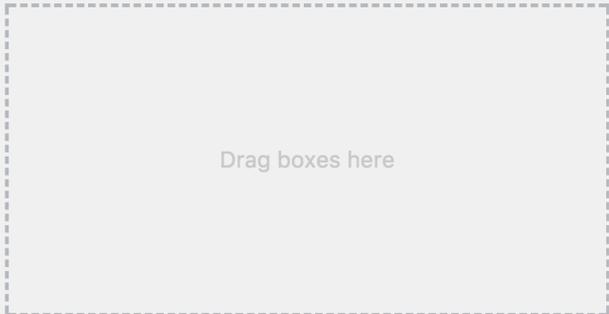
Attend an upcoming event near you. [Edit](#)

[WordCamp Phoenix, AZ](#) Saturday, Oct 28, 2017
Phoenix, AZ

[WordCamp Phoenix, AZ, United States](#) Friday, Feb 16, 2018
Phoenix, AZ, United States

[2017 WordPress Survey and WordCamp US](#)

[WPTavern: Patreon Launches App Directory and Free WordPress Plugin for Membership Sites](#)



- Dashboard
- Jetpack
- GoDaddy
- Posts
- Media
- Pages
- Portfolio
- Comments
- Feedback
- Appearance
- Plugins 2**
- Installed Plugins
- Add New
- Editor
- Users
- Tools
- Settings
- SEO 3
- Elementor
- Social Comments
- Sucuri Security
- Collapse menu

Add Plugins [Upload Plugin](#)

Welcome to Elementor Pro! Please [activate your license key](#) to enable automatic updates.

Featured Popular Recommended Favorites

Keyword Search plugins...

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format by clicking the button at the top of this page.



BuddyPress

BuddyPress adds community features to WordPress. Member Profiles, Activity Streams, Direct Messaging, Notifications, and more!

By The BuddyPress Community

★★★★☆ (362) Last Updated: 2 months ago

200,000+ Active Installs ✓ Compatible with your version of WordPress

[Install Now](#) [More Details](#)



Theme Check

A simple and easy way to test your theme for all the latest WordPress standards and practices. A great theme development tool!

By Otto42, pross

★★★★☆ (232) Last Updated: 11 months ago

100,000+ Active Installs Untested with your version of WordPress

[Install Now](#) [More Details](#)



bbPress

bbPress is forum software, made the WordPress way.

By The bbPress Community

★★★★☆ (320) Last Updated: 2 months ago

300,000+ Active Installs Untested with your version of WordPress

[Install Now](#) [More Details](#)



WP Super Cache

A very fast caching engine for WordPress that produces static html files.

By Automattic

Not Available

★★★★☆ (1,292) Last Updated: 2 weeks ago

1+ Million Active Installs ✓ Compatible with your version of WordPress



Jetpack by WordPress.com

The one plugin you need for stats, related posts, search engine optimization, social sharing, protection, backups, speed, and email list management.

By Automattic

★★★★☆ (1,406) Last Updated: 4 weeks ago

1+ Million Active Installs ✓ Compatible with your version of WordPress

[Active](#) [More Details](#)



Akismet

Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By Automattic

★★★★☆ (805) Last Updated: 1 month ago

1+ Million Active Installs ✓ Compatible with your version of WordPress

[Active](#) [More Details](#)

- Dashboard
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- Installed Plugins
- Add New
- Users
- Tools
- Settings
- Video Tutorials
- Collapse menu

Add Plugins [Upload Plugin](#)

Search Results **Featured** Popular Recommended Favorites

Keyword

174 items << < 1 of 6 > >>



Seriously Simple Podcasting

Podcasting the way it's meant to be. No mess, no fuss - just you and your content taking over the world.

By *PodcastMotor*

★★★★★ (137) **Last Updated:** 2 days ago

10,000+ Active Installs **✓ Compatible with your version of WordPress**

[Install Now](#) [More Details](#)



PowerPress Podcasting plugin by Blubrry

No. 1 Podcasting plugin for WordPress, with simple & advanced modes, players, subscribe tools, and...

