



How to Take Full Advantage of Podcasts

**Learning with Leslie
Podcast Episode 131**

www.becomeablogger.com



This Transcript is provided by Become a Blogger. For more Resources like this, visit www.becomeablogger.com.

Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing (*laughs*). I'm talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. As usual, I have another exciting episode for you today.



In today's episode I'm going to be talking about *how to take full advantage of podcasts*. Podcasts really have changed my life. I'm constantly learning new things. They are becoming much more popular but, there are so many people that have no idea what they are and how to take full advantage of them.

Well, that's about to change for anyone who is listening to this episode. My hope is this, after listening to this episode, yes, this is the podcast, you will have a full understanding of how to best use podcast to help you accomplish your goals, whether that's just for entertainment, for encouragement, for education, whatever it is. That's what I'm going to be talking about today.

That is right my people. I am so excited because I am behind this mic and I am getting to share with you via this podcast but, something I realized when I was talking to regular people is that there are a lot of people that have no idea, first of all, what a podcast even is and how do you really maximize your benefits from listening to podcasts? How do you really take full advantage of what podcasts have to offer? I want to talk about that because I want people to be able to

learn as much as I'm learning from listening to podcasts and to experience as much as I am experiencing from listening to podcasts.

But, before we get into that quick announcement, just in case you haven't noticed it, the new design for Become a Blogger is live and I am so excited about it. We've been working on it for the last few weeks behind the scenes. We're trying do a few different things and I love it personally. It's not 100% complete. It's actually going to be a work in progress. I would love to get your feedback.

So, if you're listening to this podcast episode, you're not on the blog and you haven't checked out the new design as yet. Today is Wednesday, September 25th when I'm posting this podcast episode. If you haven't checked it out, just go to becomeablogger.com especially the home page and you'll see the stuff that we've been working on. You'll see the new opt in, the big opt in on the main page with a video. I want you to watch that video from beginning to end and then, let me know what you think.

So, regardless of where you are on the blog, whether you're at this podcast episode or somewhere else, just leave a comment. Let me know what you think. Give me any feedback. If you have any suggestions if you think could help to enhance the design of the blog and the flow of the blog even more, I would love to hear it. So, becomeablogger.com. Go ahead and check it out.

We don't have any listener questions today but, hey, if you have a question that you would like for me to answer on the show, you know what to do and just in case you don't know what to do, here's the number that you can call, 888-835-2414. You can call that number. You can leave your question, your suggestion, your comment on the hotline and I will play it on the show and answer that question or take that feedback. I love doing that.

Why I Love Podcasts

All right so, a few years back, I started listening to podcasts and I absolutely fell in love with podcasts and there are a number of reasons why I fell in love with podcasts.

You can listen to them anywhere.

Today, we have smartphones. We have mobile devices. We're basically traveling with computers in our pockets and you can listen to a podcast almost anywhere. For me, I love that. They keep me entertained. I can stay up-to-date on things that's happening in my areas of

passion, the things that I'm excited about. I can listen to podcasts specifically about those topics and learn about those areas, not only that but, stay-up-to date as to what's going on.

Not only that, I can get actionable content and that's one of the things that I love, actionable content that I can take and I can apply to different areas of my life, whether it's business, whether it's blogging, entrepreneurship, whether it's Christianity and my walk with God, whatever it is, I can learn practical things that I can take action on and see the effects of those things that I'm taking action on. I think podcasts are extremely powerful but, a lot of people aren't taking advantage of them.

Now, before I even get into how to take advantage of podcasts, first I want to talk about what a podcast is. Just in case someone is listening to this podcast and they are not fully aware or they don't fully understand what a podcast is, really quick, according to Wikipedia, this is what it says, "A podcast is a type of digital media consisting of episodic series of audio, video, PDF or e-pub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device."

It comes from two words. The "pod" of course comes from the popularity of the iPod and the "cast" comes from broadcast. I like to look at it as a portable on demand, in my case, talk show because I'm usually, when I refer to podcasts, I'm usually referring to audio podcasts.



Yes, they are video podcasts and as you see from this description, it actually includes PDFs and e-pub files. I don't even go into all of that. I listen to audio podcasts because if I'm driving down the road, I can listen to it. You don't want to watch a video podcast while you're driving. Please don't do that.

