

# FAQ ABOUT PODCASTING

## What exactly is a podcast?

Very simply, it's an audio recording of an interview, monologue, etc. that is available for listening via an app and/or a direct link on a smartphone, tablet or computer.



Your choice.



## What equipment do I need?

To record a podcast, all you need is one of these audio sources; a smartphone, landline phone, computer microphone or Skype bridge to connect with us.

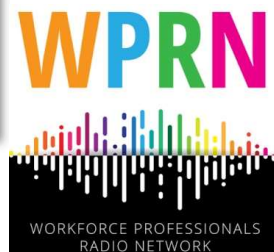
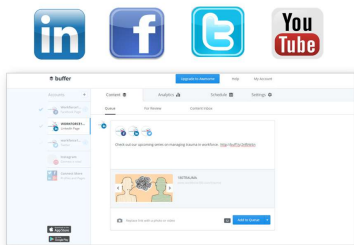
## How much time does it take?

The episode recordings are typically 15-20 minutes long. Most customers spend about 40 minutes prepping questions and/or topics for discussion.



## Will this replace my social media?

Podcasting will enhance your social media presence because it becomes a vehicle which increases Likes, Favorites, Followers, Clicks and Downloads. Plus, for additional exposure, your most recent episode will be featured on the Workforce Professionals Radio Network!



## What should I talk about?

Anything related to workforce, the community, jobseekers, employers, politicians, etc. Don't worry, we'll give you a long list of suggested topics. Visit here to hear what our other customers share:

[www.workforcepods.com](http://www.workforcepods.com)

## TOPICS

<b>FOR JOBSEEKERS</b>
Job search tips for veterans
Using social media in your job search
Job search tips for introverts
How to stay motivated in your job search
How to get the most out of a career fair
What HR directors look for in a job applicant
How to apply for federal jobs
How to overcome the stigma of having a disability
How to start your own business
How to find money for skilling and employment training
How to write a resume
How to get a job as a young person
How to use internships to get a paid job
Living well on a budget
Creating an "elevator pitch"
Using networking for success
Identifying your strengths
Re-entering the workforce after a long absence
"Soft skills" you need for success
Transferring your skills from one industry to another
<b>FOR BUSINESS/COMMUNITY STAKEHOLDERS</b>
Current economic trends in the region
How workforce boards can be an extension of your HR Department
What funds are available for skilling
The benefits of hiring persons with disabilities
The benefits of industry sector partnerships
Innovative practices in the region
Case studies of successful local partnerships between industry and workforce
How to find the right talent for a job opening
Using social media in your recruiting efforts
Most common living challenges and how to overcome them
Any relevant WIOA, DOL, BLS, issue



## Do we really get an App?

Yes, you really get an App, that will be free for listeners to download on all Android and Apple devices! Remember, they can also listen direct via hyperlink on their computer!

## How much does it cost?

Pricing starts at \$550 per month. It all depends on how many episodes we record, edit and distribute for you. Contact us to learn more about our "Year One Special" and "2500 Download Guarantee"!



## How do I get started?

There are only a few steps needed to get your podcast up, running and being listened to nationwide! Contact us for a no-cost demo and walk-thru. You're going to be surprised how simple, easy and effective podcasting is.

Contact Us

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