By *Blubrry*

★★★★★ (138) **Last Updated:** 2 months ago

50,000+ Active Installs **✓ Compatible with your version of WordPress**

[Install Now](#) [More Details](#)



NextGEN Gallery - WordPress Gallery Plugin

The most popular WordPress gallery plugin and one of the most popular plugins of all time with over 18 million downloads.

By *Imagely*

★★★★☆ (2,086) **Last Updated:** 1 month ago

1+ Million Active Installs **✓ Compatible with your version of WordPress**

[Install Now](#) [More Details](#)



Podlove Podcast Publisher

The one and only next generation podcast publishing system. Seriously. It's magical and sparkles a lot.

By *Podlove*

★★★★☆ (28) **Last Updated:** 4 months ago

3,000+ Active Installs **Untested with your version of WordPress**

[Install Now](#) [More Details](#)



Libsyn Podcasting Plugin

The Libsyn podcast plugin allows Libsyn producers to publish their podcast right from Wordpress for easy management of their show.

By *Libsyn*

★★★★☆ (3) **Last Updated:** 1 day ago

2,000+ Active Installs **✓ Compatible with your version of WordPress**

[Install Now](#) [More Details](#)



Buzzsprout Podcasting

Pull podcast episodes from your Buzzsprout account and quickly add them to your blog posts with beautiful HTML5 audio players.

By *Buzzsprout*

★★★★★ (4) **Last Updated:** 5 months ago

900+ Active Installs **Untested with your version of WordPress**

[Install Now](#) [More Details](#)



Paid Memberships

[Install Now](#)



Post video players,

[Install Now](#)



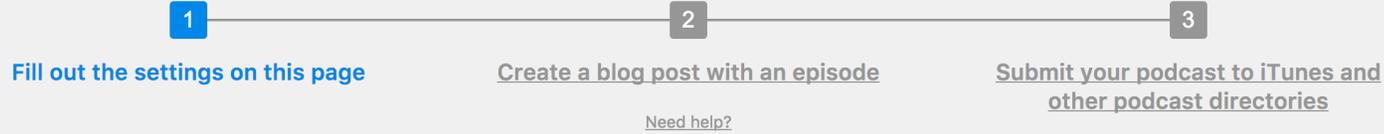
Podlove Subscribe

[Install Now](#)

- Dashboard
- Posts
- Media
- Forms 1
- Pages
- Comments
- Appearance
- Plugins 1
- Users
- Tools
- Settings
- PowerPress**
- Settings**
- Import Podcast
- Migrate Media
- Podcasting SEO new!
- Audio Player
- Video Player
- MP3 Tags
- Tools
- Video Tutorials
- Collapse menu

Blubrry PowerPress Settings **Simple Mode** [Switch to Advanced Mode](#)

Start your podcast in 3 easy steps...



Integrate Blubrry Services

- Track your podcast downloads with Blubrry's [FREE Basic Statistics](#) or [Professional Media Statistics](#).
- Upload and publish podcast media directly from your blog with [Blubrry Media Hosting](#).

[Click here to configure Blubrry Statistics and Hosting services](#)

Need a reliable host for your podcast media?
[Blubrry Media Hosting](#) packages start at \$12.

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Measure your audience for **free** and add more detailed reporting for only \$5 per month.

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Remove Statistics from WordPress Dashboard

Podcast Settings

Program Title (leave blank to use blog title)
Blog title: A WordPress Site

iTunes Settings

iTunes Program Subtitle

iTunes Program Summary Your summary cannot exceed 4,000 characters in length and should not include HTML, except for hyperlinks

- Dashboard
- Posts
- Media**
- Library
 - Add New
 - Forms 1
 - Pages
 - Comments
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 - Plugins 1
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 - Tools
 - Settings
 - PowerPress
 - Video Tutorials
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Media Library [Add New](#)

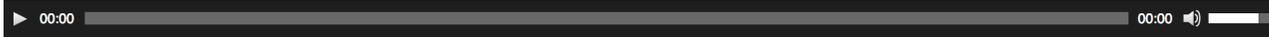
All media items ▾
All dates ▾
Bulk Select



Thank you for creating with [WordPress](#).

