



Podcast and New Media Expo 2007

Top Five Picks

You're listening to [The Struggling Entrepreneur](#) special bonus edition, wrap-up, and my favorite picks from the [Podcast and New Media Expo](#) in Ontario, CA.

Welcome, and you're listening to *The Struggling Entrepreneur*, the podcast where we address the challenges that you face when you're a struggling entrepreneur, and where we try and assist you with experienced and successful small business owners who share their lessons learned, as well as resources to help you become successful.

Welcome. This is Fred Castañeda, your host for *The Struggling Entrepreneur*, and today's session is going to be the last of the special bonus editions of *The Struggling Entrepreneur* from the Podcast and New Media Expo in Ontario, CA at the Ontario Convention Center from September 28, 29, and 30, 2007.

During this timeframe I actually walked the show floor at the exhibit hall and had a chance to speak to numerous people, spent all three days there. In addition, was attending and participated in both the [Podcast Academy 6](#) session that took place on that Thursday, the 27th, as well as Wednesday the [Podcast Secrets Reunion](#) sponsored and hosted by Alex Mandossian and Paul Colligan, as having been a member of that course in the February, March, April, and May timeframes.

Now I wanted to let you know that we do have a lot of interviews that we've obtained during that time at the Podcast and New Media Expo. We're going to be having these in the future weeks coming up as episodes for *The Struggling Entrepreneur*. We have already given you Rob Walch from the show floor to talk about [Libsyn](#) and also [Wizzard Media](#), but in particular we're going to have an interview with Dave Jackson. He is the headmaster for the [SchoolOfPodcasting.com](#) and has seven total podcasting series going on right now. How he does it, I'll never know. But we talked to him mainly for focusing on when is the best time to actually either incorporate or get a legal entity as a struggling entrepreneur?

The second person we'll be interviewing and we'll be posting on the show is Elizabeth Harrington, who happens to run the website of [www.TheNewPrimeTime.com](#). That happens to be a website for people who are getting their second career in life. This is for the boomer generation.

And then we also talked to [Noble Transcription Services](#). Noble Transcription Services does basic editing, copywriting; they also do transcriptions for the legal, for the podcasting, for the media, for the insurance, for the consulting fields of all businesses. And what we did was we spoke to Noble Transcription Services to talk about their struggles and, yes, they started without a business plan as well, and you'll see how they were able to turn their struggles into successes.

And then we also have an interview with an entrepreneur who was accompanying a friend of hers, the lady who is in charge of [Podcast Junkie](#). This happens to be a list of all the podcasts that she will recommend to others with good content. And, yes, we were interviewed by them as well.

So we have all these coming up, in addition to more of the podcast and other organizations that are going to be dealing with the help given and assistance for the struggling entrepreneur.

Now this particular podcast focuses on the top five picks of the Podcast and New Media Expo. And, yes, these are somewhat bigoted and biased; they are my picks as I walked the show floor, saw and talked to people, and some of these picks were not necessarily exhibitors on the show floor themselves.

Pick number five, the [Zoom H2 Portable Recorder](#) from [Samson](#). And, yes, that's Samson spelled S-a-m-s-o-n, as in "Delilah." Samson has a winning product, I think. I used the Zoom H2 and I saw other people, at least four others, using the Zoom H2 Portable Recorder in various capacities. I used mine as a desktop/table top mounted system with the little desktop mount adapter that came with it. I saw other people use the handheld device that made it look like a fudgesicle. And, yes, I used that as well. So my number five pick goes to the Zoom H2 Portable Recorder.

Now you'll probably say, "Well wait a minute. Samson did not exhibit, nor did they have a booth at the show, so how can you do that?" Well I think that after having seen the Marantz portable recorder that they had just announced -- I can't even remember the number -- but it was also a "me-too" product and I get the feeling that it was done in reaction to the success that the Zoom H2 is having. A lot of people had ordered Zoom H2s online but couldn't get them because they were backordered because the demand was so high. And I can see why. I'm using the Zoom H2 Portable Recorder right now to record this, so you can see the clarity of information.

But it has everything that a podcaster would definitely need. Not only does it record your audio in either mp3 or in wav file format, but it also comes with the capability of having an SD card, either 4GB or H-GB, as the high capacity format is supported. You can either have it on the desk or a table, or you can have the handy what we call a fudgesicle stick so you can hold it like a standard microphone in an interview situation outdoors.

It comes with a windscreen so it can definitely clear the plosives that you have. But more than that, it has line in capability; you can attach a mic. It does not have phantom

power, but what it does have is the capability to have two condenser microphones in the front and two condenser microphones in the rear, and that way you can carry on interviews. As a matter of fact, you can take a look at the interview that I did with Rob Walch in the middle of the show floor at the exhibit hall, surrounded by tons of ambient noise, and you'll see how clear it is because Rob spoke into the rear microphones and I spoke into the front microphones.

So my number five pick goes to the Zoom H2 Portable Recorder. It wasn't exhibiting on the show floor in the convention center during the expo, but its presence was there all throughout the expo. I actually saw a couple of other people -- the lady doing Podcast Junkie had one, also my good friend and podcaster Mr. Victor Cajiao from [Typical Mac User](#) podcast had one, I had one, and there were a couple of people I saw that had them and were using them quite well.