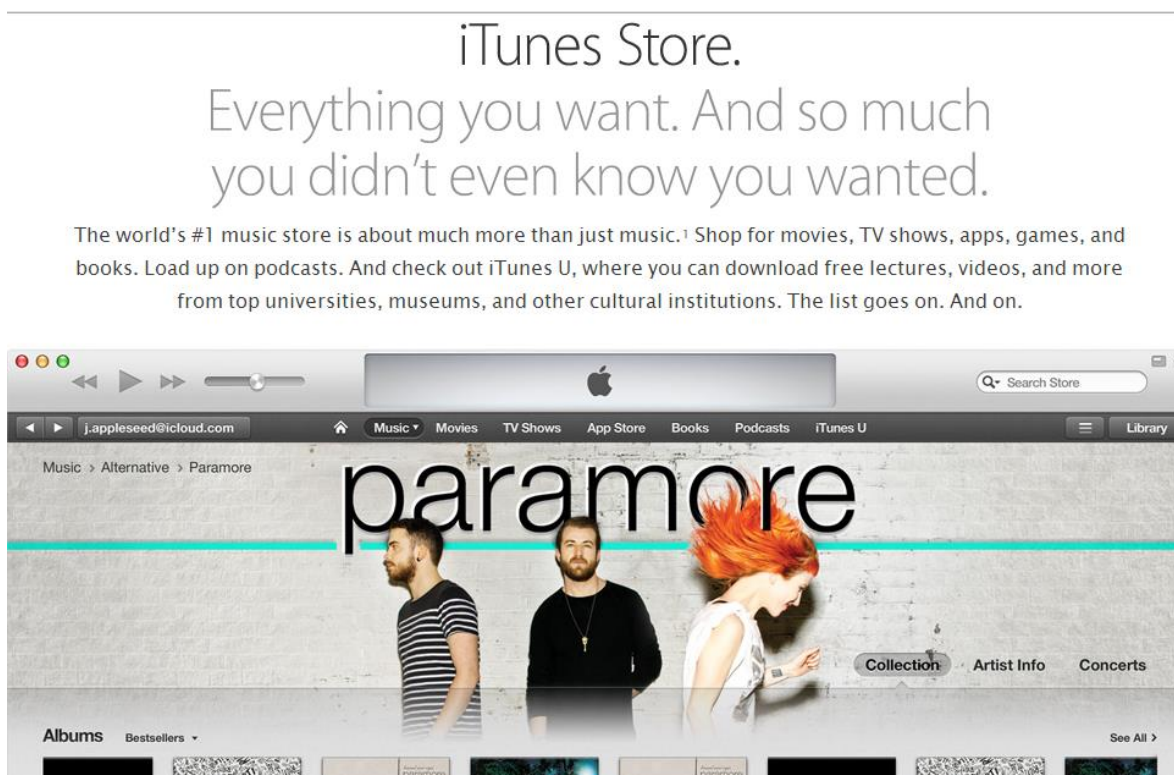
If I'm in the gym, which doesn't happen very often recently unfortunately, but wherever I am, as long as what I'm doing doesn't need my undivided attention, I can be listening to a podcast and learning.

It's kind of like Hulu. Hulu is for video, for TV shows and movies and that kind of stuff. You can watch a show on Hulu at any time. Whenever you have the time to do it, you can do that and that's what podcast is for talk shows, radio shows, entertainment podcasts and those types of things. I love that. The beauty is you can listen to them or watch them anywhere. I want to talk about how to fully take advantage of podcasts.

