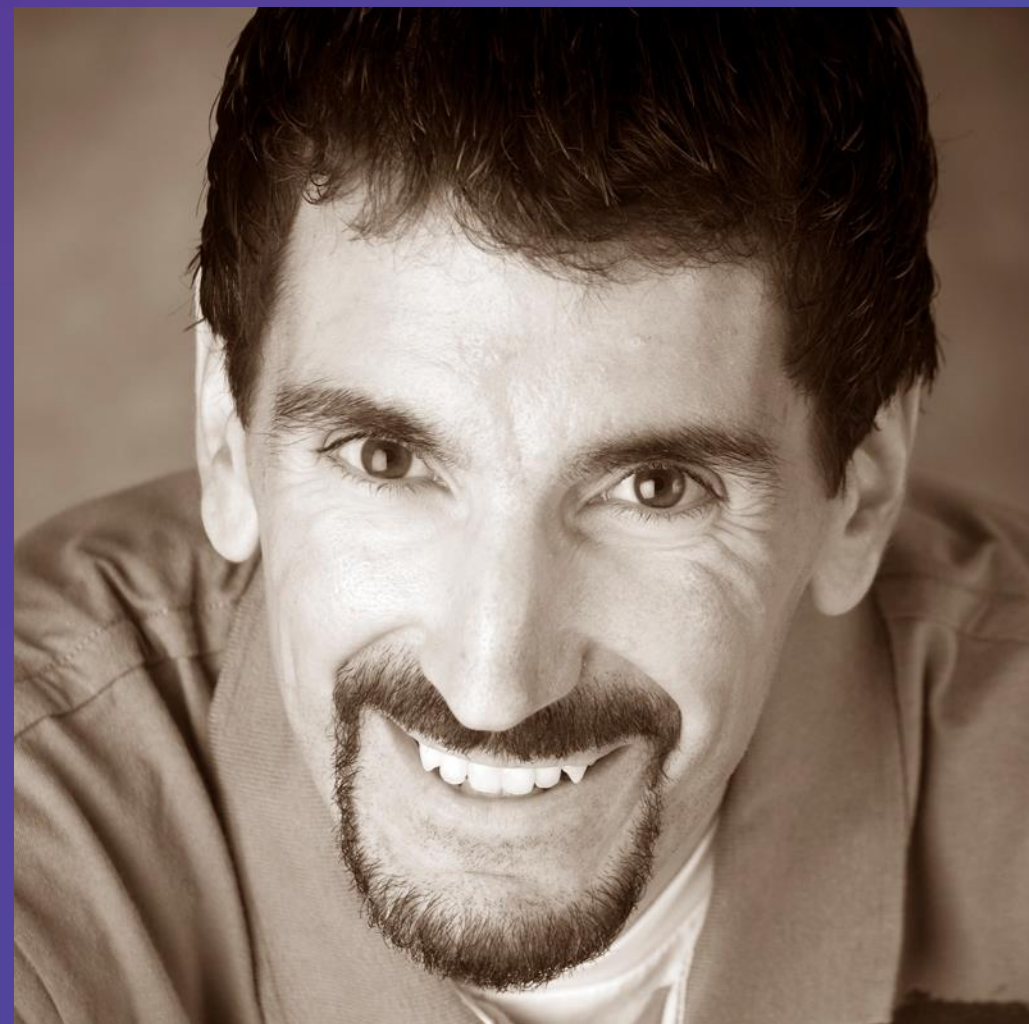




NAMM[®] | U

How to Expand Your Reach via Podcasting

Bruce Wawrzyniak



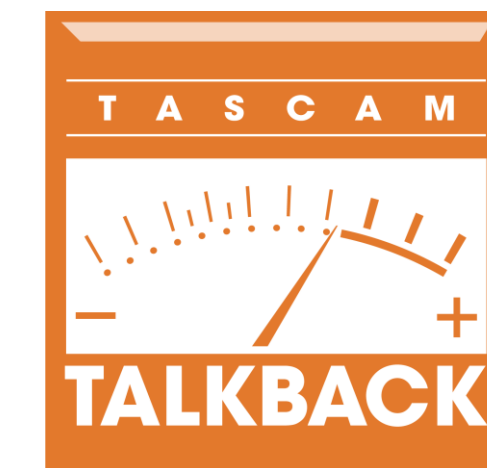


Who is This Guy?