Now my number four pick for the show, [Premium Cast](#), that is the Premium Cast service and offerings that are being promoted by Paul Colligan and Alex Mandossian. On the exhibit floor there was a booth with the [Podcast Partnership](#), and that was the firm that Paul Colligan has. They were promoting Premium Cast and I think that for what you are able to get, either the free version, the pro version, or the viral version, Premium Cast has the capability to let you start podcasting, get into a serious monetization of podcasting if you go for the pro version, and then really get into an affiliate marketing and e-commerce type of transaction if you choose the viral version. I will be using that for another podcast that I have which is called [GainControlOfYourDay.com](#) and it will have a personal productivity seminar that will be delivered down the podcast channel, and Premium Cast will be the method that we will be using to deliver it.

So my number four pick, Premium Cast; and that's Paul Colligan's entry into the foray of offerings at the exhibit show floor at the Podcast and New Media Expo. And you can see this at [PaulColligan.com](#).

My number three pick for the Podcast and New Media Expo has to go to [Marketing Support Services](#). These are the services that every entrepreneur can use. Now the number four and five podcast picks for me at this event happen to have been hardware from the show, number five pick Zoom H2 Portable Recorder; and number four, Premium Cast. However, the number one, two, and three picks can be used by any entrepreneur on any business in any situation; they are things that are going to be needed in order to be successful.

My number three pick is the Marketing Support Services, in particular sponsored by [1NetMarketingService.com](#). Terri Romine happens to be the owner of that particular podcast as well as domain. Terri was in my Podcast Secrets class. I had the chance to interview her and you'll see her podcast as one of the others in the blog of [www.StrugglingEntrepreneur.com](#). There was another one that was available, and, by the way, this other one was also a creation of Brad Fallon who has [FreeIQ.com](#). However, after doing the comparisons I was totally convinced that Terri Romine's [1NetMarketingService.com](#) is a far superior offering for the typical business

entrepreneur, not just the podcaster or the online marketer or Internet marketer, but any small business owner would love to have these types of services.

So if you need to get research done for you just to validate that your plan that you have or your idea is feasible, she can help you with that. If you need to set up an e-commerce system to sell your product, to take transactions and actually start getting in the money, then she can help you with that. She can help you with just about kind of Internet marketing presence that you need; Terri Romine's INetMarketingService.com is for you.

My number two pick again is for all entrepreneurs, all small business owners, all online Internet marketers, and all podcasters, it doesn't matter. And this happens to be a software product called [Camtasia Studio](#). Yes, it's by [TechSmith](#). And Camtasia happens to be a screen capture software with synchronization and PowerPoint slides, or PowerPoint charts.

Camtasia has been around for a while. A lot of people are using it. If you need to do any kind of demonstrations at all, that is screencast demonstrations of a product or software that you have, you can imagine what Camtasia does by visualizing the following. Visualize, if you will, that you're looking over my shoulder as I'm sitting down in front of my computer screen, and I'm doing a demonstration for you. As I'm talking, you're capturing the audio. You're seeing everything on my screen exactly the way that you would see if you were looking over my shoulder and I were demonstrating for you exactly what it is that I wanted to show you on my computer screen. And it doesn't have to be a software demonstration. It could be PowerPoint slides that are synchronized with audio if you're doing a formal presentation, along with all sorts of audio and visual effects.

My number two pick, Camtasia Studio. I have version 4.0 right now. I've been using it for a while. I like it. It's extremely versatile. It can save your file as either Windows Media files or in a different array of formats. So my number two pick goes to Camtasia Studio by TechSmith.

And now to my number one pick. This is something that can be used by any and all entrepreneurs, small business owners, for any kind of business, goes to [Noble Transcription Services](#). Yes, Noble Transcription Services. This is the firm that was exhibiting at the booth. They will do for you transcriptions for any business entity. If you're a podcaster, that's transcriptions of your audio. If you're in the legal field, they can do any kind of transcription work you want. They can help you with anything, any kind of evidence that is not testimony. They will be able to do any kind of transcription for business meetings from any kind of media, rusty, old, hard to listen to cassette tapes or dictaphone tapes that you send to them, they'll be able to transcribe it.

Not only that, they deliver it in any kind of format that you want. If you want just raw text, they'll deliver that. If you want a formatted Microsoft Word document, they'll deliver that. Or if you're like me and you want it formatted with very nice headings and banners and graphics, PDF documents, they will do that as well. And their price point is definitely competitive, well within the range of most struggling entrepreneurs, and they

can deliver within three to five business days. For me, on a couple of rush jobs, they delivered them overnight; on one case they delivered it within six hours.

So my kudos to them. My hat goes off to my number one pick, Noble Transcription Services.

So these are my five top picks from the Podcast and New Media Expo in Ontario, CA. Number five, the [Zoom H2 Portable Recorder](#); number four, [Premium Cast](#), brought about to you by Paul Colligan and the [Podcast Partnership](#); number three, the Marketing Support Services brought to you by [1NetMarketService.com](#) and Terri Romine; number two, [Camtasia Studio](#) by [TechSmith](#); and number one, the best value and the best deal and my number one pick, [Noble Transcription Services](#) for the Podcast and New Media Expo.

Please remember that next year the Podcast and New Media Expo will be held in Las Vegas. It will be at the convention center and the Hilton Hotel will be the resident location for the people staying at the conference.

This is Fred Castañeda, your host for *The Struggling Entrepreneur*, delivering to you the value that you need as a small business owner. And we'll be delivering to you this month more interviews and a summary of what goes on at the [Entrepreneur Expo](#) at Cedar Park, TX on October 20. There's more to come and we'll show you exactly what the latest entities, the latest offerings are from the Southern states of entrepreneurs.

So thank you for tuning in and we hope you enjoyed my top picks from the Podcast and New Media Expo in Ontario, CA 2007. Thank you.

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Until then, we'll see you next time.