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# Podcasting For Promotion, Positioning & Profit: Podcasting Book On How To Podcast And How To Create A World Class Podcast To Generate Free Traffic, Leads, Sales + Establish Expert Status



## Synopsis

Review: "Podcasting for Promotion, Positioning and Profit is your blueprint to podcasting success!" Kris is a master at helping business owners position themselves to stand out from the crowded marketplace and attract a loyal following of customers. "If you want to differentiate yourself and become an authority with a thriving podcast, then get this book!" ~ Lewis Howes, Ranked by Incomediary.com's "50 Most Influential People in Blogging."

**About the Book:**

- Are you looking for a way to generate consistent leads, traffic, and sales for your business?
- Do you want to stand out from your Competition and Become the Celebrity of Your Niche?

Then Podcasting for Promotion, Positioning, and Profit IS your guide to showing you How to Podcast and tap into over 600,000,000 affluent buyers and over 1 Billion Podcast Subscribers to have your standing out as The Expert In your space. In this book you'll learn:

- How to Podcast - Top 10 Reason for Any Business-- Why it is Vital that you have 2-3 Mediums In Your Marketing GoingForward; Podcasting, Video, & Blogging-- How to Stand out with a Podcast? 3500 Blogs to 1 Podcast as a Woman -- How to Be Discovered from a Podcast = More Media, More Exposure, More Business -- How to Craft a Unique Podcast - Unique Process for Success-- How to Craft a Unique Title, Cover Art, Program to Stand Out-- Step by Step process on how to record, edit produce and launch your podcast -- How to Increase traffic to your Website from 40-500% increase -- How to Market Your podcast with what you're already doing-- How to Monetize your Podcast to 6 Figures -- and tons more!

**Testimonials:**

- "With the coaching and advice I received from Kris, I was able to craft a show that got attention. In just four weeks of launching my podcast my website traffic increased by 500 percent and my email subscriptions increased dramatically. If you are serious about using a podcast to promote and brand your business, Kris is the one you need to help you get it done. ~ Wess Murray, NY Fitness Expert, Essentially Fit Podcast
- My podcast "The Money Pillow" is averaging around 2000 + downloads a day and I can honestly say if it wasn't for the expert guidance and help I got from Kris I wouldn't be getting the same results. She knows this medium better than anyone else I know and her advice and direction is 100 percent responsible for my shows success! In less than two weeks, I received sponsorship offers & I'm excited to turn this podcast into my next "Money Pillow"~ Sean Malarkey- Marketing Expert & Lifestyle Entrepreneur - The Money Pillow Podcast
- People are subscribing to my email opt-in and taking the seven-day free trial membership and continuing on as paid members too! I highly recommend this program to any author, speaker, coach, entrepreneur or business owner who wants to launch an audio or video podcast.~ Rhonda Del Boccio, Book Publishing Expert, CA - The Author Adventure Podcast - My audience has doubled since I started podcasting! And I had

16,502 hits on my website in November! Thank you Kris for all you taught me in your Podcasting Pro System!~ Stephanie Mann, CA “ Safe Kids Now Podcast!d never done any podcasting (or broadcasting of any kind) before, & using her system I was able to go from ZERO to LAUNCH in two weeks. “ Kris has cut through all of the confusion out there about podcasting to create a world-class resource that can help you achieve your goals . “ She’s done everything for you but create your content. I highly recommend her!~ Melanie St. Ours, Health Expert - Creative Wellness Podcast

## **Book Information**

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## **Customer Reviews**

This is an excellent book, because you get specifics about creating a podcast that will position you in your niche. I especially found the teachings in chapters 6 and 8 useful when I was creating my own podcast 3 months ago: Chapter 6 teaches a great show structure. Chapter 8 is what she calls "imaging" - which is your branding, including show intro and outro. I can tell you what she teaches works, because I am a very successful graduate of Kris Gilbertson's Podcasting training. My Awakened Author Adventure podcast went to New & Noteworthy in all of iTunes (plus all 3

categories) Do not hesitate to buy this book - and most of all, take action on it. Follow your bliss, Ronda Del Boccio bestselling author, speaker and mentor

This is the second book about pod casting I have read and I just loved it. I like the in-depth information and experience that the author gives us. This is the who, what, where and when and why Pod casting book that explains the concepts of doing it right the first time, the right way. I know that we future pod casters who are starting out need to read this book. It almost should be required to do so. Thanks Kris and see you on the podcast...!

This book is a must read for anyone considering getting into podcasting. Kris provides a step by step guide for getting started in podcasting, building a following, and monetizing your podcasts. Read this book if you want to use the exciting promotional tool that is podcasting.

I was looking for an introduction to podcasting and this fit the bill. It's not incredibly detailed but that's because it's an intro to the author's training but it was worth the money. Just know you are likely to need another book to get the meat.

I produced a podcast as a total novice for a while under someone who was well meaning, but didn't know the first thing about making it successful. It was pretty good, but almost no one ever listened to it! I soon realized that I needed to learn what I was doing wrong, and began researching everything I could find on doing podcasting so I could start over the right way. Since then, I've read several books on the subject and even gone through a full course, so I expected that reading Kris Gilbertson's book to be more of the same. Let me tell you, it isn't! Yeah, that normal info is all in there, but there are several very important points in this book that were never even mentioned in my other materials, or even the course! I am so grateful I took the time to read this book! Written from the perspective of going all the way from, "I'm not quite sure what a podcast is for, how I could ever benefit by doing one, or who would ever listen to it" all the way to, "My podcasting is the major life blood of my business success!" If you want to be ultra-successful quickly, doing your podcast, read this book FIRST!!! Very impressed!!!!

Kris Gilbertson has provided the tips and tools to take you on your way to what might be the next big thing in your business. If you have a message you long to share with the world, I am convinced that podcasting can provide a medium that is easy to move forward and manifest. Kris shows the way in

clear, easy to follow steps that remove any intimidation to getting started.

Kris makes the whole "podcast is the new black" opportunity so much easier and her book was the fire under my backside I needed to get cracking creating my own. She is one of those easy, inspirational and informative experts who makes something which used to seem so complicated so darn simple. Thanks Kris x

I have known Kris for over a decade. She has always been energetic, and passionate about helping people, but now she has done it at a whole new level!!!! This book is an Amazing example of her ability to take something that is Scary to many of us and make it Simple for ALL of us!!!! I am so happy to have found this book! I am launching my podcast and her works is helping me create laser focus to launch my own brand effectively!!!! I am so grateful!!!! Get this Book Today!

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