How to Find Podcasts

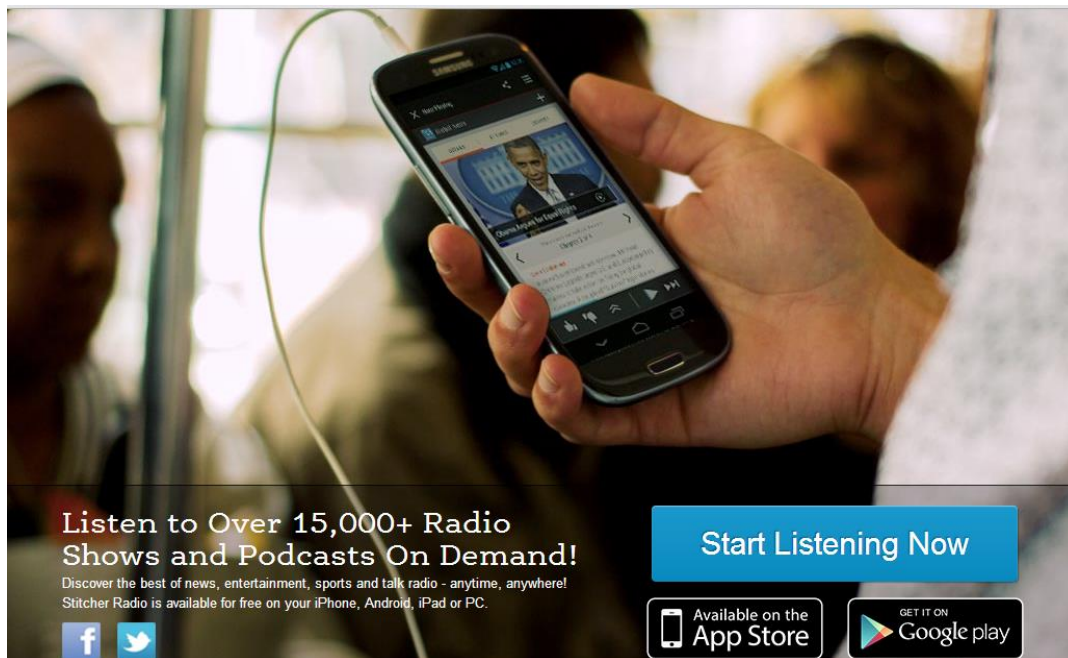
Searching through a Podcast Directory

First, how do you find a podcast? Well, one thing you can do, if you have **iTunes** on your computer, you can go to the iTunes store and then, you can just search for a topic. So, if you're interested for example in Biology, you can do a search for Biology podcasts and you will find a number of them. If you're interested in bird watching, I actually went to the iTunes directory and I searched for bird watching. There were a number of podcasts on bird watching.



What are you passionate about? What are you interested in? Is it just entertainment? That's fine. If you're interested on a particular TV show, you can search for that TV show in iTunes and see if there's a podcast that goes into more detail about that TV show. Whatever it is, you can find podcasts, almost any topic, you can find podcasts in the iTunes directory, dealing with that topic.

To me, that is a beautiful thing. iTunes isn't the only podcast directory. You can go to [Stitcher](http://www.stitcher.com) for example. That is another website that you can go to and find podcasts that are in the Stitcher podcast directory.



Now, there are a number of others but, I'm not going to go into all those. iTunes... Stitcher... those are two great ones.

Do a Google Search

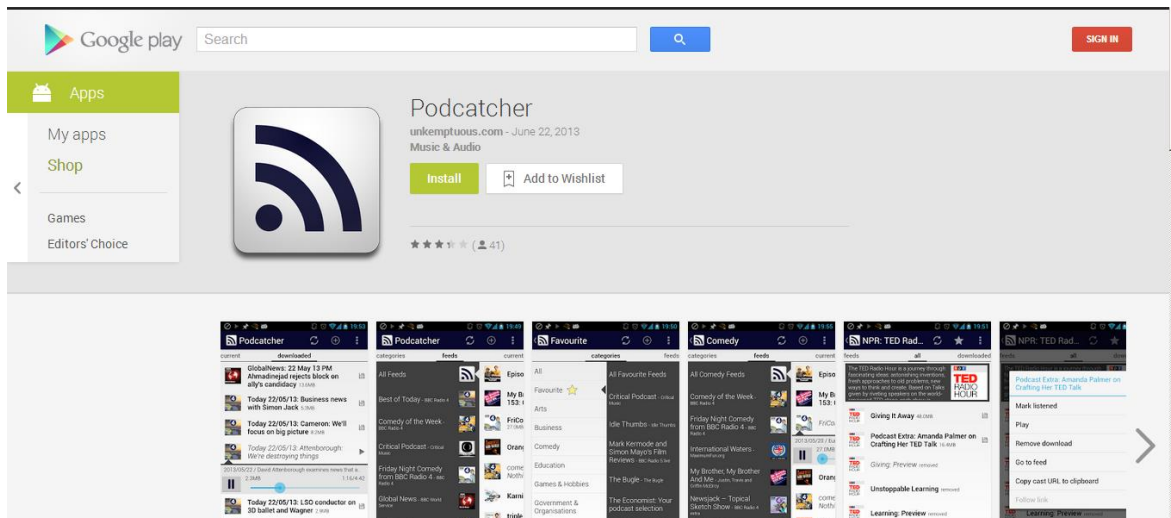
Or, you can just go to Google and search for bird watching podcasts or finger painting podcasts. Whatever it is you're passionate about, you can find something. Now, here's the thing, a lot of people know about podcast and they, for example, there are a number of people that go to becomeablogger.com. They see that there's a new podcast episode and they play it right there from the browser. That's fine. But, I want to talk about a better way of managing podcast.