Version

Attachment Details



File name: 567240-our-why-goals-ep-1.mp3
File type: audio/mpeg
Uploaded on: October 27, 2017
File size: 3 MB
Length: 6:01
Bitrate: 64kb/s VBR

URL

Title

Artist

Album

Caption

Description

Uploaded By

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)

A WORDPRESS SITE

Just another WordPress site

OCTOBER 27, 2017 BY PODCASTEXAMPLE

Our Why and Goals | Ep. #1



Podcast: [Play in new window](#) | [Download](#)

Oh man oh man. The very first official episode of Craft Thinking! We get this podcast going with Papago Orange Blossom which is absolutely amazing. Brandon refers to it as the best summer beer ever and I reference it as an orangesicle in my mouth.

In this episode, we wanted to explain to you all why we're doing that. We feel this is the most important part to help you along with our journey. We also discuss what our goals are as well. Short listen but give it a whirl!

PODCAST

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META



Our Why & Goals | Ep. #1

Published by **Justin Nealey** on September 19, 2017

Craft Thinking

Our Why & Goals | Ep. #1



September 19, 2017 Justin Nealey & Brandon Gesimondo-Clark



Oh man oh man. The very first official episode of Craft Thinking! We get this podcast going with Papago Orange Blossom which is absolutely amazing. Brandon refers to it as the best summer beer ever and I reference it as an orangesicle in my mouth. In this episode, we wanted to explain to you all why we're doing that. We feel this is the most important part to help you along with our journey. We also discuss what our goals are as well. Short listen but give it a whirl!

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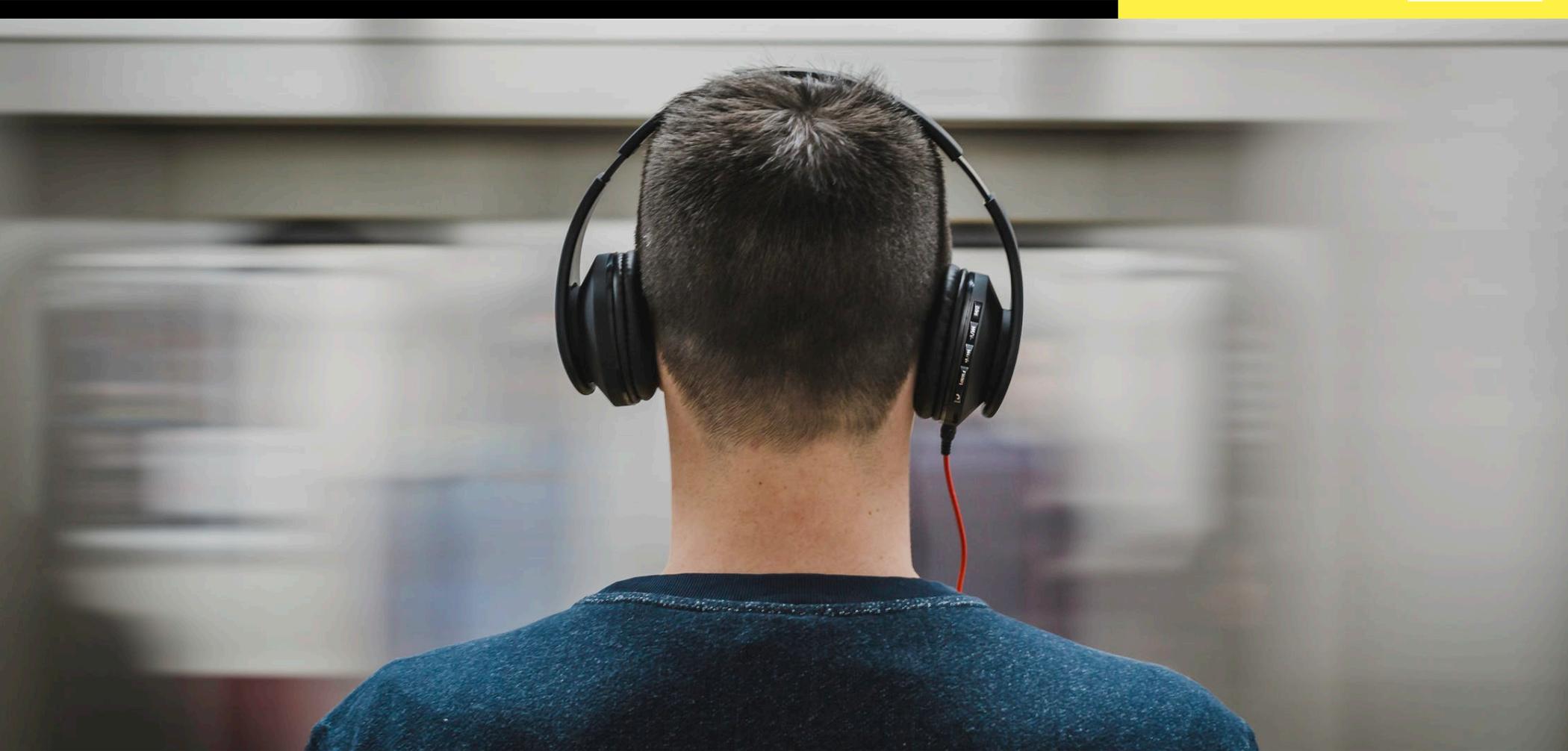
IPHONE USERS