Host/creator of “Now Hear This Entertainment”




Hosted “TASCAM Talkback”

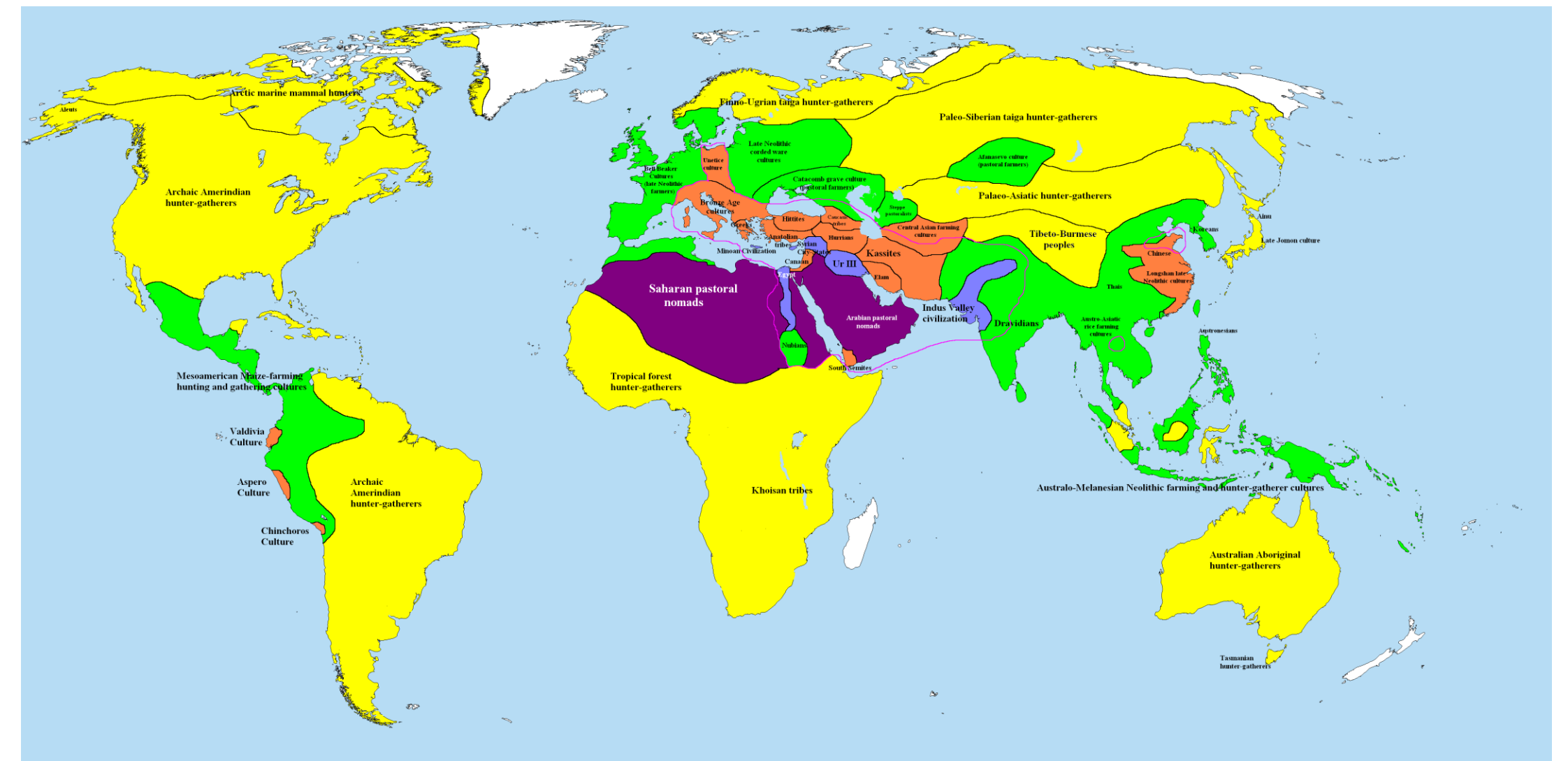
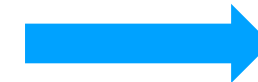
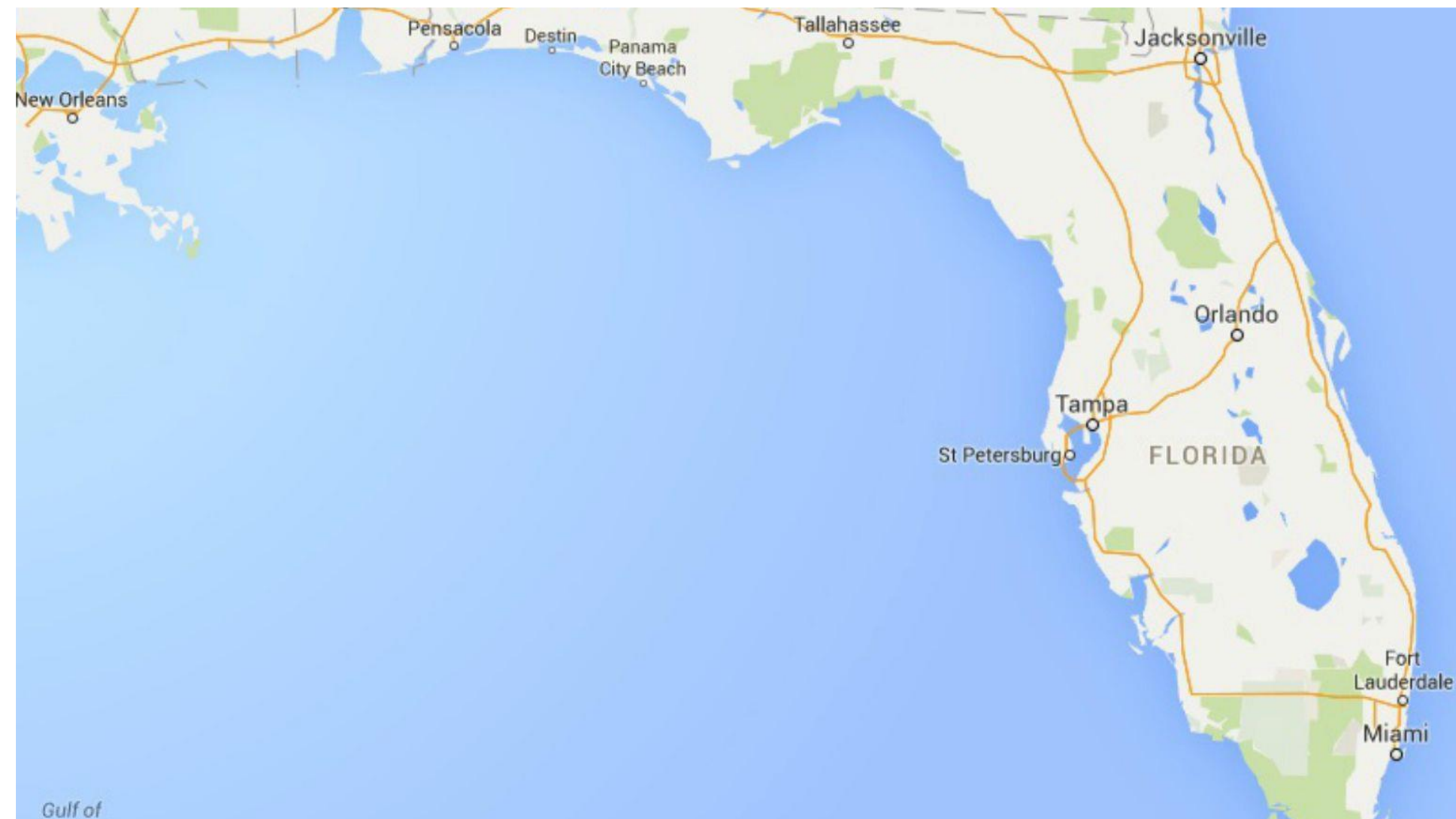


National speaker at podcasting events



Impact

Local  Global





Why podcasting?

Captive, engaged, targeted audience



YOU control YOUR message to YOUR audience



Vs. Traditional

Not in competition with other “ads”





How To

Idea



Category

Format



Frequency





What else?

Episode planning

Title and description

Artwork

Hosting

Royalty-free track





And then?

Record

Edit

Publish

Promote





Thank You

Bruce Wawrzyniak

bruce@now-hear-this.net

www.NHTE.net



@NHT_tweets



@NowHearThisEntertainment



@NowHearThisInc