Managing Podcast Subscriptions

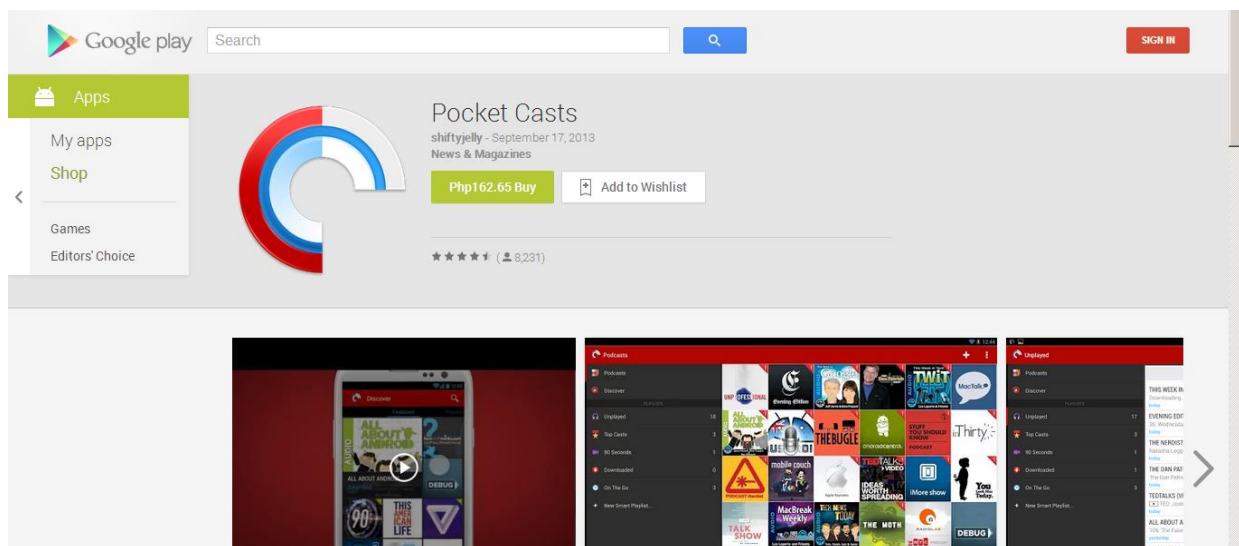
If you have a mobile device, a smartphone which most people these days have. Most of the people listening to this podcast episode have smartphones and I know that because I look at my stats and I can see how many people are checking my podcasts on mobile devices.

Podcatchers

If you have a mobile device, there are a number of apps that are called **podcatchers**. Those podcatchers allow you to number one, subscribe to a podcast. Then, whenever there's a new podcast episode, it automatically downloads it to your device ready to play. At least you can set it to do that.



Now, this is actually the way I find my podcast episodes. I actually don't go to iTunes or Stitcher. Stitcher, they do have a podcatching app on smartphones but, I actually use an app that's called [Pocket Cast](#). I think it costs \$1.99 in the App store. I'm not sure. It's available on Android, iPhone, iPad... pretty much everything and it sync between those devices.



But, it's a really nice app that has really nice features that I personally love and I use it to manage my podcasts. So, if you have a mobile device and you listen to this podcast or you listen to other podcasts, I would recommend for you to download a podcatching app, the one that I use is Pocket Cast. If you have an iPhone and you don't want to pay for an app, you can just use the [Podcast](#) app from Apple and that does a pretty good job.

There are others like [Downcast](#) and [Instacast](#) and I've heard good things about them but, I personally haven't use them so, I can't give you a full recommendation or endorsement for those apps but, Pocket Cast is the one that I use and the one that I love.

Now, as I mentioned before, you can find podcast on about, on just about any topic and for me personally, what I like to do is I like to think about the different aspects of my life that I want to be enriched. What are the categories of podcasts that I might want to listen to?


There might be some that focus on mindset. There might be some that focus on blogging, some that focus on entrepreneurship, some that focus on spirituality, some that focus on health and wellness. What are the categories that you are focused on right now in your life? What are the things that you feel that you need to be enriched, you want to learn more about, you want to experience more in those areas of your life?

