

# What the Hell is a Podcast? Isn't the Blogosphere all Clogged Up?

Contributed by  
Wednesday, 13 September 2006  
Last Updated Thursday, 28 September 2006

Penny C. Sansevieri is working with WAPYB in creating four podcasts for your learning and book selling and/or platform building enhancement. The first two will focus on the basics of podcasting with the third and fourth interviews taking the listener through the (yes, there IS still room for you!) world of blogging and its peculiar etiquette. The What-You-Must-Knows and How To's of Podcasting and Blogging

Penny C. Sansevieri\* is working with WAPYB by creating four podcasts for your book selling and/or platform building enhancement. The first two will focus on the basics of podcasting with the third and fourth interviews taking the listener through the (yes, there IS still room for you!) world of blogging and its peculiar etiquette.

This workshop is a no brainer--if one is to give one's book a continuing and growing audience then learning about podcasting (as easy as talking on the phone!) and blogging is necessary and not nearly as scary as you might think.

On October 25th she will be answering your questions and concerns on podcasting and blogging more in depth via an hour-long teleconference. Penny will also clue you into her very special Virtual Author Tour! Understanding these new technologies is key to building your readership and getting your name/book out there. But wait... there's more!!! Penny is also giving away informative Ebooks, such as her own From Book to Bestseller and other terrific give-a-ways...

What follows is an audio sample of some of the info Penny will be discussing in the teleconference.

The first podcast is super basic—questions you might ask only if your face was pixilated. The what, where's, and why's and some great tips on podcasting. Listen to this first podcast by clicking below:

The second more in depth podcast deals with what kind of quality the people listening expect, elements of creating a great podcast, where and how to create/edit your podcast, and the ways in which podcasts can help authors sell books. Listen to this second podcast by clicking below:

A note. I signed up for a “free” one-month trial account on Audio Acrobat, an over-the-phone podcast service. Well, it's free as long as you don't want to download the file to your computer so you can edit it. To do this I had to become a member at the regular \$19.95 per month. Not that the site is bad, or the service inferior, just a little tricky.

[Sign Up for our Podcasting Teleconference](#)

[Podcasting 101 with Penny Sansevieri!](#)

Look for two more podcasts on blogging--coming later in September and October!

Oh, and look for more articles on tools and resources you can use to create, save, and play your podcasts on the Internet.

\*Penny C. Sansevieri is the CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. She's been in the bookselling biz for 15 years and is known for developing cutting-edge techniques that greatly facilitate getting the word out about the words in a book. Including using recent technology such as encouraging authors to put together their own podcast and their own Virtual Author Tour. Sansevieri knows from both sides of the desk having successfully marketed her first book, *The Cliffhanger* (Writers Club Press), which was released in 2000. *Cliffhanger* rocketed through the ranks at Amazon.com thanks to Sansevieri's deliberate, well-executed marketing plan and held the #1 spot for three months! Sansevieri's book marketing bible, *From Book to Bestseller* (PublishingGold.com, Inc.), has been called "the roadmap to publishing success."