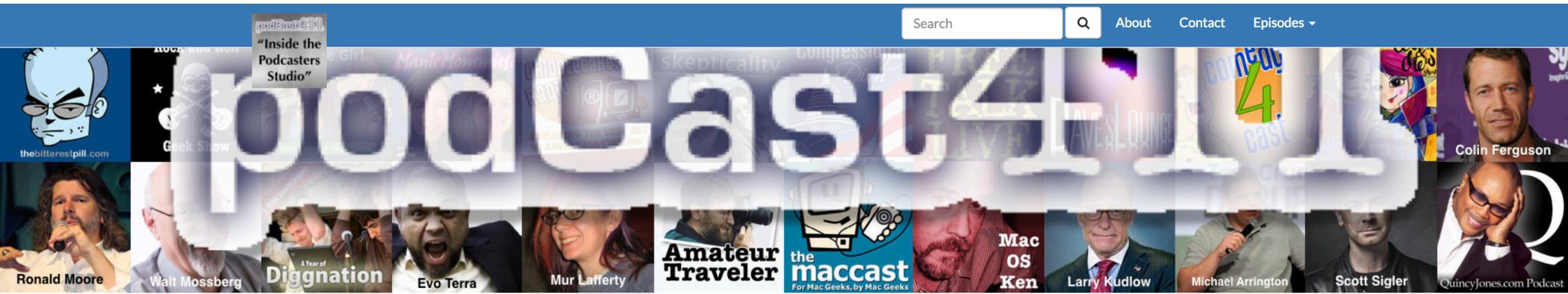
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Most Recent Episode

In the Hands of Your Subscribers





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directories

Oct 4, 2004

The following is a list of directories focused on Audio and Video Podcasts - That do not charge for you to be listed - Links for the most part take you directly to the submit page.

Note: Never pay to have your podcast listed in a directory - it is not worth it and you will not get any Return on your Investment. Please report any directories below that vilocate that principal to podcast411@gmail.com

DIRECTORIES & APPS (196) - Updated 26-August-2016

[iTunes](#) - iTunes podcast directory - Need iTunes installed to make entry and need an iTunes account.