Do a search for those types of podcasts and you'd be surprised as to what actually you can find in those different categories. For me, it's all about mindset. It's about leadership. It's about entrepreneurship and blogging, social media, and those types of things. Technology, I'm very much into that so, I listen to one particular podcast on technology.

I'll talk about the podcast that I listen to a little later.

Take Advantage of Show Notes

Another thing that I want to mention is show notes. Most podcasts, if you go to their website, you will see that there are show notes. Those show notes usually include a list of resources and a summary of what is covered in those podcast episodes. So, it's a really good idea to go to the website and see the show notes that they have. Check out the links that those individuals have, that individual has posted on the show notes because that can be of value to you.



Resources Mentioned

- **Pocket Casts** - The Pod catcher I use on my smartphone for subscribing to and listening to podcasts
- **Free Blogging Videos** - My free course on how to start a blog

For me, for example, if you're listening to this episode and this is Episode 131, you want to know, "Hey, what's that app that he mentioned in Episode 131?" You would go to becomeablogger.com/episode131 and then, you'd get access to all of the resources that I mentioned in this podcast episode.

Now, I know a number of podcasters do the exact same thing. They might have different variations like it might just be the episode number without the word episode or, my friend Pat

Flynn from [Smart Passive Income](#) he does SmartPassiveIncome.com/session... and then, the number.

As you get to know the different podcasts, you get to know how to easily get to their show notes and you can take full advantage.

This is great because sometimes, you're listening to a podcast as you're driving to work or something of that sort and you don't want to be writing down the links that they are talking about when you are driving because that's unsafe or you might be in a place where you don't have a pen and paper and you can easily access the show notes to get access to the resources that they mentioned.

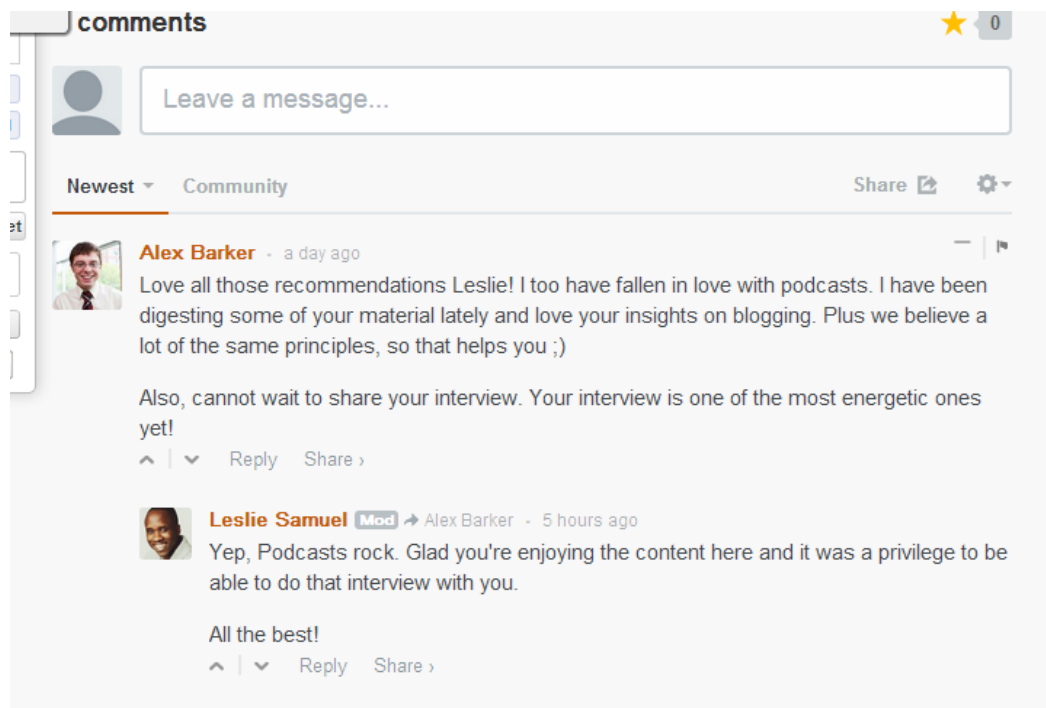
Leave Feedback for the Podcast Host

One of the things that a lot of people don't realize is that many podcasters, a good way to get in touch with them, a good way to get on their radar if for example, you are blogging about a particular topic and there are other people in your niche that have podcasts, a good way to get access to them is via their podcasts because podcasts are something that people listen to on-the-go. Most people don't go to the website and listen to the podcast there.

