

Introduction

Podcasting has made a resurgence in the last 10 years.

It was a once forgotten medium because the technology was only available on computers.

After Apple created the iPod in 2005, many flocked back to podcasting because they believed that they could reach a wider audience.

There are signs that podcasting will continue to grow in the near future.

The reason is because Apple has led the way in innovation again with their new product, the Apple Carplay.

Carplay allows anyone to connect their iPhone to their cars.

It was released earlier this year on selected car models like Ferrari, Honda, and Hyundai and will be available on all newer models with the rest of the big name brands in 2015.

Even if you don't have the cash to spend on these newer model cars, you will have the opportunity to still get Carplay because Pioneer Electronics were one of the premier aftermarket manufacturers to collaborate with their new Firmware For Pioneer NEX In-Dash Receiver.

The product was released late last year and is available for any model type of cars.

One might think, This is all great, but what does all this have to do with podcasting?

The answer is everything, because the iPhone has given people the capability to download their favorite podcasts and listen to them anywhere.

That means that if you are small business owner, freelance writer, or a college student who is trying to showcase your expertise in order to land a dream job, etc., starting a podcast will allow you to reach your target audience and establish your credibility.

And it gets even better with Carplay because podcasters are able to reach people who have to commute to work on a weekly basis.

So you might still wonder, Why I should journey into podcasting when the medium is the 11th social media platform used by 6% of marketers, according to the 2014 industry report by Social Media Examiner?

The reason is because that same report has indicated that 21% of marketers are going to create their own podcasts this year and 24% are thinking of the possibility of having a podcast.

So if you are convinced and are ready to have your very own podcast, I salute you.

As you are thinking about what platform will best fit your podcasting needs, the third chapter, "Start A Podcast" in my first book, 8 Things You Need To Do Before Quitting Your Job explains what platform will work for the newbie podcaster.

When you come to a decision on which platform you feel comfortable with in creating your podcast,

more questions will enter your mind like, How do I secure my first guest? Should I reach out to that A-Lister or should I start local with the people I know?

This book, *8 Lessons Every Podcaster Needs To Learn* will be the step-by-step guide to grow your podcast the right way. It is based on the lessons I learned the hard way while hosting my very own online radio show/podcast, "What's The Word?" on BlogTalkRadio.

My hope is that you will avoid the same mistakes as a podcaster and that you will grow your personal brand and establish yourself as a thought leader, whether you are a business owner, freelance writer, college student or even an employee. Let the lessons begin.

Websites:

Social Media Examiner:

www.socialmediaexaminer.com

AppleCarplay :

[**www.apple.com/ios/carplay/**](http://www.apple.com/ios/carplay/)

Pioneer Electronics:

www.pioneerelectronics.com/CarPlay/