



# Website and Podcasting

Martin J. Hickey

[Lean6Leadership.com](http://Lean6Leadership.com)

LSSMBB, PMP, MBA



# Agenda

- Why do a website and podcast
- How to get started
- Where you get the stuff you need
- How to use what you have
- Data? We don't need no stinking data?
- Follow up

# Why do a website and podcast

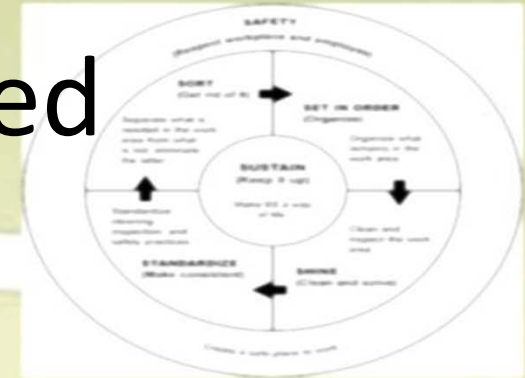
- Get your name out there
- Teach others
- Learn about your trade
- Discuss with others
- Create your community
- Stay ahead of the market



# How to get started

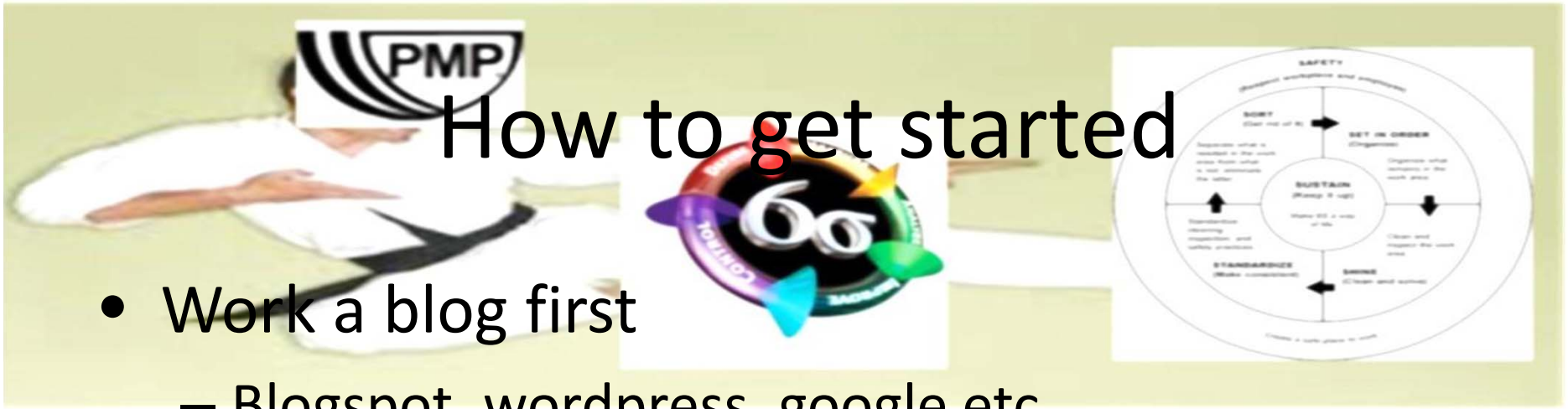
- **Some resources to get started**

- <http://artofpodcasting.com>
- <http://godaddy.com>
- <http://hostgator.com>
- <http://libsyn.com> <http://podbean.com>



# How to get started

- Work a blog first
  - Blogspot, wordpress, google etc
- Get an audience and get an idea of your writing style
- Build an audience
- Use analytical data available
- **DO NOT SPEND MONEY!!!!**





# How to get started

- For a podcast start with your phone or iPod or any digital recorder
- Load to podbean and link to your blog site
- Get it up on iTunes and Zune (its free)
- Get on Facebook, Google Plus, Twitter, and other sites and advertise to your friends.
- Linked In

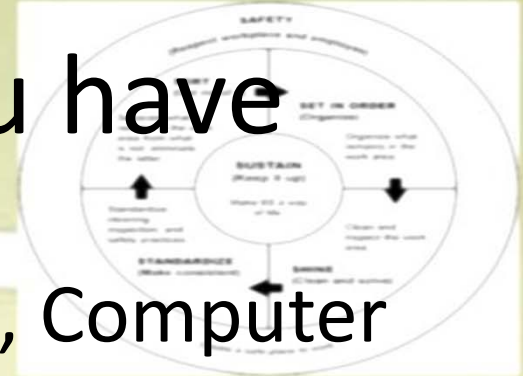


# Where to get your stuff

- Going Pro? Go to the music store (Guitar Center) or the internet
- Hosting at Host Gator or other service for website
- Hosting for podcast at Libsyn or other service
- More advice on the internet. (youtube is the best source)

# How to use what you have

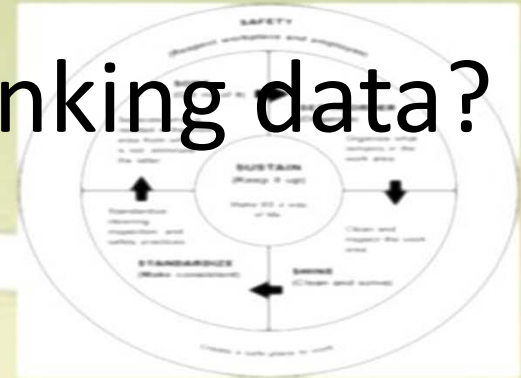
- MP3 recorder, iPhone/iPod/iPad, Computer
- Facebook, Google +, Twitter, Linked In
- Blog site





# Data? We don't need no stinking data?

- Google Analytics
- Hosting analytics
- Blog site statistics
- Advertising





# Follow Up

- Getting started
  - Why
  - With what
  - How
- Making your website
- Starting a podcast