Because of that, I listen to the podcast and then, go about my business. I don't typically go to the podcast episode to comment on it because that is something that is separate from what I am doing at the time. If I'm subscribed to the [Podcast Answer Man](#) podcast from Cliff Ravenscraft, on my Samsung Galaxy S4, I'm listening to that when I'm on my way to work or I'm going for a walk or whatever it is I might be doing at the time, I am not at his website. So, when you go to the blog and you leave a comment, it's usually more uncluttered, it's less cluttered because there's less people that actually leave feedback on podcast episodes. At least, that's my experience.

Not only that, if the person has a feedback hotline like I do and you called that hotline and you leave a message, I get to hear your voice. There are not as many people leaving feedback as there are leaving comments on a blog. That is a good way to get on their radar.

If you are, once again, in a particular niche and there are podcasters out there that have shows that, let's say, get a lot of subscribers and they have a feedback hotline, it would be a great idea for you to call in to that feedback hotline and guess what? Leave feedback or ask a question and do that regularly because they are going to remember you because of that feedback or those questions, or the value that you are adding to their feedback hotline.



That's why, for example, I am readily getting feedback from people like Dr. Nicki from [Reverse Diabetes Holistically](#), Butch Gibson, he's another one that calls in a number of questions and suggestions and so on, Warren Gibbons from [Saltwater Aquarium Secrets](#), I can't even speak right now. These are names that come to mind because they have been calling in and leaving feedback. So, once again, if you have people in your niche that are producing podcasts and those podcasts are getting a significant amount of exposure and maybe you want to network with those individuals, this is a good uncluttered way to get access to them in ways that other media don't allow you to do as readily because of how congested they might seem and how many people are using those other ways.

Why it's important to leave reviews.

Another thing I want to mention, if you are listening to a podcast and you are enjoying that podcast, a great thing to do for that podcaster is leaving reviews in iTunes because what that does is the more reviews you have, that goes into the algorithm that iTunes have to decide whether your podcast should be listed high in the iTunes directory or lower in the podcast directory.

So, by leaving reviews, you're actually helping out a person. People that leave reviews for iTunes for [Learning with Leslie](#). Whenever I see something like that, I get excited and that motivates me even more to continue recording these podcast episodes. So, for example, when

I go to my iTunes listing right now and I see just a few days ago, Danny left a comment, a review that says,

"Leslie's enthusiasm is incredibly infectious. After hearing one of his podcasts, you can't wait to get started, building your blog online. His content is incredible, very happy to have found his blog. I'd highly recommend this to anyone looking to build a business online."

And then, there's another one by DreamMasters that was left a few days ago,

"A lot of podcasters have a dull voice and are not really that engaging with their voice only. Leslie is so excited about what he has to share that it sounds like he wants to jump through the speakers and work with you directly. This is great. Great stuff, Leslie. Keep up the good work. We are listening."

So, when I go and I see those, that gets me motivated to continue to record even more podcast episodes and it gets me excited that these individuals took the time to do that. If you're in a niche once again, and there is a podcaster that you want to get their attention, this would be a great way to do it. Leaving reviews, leaving feedback on their hotline, leaving comments on their episodes because it's less cluttered, you will be surprised you would get read more, more readily get access to those individuals by doing these things.

Now, there's one more thing that I want to talk about when it comes to podcasts because I don't just listen to podcasts for fun. I listen to podcasts in many ways to get actionable information from those podcasts.

After listening, decide on something actionable.

But, here's the thing. When you're listening to a bunch of podcasts, let's say you're listening to five podcast episodes per week or let's say it's only three but, those three podcast episodes are giving you a bunch of advice of things that you can do. It can get overwhelming to try to do everything so, this is what I like to do or what I like to tell people to do.

When you listen to one podcast episode, decide on one thing that is actionable. What is one actionable thing that you can do from that podcast episode and that is the thing that you want to implement in your business, implement in your life, implement in the things that you are trying to accomplish.

Don't try to do everything especially if you're listening to a bunch of podcasts. Listening to the podcasts, it's going to help to change your mindset and elevate your mindset and your

expertise so that, you can be someone that is more informed about whatever it is the topic of interest is.