[Google Play Music](#) - If with Libsyn - go [HERE FIRST](#)

[Stitcher](#) - Great place to pick up new listeners

[Libsyn - The Podcast Source App](#) - WP8 & Windows 8 App

[TuneIn Radio](#) - Send email - [Here is the info](#)

Tweets by @podcast411

Rob @ podCast411 @podcast411

Today in iOS ep 445 iOS 11.0.3, Betas for iOS 11.1, watch OS 4.1 & tvOS 11.1
 Listener feedback #iPhone #iPad #iShow
traffic.libsyn.com/tii/ti_0445.m...

Oct 25, 2017

Rob @ podCast411 Retweeted

Kara Mayer Robinson @kara1to1

I'm def loving meeting up with my #podcasting peers- @podcast411 @VGellar @scifitalkkids -at @NABShow. But @javitscenter must it be so cold?

[About](#)[Contact](#)[Episodes ▾](#)

(For the Apps - Downcast, iCatcher, OverCaast, PocketCasts & RSSRadio - They pull their directory from the iTunes Public API - so make sure you are in iTunes. Instacast Directory is based on shows where X number of users have manually subscribed to your feed.)

aCast - email submission - No longer recommending this as they are asking you about audience size and making it a selective entry. Plus asking questions they should be able to get from your RSS feed. Something just does not look right with this - stay away.

[All Podcasts](#) - podcast directory - Ping form - **Giving Error messages for all pings**

[Audio-Podcast.fm](#) - General Podcast Directory

[Blogdigger](#) - Search for the latest Audio and more.

[Blubrry](#) - *Need to register to add.*

[BritCaster](#) - Directory of UK podcasters

[CastRoller](#) - *Need to register to add.*

[Digital Podcasts](#) - *Need to register to add.*

[DoubleTwist](#) (App) - Select "Request New Podcast" and enter RSS feed and other info in message box.

[gigadial](#) - podcast directory

[iPodder](#) - General Podcast Directory

[Learn Out Loud](#) - Podcast Directory - email sub. needed.

[Lisn.cc](#) - Podcast Directory meets Pinterest.

[MeFeedia](#) - Video Podcast Directory

[Miro Guide](#) - Part of Miro Player - Free Registration Needed - **Giving errors.**

[mirpod](#) - Podcast Directory

[New Time Radio](#) - podcast directory with long history

[Outdoor Radio Network](#) - Fishing, Hunting, Boating Podcast & Videocast Directory

[OzPodcasts](#) - Australian Podcasts

[Player.fm](#) - Audio Podcast Directory

[Plazoo.com](#) - RSS Search (submit does not work with Safari)

[Embed](#)[View on Twitter](#)

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the Show**





iTunes

55.5% Of All Podcast Listeners

#PIY2017

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Craft Thinking

By Justin Nealey & Brandon Gesimondo-Clark

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[View in iTunes](#)

Free

Category: [Management & Marketing](#)

Language: English

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We have not received enough ratings to display an average for this podcast.

Links

[Podcast Website](#)[Report a Concern](#)

Description

What could be better than good beer and great conversations about business, leadership, marketing, social media, and bridging the gap between millennials and EVERYONE else? Every episode we'll have a different craft beer and review it, then go into whatever the topic is for that episode. We'll have guests, industry leaders and more so stay tuned and subscribe!

Name	Description	Released	Price	
1 Social Media Is Intended...	Guess why social med... 	10/23/2017	Free	View in iTunes >
2 Choosing The Perfect Do...	In this episode Me So ... 	10/16/2017	Free	View in iTunes >
3 Web Security With Your ...	Full sale ahead in toda... 	10/9/2017	Free	View in iTunes >
4 Hiring a Freelancer Vs. ...	We're drinking Hanger... 	10/5/2017	Free	View in iTunes >
5 DIY Vs. Web Designer ...	Going back to back O... 	10/2/2017	Free	View in iTunes >
6 Why Branding Matters ...	Everything is a comm... 	9/29/2017	Free	View in iTunes >
7 Getting Your Business O...	This is the first step t... 	9/26/2017	Free	View in iTunes >
8 What is a Business Plan ...	The beer today is the ... 	9/20/2017	Free	View in iTunes >
9 Our Why & Goals Ep. #1	Oh man oh man. The ... 	9/19/2017	Free	View in iTunes >

