



Podcast Expert Offers Free Coaching During Holiday Week - Even if it Means Talking To Him on the Ski Slope

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Podcasting Expert Tim "Gonzo" Gordon recognizes that the holiday 'dead zone' – the week between Christmas and New Years – is usually a time for people to catch up, and ignore the rest of the business world. But Gordon claims that's the exact WRONG thing to do at the WRONG time – even though he'll be skiing!

PR9.NET December 21, 2006 - SALEM, OR – Salem Podcast Expert Tim "Gonzo" Gordon says that most of his clients "shut down their businesses" during the last week of the year. Or if they're open, "they simply do little or nothing to drum up new business."

So this year Gordon says "I'll take my cell phone to the mountain!" If anybody has a podcast question or needs a little assistance to "take their podcast marketing to the next level" he'll take consulting calls – for free – even if it means he's in the middle of bombing down his favorite black diamond run (Gordon claims to still ski faster than 95% of the folks on the ski slopes even though he's 51).

THREE COMMON PODCASTING MISTAKES MADE BY SMALL BUSINESSES

The Salem, Oregon Podcast Coach cites three common mistakes made by new small-to-medium business podcasters – and what they can do about it.

1. MISTAKE: Planning a podcast without looking at the Big Picture.

REMEDY: Determine where your podcast fits into your overall marketing plan. Many companies look at podcasting as a useful tactical marketing tool – but they don't ask the big question: 'What's our objective with this tool?'

2. MISTAKE: Assuming that your podcast voice talent will already be on staff.

REMEDY: While it's true that you may have a 'natural' in-house, even if they sound great, do they fit your overall company brand? Do they have the time in their schedule to create a podcast on a regular basis? If not, you're better off committing resources to bring in an outside professional group who understands podcasting, audio production, and how to create a marketing strategy around the podcast.

3. MISTAKE: Not setting up a regular podcast schedule. ("We'll do this for awhile and see if it works. Perhaps once a month for a few months...")

REMEDY: Make the commitment to plan and organize your podcasts for weeks or months in advance. If you want your listeners to keep coming back for more, plan on podcasting on a regular schedule.

GONZO WILL BE SKIING OR YOUR PODCAST COACHING SESSION IS FREE

To reach Tim "Gonzo" Gordon during Christmas week, call his cell phone at 503-507-4110, and he'll be glad to discuss any podcast question. "I may not be able to take notes because that's difficult while wearing large ski gloves," Gordon admits – but says with current technology all incoming call telephone numbers are generally stored in a cell phone, so if there is any necessary follow up it'll be a "piece of cake – just like those black diamond runs."

"In fact," says Gordon, "if a caller gets a hold of me the week after Christmas and I'm NOT on the slope I'll offer a free 30 minute Podcast Coaching session – as well as a free voice over introduction to their podcast!"

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About Gonzodex

Gonzodex produces and publishes The "Tim 'Gonzo' Gordon Show" podcast, hosted by 25+ year radio veteran Tim 'Gonzo' Gordon of Salem, Oregon. Gonzodex also publishes several multi-media e-books, including the 'how-to-podcast' series "Podcasting Adventures Online" (www.podcastingadventuresonline.com) and "Podcast Profit Case Studies" (www.podcastprofitcasestudies.com), as well as the new e-book "100 Ideas for Your Podcast," being released this month and available at www.podcastingadventuresonline.com, as well as his main site www.timgonzogordon.com.

Phone: 503-589-4494
Website: <http://timgonzogordon.com>
E-Mail: tim@timgonzogordon.com