However, I would recommend for you to just, okay so, you're listening to this podcast episode right now. You can think to yourself, what is one actionable thing that I can get from this podcast episode? That might be for you to download a podcatching app and subscribe to podcast. It might be for you to choose your favorite podcast and leave a review. It might be for you to leave a review on this podcast. Shoot, why not, right? *[Laughs]*

Think of one actionable thing from each podcast that you listen to and then, take action of that one thing so that, you're not overwhelmed.

The Podcasts I listen to

I want to give you an idea of what podcasts I listen to. I've cut down on the number of podcasts I listen to because I'm so busy so, I've decided that I can only to one podcast in each category of my life that I am interested in right now. So, here are some of the podcast that I listen to right now. These are all that I listen to right now.

#1: This Week in Tech

The first one is a technology podcast. It's called [This Week in Tech](#). It's y Leo Laporte. He gets a number of guests on on a weekly basis and they discuss what's happening on the world of technology. It's the way that I keep up to date in terms of what's going on in the world of technology right now because it's moving so quickly that I just can't keep up.



But, these guys help me to do it so, that's **This Week in Tech**.

#2: Podcast Answer Man

The next one that I listen to is [Podcast Answer Man](#) with my good friend, Cliff Ravenscraft. When it comes to podcasting, this is the guy to listen to. He knows the stuff well. But, it's not just about podcasting. It's more about him sharing his entrepreneurial journey and it kind of provides a lot of encouragement for those of us who are on that journey also.

[HOME](#)
[ABOUT](#)
[CONTACT](#)
[PODCAST EQUIPMENT](#)
[PRODUCTS](#)
[RESOURCES](#)
[TRAINING COURSE](#)
[BLOG](#)
[PODCAST EPISODES](#)

To search, type and hit enter



Cliff J. Ravenscraft
Podcast Producer, Consultant & Coach
Email: Cliff@PodcastAnswerMan.com

327 Connecting With Successful People, Self Confidence & Why I Prefer Going More Niche With Your Podcast

by CLIFF RAVENSCRAFT on SEPTEMBER 26, 2013


Podcast: [Play in new window](#) | [Download](#)

Inspiring Personal Plug of The Week (00:02:30)
This week's personal plug of the week is the [High-Income Business Writing Podcast](#) with [Ed Gandia](#). In fact, [episode 22](#) of Ed's podcast caused me to think of a number of valuable topics that I decided to share in this episode, while I was recording on the fly.

Some of the topics that were inspired are as follows.
- Self Confidence



GET THE EXPERT HELP YOU NEED:



PLEASE JOIN MY MAILING LIST!



Cliff is one of the guys in my mastermind group and I love what he's doing over there. So, Podcast Answer Man is number two on my list.

#3: Smart Passive Income Podcast

Number three on my list is the [Smart Passive Income Podcast](#) with my good friend again, Pat Flynn from SmartPassiveIncome.com. Pat has accomplished a whole lot online. I like the way he teaches. I like the way he shares and he interviews people and I get a lot from that podcast. He's another one in my mastermind group and I love what he's doing too.









[HOME](#) [ABOUT](#) [ARCHIVES](#) [PODCAST](#) [INCOME REPORTS](#) [RESOURCES](#) [CONTACT](#)

[Back to Start](#) [Who is Pat?](#) [Hall of Records](#) [iTunes Broadcast](#) [How To Vids](#) [How I Make a Living Online](#) [Tools of the Trade](#) [Get a Hold of Me](#)


[Going to New Media Expo 2014 in Vegas? I'll be speaking! Use discount code **SPI20** to get 20% off!](#)

103 Followers
twittercounter.com
 78144 readers
BY FEEDBURNER
 Get Updates via:
[Email](#) / [RSS](#)



"Don't know where to start?"

"It's all good! Click the red link below to let me help you figure out what you should read and do first..."

[Getting Started with Smart Passive Income](#)

Hello
my name is

PAT

No, I'm not a millionaire, but I am living off of passive income made online. I'm here to show you what I've learned...

SPI 082 : Getting Paid Before Building the Solution – From Research to Valiaidation to Profit – A Listener Success Story

1

00:00

In this session of The Smart Passive Income Podcast, I'm really excited to feature the details of a success story from a listener



PAT'S EBOOK GUIDE

Enter your name and email below to get **Free Instant Access** to the most comprehensive guide available on how to Publish, Market, and **automate** your own killer eBook.

Over 25,000 people have enjoyed my eBook and receive a weekly newsletter with exclusive online business and blogging tips.