9 Items

App Store on Facebook and Twitter



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iTunes on Facebook



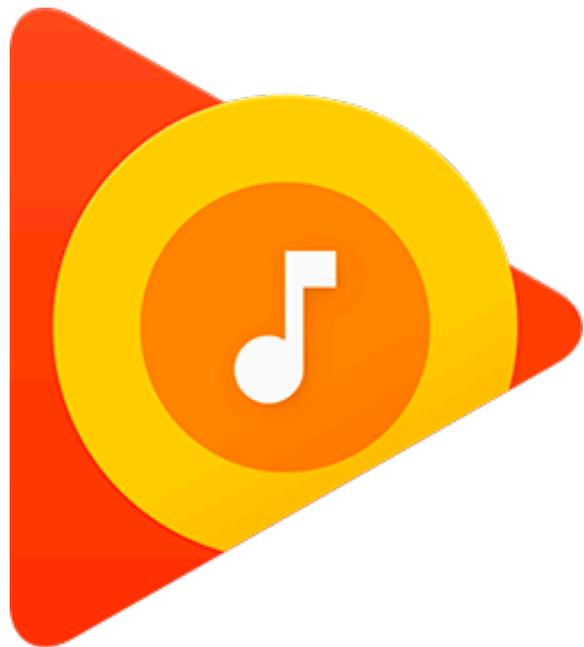
Discover and share new music, movies, TV, books, and more.



iTunes on Twitter



Follow us @iTunes and discover new iTunes Radio Stations and the music we love.



Google Play Music

#PIY2017

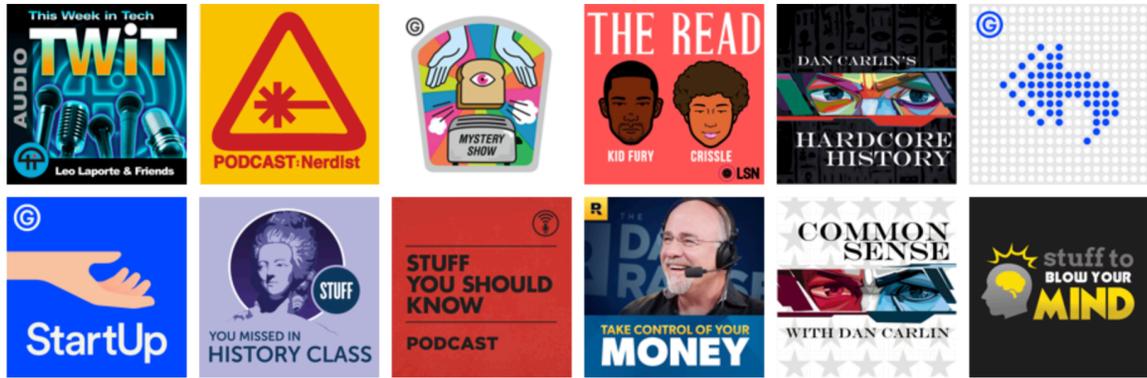
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Justin Nealey & Brandon Gesimondo-Clark

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- Be Real and Authentic.
- Podcasting is a long game.
- Be on other people's podcasts! Cross promote.
- Continue to learn.
- Listen to other podcasts
- A good plan violently executed now is better than a perfect plan executed next week. - George S. Patton
- Adjust



Takeaways & Resources

- Do your research.
- Do what's best for your podcast.
- Get listed on directories as soon as possible. Use Podcast 411 for every directory available.
- Getting your podcast online is the exciting part!
- Sign up at <http://x.co/piy2017> for a free eBook (work in progress). No Spam :)



Questions, comments, fun
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THANK YOU!

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