


Have something to say  
but nobody's listening?

**Blogs, Podcasts & YouTube**

*leveraging syndication tools to  
find your audience online!*



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**Ricardo Keppard.**

(510-277-0188)



[www.bayareagkic.com/cmis](http://www.bayareagkic.com/cmis)

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**Chris Abad.**

(858-688-3959)



[www.integralimpressions.com](http://www.integralimpressions.com)

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**RSS**

**Really  
Simple  
Syndication**

[www.tacticalexecution.com](http://www.tacticalexecution.com)

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**What is RSS Syndication?**

-  Written content (**blogging**).
-  Audio content (**podcasting**).
-  Video content (**YouTube, etc.**).

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**Subscribe**

Automatically checks for updated content.

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**Who here is an expert?**



**Really Simple**  
**Tell the World**  
**You're an Expert!**

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**Creating Podcasts**  
**(preparation)**

- Buy a microphone and earphones.
- Open an RSS account (\$5 / month).
- Download recording software (free).

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**Creating Podcasts**  
**(execution)**

- Write an outline of topics to discuss.
- Script and record your first podcast.
- Upload to RSS and register with iTunes.

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## Free "Audacity" Software



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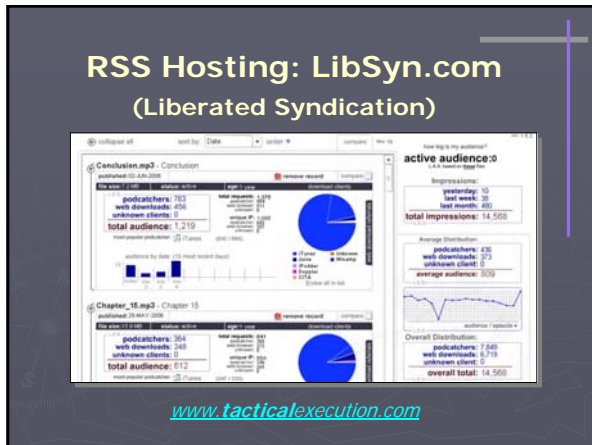
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## RSS Hosting: LibSyn.com (Liberated Syndication)



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## iTunes Submission



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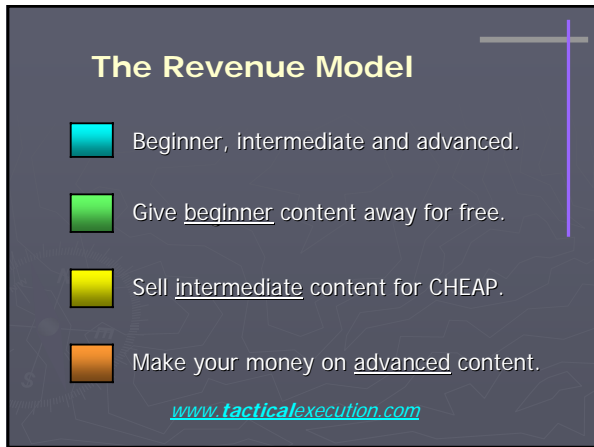
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