#4: This is Your Life

Then, [This is Your Life](#) from Michael Hyatt. This is all about leadership, intentional leadership. Some of you may know that I just started a PhD in Leadership. This is something that I am particularly interested in right now and he gives a lot of practical steps on how to be an effective leader.

Get Published, my 21-session audio course, will teach you exactly how to become a published author. Check it out!

[Home](#) [About](#) [Speaking](#) [Podcast](#) [My Tools](#) [Recommended Books](#) [Contact](#) [Store](#)




MICHAELHYATT
 Helping Leaders Leverage Influence

AS FEATURED IN
 The New York Times THE WALL STREET JOURNAL Forbes Businessweek CNN


[Personal Development](#) [Leadership](#) [Productivity](#) [Platform](#) [Publishing](#) [Resources](#)

This Is Your Life Weekly Podcast

This Is Your Life is a weekly podcast dedicated to intentional leadership. My goal is to help you live with more passion, work with greater focus, and lead with extraordinary influence.



Get Your Free eBook



Sign up to receive my blog posts via e-mail and get a copy of my popular e-book on life

[Send Voicemail](#)

That's another one that listen to.

#5: The God Journey

Then, the last one on my list is one about, well, it's called [The God Journey](#). It's by a guy named Wayne Jacobson. It's no secret. I'm a Christian. I talk about that pretty openly and I listen to this podcast because it actually challenges what I believe about Christianity. He is someone that doesn't go to a physical location that he calls a church but, I consider him to be someone who is really serious about his relationship with God and all that stuff. I find this podcast to be an inspiration to me.



Now, there are a bunch of other podcasts that I used to listen to that are great podcasts and I still recommend them even though I don't find the time to listen to as many as I used to. I'll just run through a list of a few of them:

- [Internet Business Mastery](#), that's one that I used to listen to.
- [Mixergy](#), that's from Andrew Warner who interviews like a ton of people. I think he interviewed 900 and something people so far and I love what he is going over there. He is probably the best interviewer I know of when it comes to these podcasts.
- [The Rise to the Top](#) from David Siteman Garland. That's another one on entrepreneurship. He calls it Media-preneurship. That's a good one.

- [Social Media Marketing Podcast](#) from my friend Michael Stelzner. He's another one in the Mastermind group. I love what he is doing over there. A lot of great tips and when it comes to Social Media.

There are a bunch of podcasts out there, a number of others that I have listened to in the past but, these are some of the ones that I'd like to mention.

Now, for a Recap

All right, I hope that makes sense. I want to recap really quick. So, if you want to find podcasts, you can search in iTunes, you can search in Stitcher, you can search in Google. You can manage your podcasts by using an app like Pocket Cast. That is cross platform or if you're on iPhone, or iPad, you can also use the Apple Podcast App. Think about the different areas in your life that you want to learn more about. You want to be entertained. Maybe you want to be enriched, encouraged, and find podcasts that are relevant to those things that you are focusing on right now.

Take advantages of show notes. Most podcasters include show notes and those show notes usually includes a list of resources so, you don't have to necessarily be taking notes all the time. You can just take advantage of the show notes that have been created for you.

Leave feedback whether that's comments or on the feedback hotline which is the one that most podcasters are going to prefer if they do have that. Leaving reviews, that's important because it helps the person that's recording the podcast, it motivates them to continue to do it and it helps them to get higher rankings and then, choose one thing, just one thing from every podcast episode that you listen to take action on.

If you do that, you'll be well on your way to accomplishing your goals. That's pretty much it for this episode. This is a relatively short one but, I'm glad because next week is a longer one. It's about 42 minutes, I think. It's an interview that I did with Chris Ducker. Oh man, it was awesome. You're going to love it.

So, yes. If you're enjoying this podcast, as I mentioned in this episode, I would appreciate it if you could hop over to iTunes. You can get there by going to becomeablogger.com/iTunes and leave an honest review. It helps to get additional visibility so that other people can hear this message of creating content, inspiring others and changing the world because we're all about changing the world one blog at a time.

If you're trying to get your blog up and running so that you can start creating content, inspiring others and changing others, head on over to my free blogging course at freebloggingvideos.com where you get to follow me as I show you exactly how I've built my blogs into successful online businesses and how you can do the same.

Many others have done it so, why not you? Freebloggingvideos.com. It's free, actionable, awesome. That's pretty much it for this episode. This is Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. Until next time, take care and God bless.