

# Podcasting in Four Easy Steps

## ReadyTalk Simplifies Podcasting for Business

You know that podcasting is an easy, convenient way to download news, entertainment and information that you can listen to whenever and wherever you want.

You also understand that podcasting offers a powerful tool for business, enabling you to communicate with internal and external audiences to increase your marketing reach and expand your online presence.

And you've brainstormed the many ways your business could use podcasting — for training, sales meetings, public relations, product updates and more.

You're ready to start creating podcasts of your own.

You could begin by investing in a good-quality microphone and special recording and editing software. Or, you could avoid all that by recording your content and creating a podcast the easy way — by using ReadyTalk. All it takes is four easy steps.



## 1. Record Your Web and Audio Conference

ReadyTalk already offers one of the easiest ways to record your audio and web conferences. With ReadyTalk's recording feature, you can provide a link that allows people to click "play" and listen to a recorded presentation. Now, podcasting makes this feature portable for anywhere, anytime convenience.

### **Podcasts Made Simple**

Creating podcasts with ReadyTalk makes a lot of sense. That's because it's:

- **Cost effective.** Pay no setup fees — and buy no recording hardware or software.
- **Easy.** Recorded conferences can easily be added to your podcast feed.
- **Convenient.** Participants can watch your audio and web content anywhere and anytime.

To record an audio and web conference, follow these simple steps.

1. Dial your toll-free ReadyTalk number.
2. Log in to the Conference Center by entering your access code and passcode.
3. Click the "Start a Meeting" button.
4. Click "Start" on the Web Moderator.
5. Either press \*2 on your telephone or click the "Record" checkbox on your computer screen.
6. Name your recording and click OK.
7. You will see "Recorder" join the conference in the participant list.
8. After a moment, an automated attendant will announce that your conference is being recorded.
9. Start your conference.
10. To stop recording, either unclick the "Record" checkbox or press \*2 again.

When you use ReadyTalk for recording your podcast content, you can feature conversations and interviews with multiple participants — a format that most listeners find more interesting than a one-person monologue.

## 2. Create Your Podcast Feed and Subscription Page

With your recording complete, you're ready to create your podcast feed using ReadyTalk. The podcast feed is a file that describes and contains all of your content.

1. Go to [www.readytalk.com](http://www.readytalk.com) and log in to your Conference Center by entering your access code and passcode.
2. Click "Podcast Feed Settings" in the left sidebar.
3. Click the "Publish Podcast" checkbox.
4. Enter the relevant information about your feed — title, description, author, website...etc.
5. Click "Save" and your My Podcast Page url will be displayed at the top. This url is a link to a page that will allow people to easily subscribe to your podcast feed.

Publish Podcast

**My Podcast Page:** <http://xen-test1.ecovate.com/f//subscribe.html> ?

**Title:**  ?

**Subtitle:**  ?

**Description:**  ?

**Author:**  ?

**Owner Name:**  ?

**Owner Email:**

**Copyright:**  ?

**Your Website:**

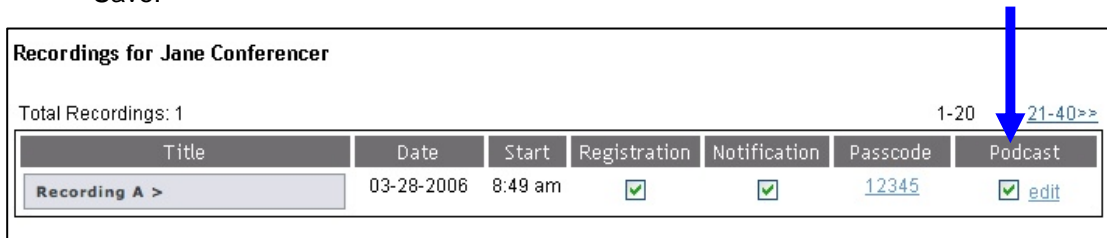
**Categories:** ?

**Keywords:**

### 3. Add Recordings to Your Podcast Feed

Now that your podcast feed is created, it is time to add recordings to it. Both audio only and audio and web recordings can be added. To add recordings, simply:

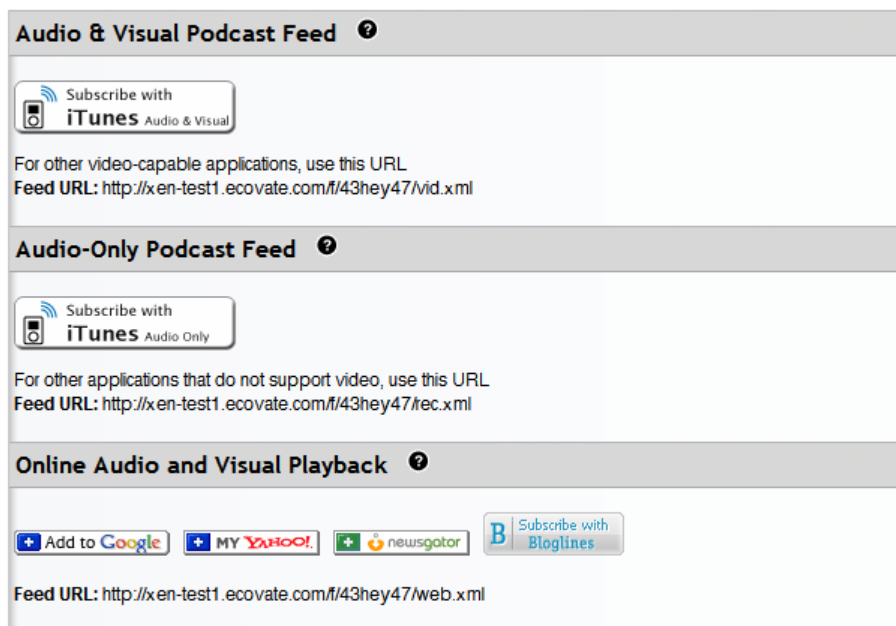
1. Click “Manage Recordings” in the Conference Center under ReadyTalk Tools.
2. Locate the recording you want to add to your podcast feed and click the “Podcast” checkbox.
3. An information pop-up titled “Podcast Options” will appear. Fill in the basic information about your recording, keeping in mind that this is what subscribers to your podcast will see. Click “Save.”



### 4. Publish Your My Podcast Subscription Page

Once your podcast feed is created and recordings have been added to it, the last step is to publish it so people can subscribe to it.

1. Go back to “Podcast Feed Settings” on the left sidebar of the Conference Center.
2. Highlight and copy the My Podcast Feed url provided on the top of the “Podcast Feed Setting” form.
3. Publicize this My Podcast subscription page url on your company website or email newsletter. With one click, people can easily subscribe to your podcast feed.



#### Contact Us

For additional information or questions, please contact ReadyTalk Customer Care at 800.843.9166 or 303.209.1600. You may also email our Customer Care Team at [help@readytalk.com](mailto:help@readytalk.com).