

## A Guide to Starting a Successful Podcast



The goal of this book is not to give you step by step instructions on how to create a podcast. It will however give you the basic idea of what to expect, and what you will need to get going. It will also give you the main idea of what to expect to invest, time wise, into a podcast and getting it up and running. Online, you cannot live by the saying If you build it they will come. You must market your work, just the same as you would with a blog, or website. However, if you work hard, you can build a strong, loyal following, and a name for yourself in podcasting.

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