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Hey, everyone, guess what? This is the next to the last section of the session of the already lagging project. I can't believe we're almost at the end as well. Right. So I initially said that I was going to go this better. This thing is just so huge for me and initially said that I was going on vacation and I didn't know and I let you know.

00;00;30;14 - 00;01;04;14

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So we are not going to vacation yet, probably in October. So that gives us time to finish out this whole authority blogging thing. My lion was cold, so now has better. So this gives us time to finish this out because next week is the final week and usually at the end of the sessions, what I usually do is we all come together and talk about what we've done and get questions asked.

00;01;04;14 - 00;01;29;29

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But since we're all kind of spread out people, working, people doing other stuff, people out of the country and all of that, I'm thinking what I'm going to do is I'm going to go through the bonuses, especially the playbook and how to use the playbook. I mean, I know it should be like self explanatory, but really nothing is self explanatory.

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I meant that that you do for someone else that you think is self explanatory. You go like this simple and you know that. And it's not always that way because there's one or two things that may seem out of place don't understand and whatever. So I'm going to go through the whole playbook next week. And if you have questions between now and then, please just feel free to ask me in the telegram group because we want to get your blog started or make it better, whatever we need to do.

00;02;04;15 - 00;02;31;11

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Okay, So this week we are talking about podcast and let me share my screen. Whoops, didn't pull it out. I mean, I have it pulled up, but I didn't didn't do a slideshow piece play from start. There we go. And now I think I can do it. Share screen. Yes. There it is. There's also a whiteboard here. I may do that next week.

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The use in the use the whiteboard and talking about it. So today we're talking about another way to amplify your blog, and that is through podcasting and not podcasting. Like you're going to create a whole

podcast. Now that we're podcasting your blog, Jon Lee Dumas says There's millions and millions of people that listen and love podcasts but didn't in 2012.

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So this was I just love this quote was a long time ago. almost ten years ago. Wow. Park hasn't been out there for a long time, but now we have YouTube that has a podcast session on it. We have people talking more and more, more about podcasts because they're pretty easy and simple to do. And how about turning your blog into a podcast that you actually promote on promote using Alexa and it's on Amazon.

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How about that? That's what we're talking about today. So let's get into this. So last week's assignment, what did we talk about last week? Can you remember it was YouTube and hopefully you either set up your account on YouTube or you are, you know, doing some more stuff that you need to do and just you know, I know you all are going to catch up and it doesn't matter if you do it while we're going through these sessions or afterwards.

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Just know that these sessions are here for you. They're going to be there. You have lifetime access. As long as I'm around and prayerfully, God is not going to take me out of here anytime soon. Everything will be up there for you to take advantage of. So today we're going to be talking about why podcast your blog and exactly how to podcast your blog.

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And you need a couple of things to do it, and then I'll have an assignment for you. So let's get into this. So basically, Apple has over 1 billion podcast subscriptions. Now this was in 2019, so I know there's more than that, but just think a billion is a lot, right? And one in five Americans make listening to podcasts a priority.

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And right now you can listen to a podcast like anywhere, even in your car, because Apple Podcasts are now in vehicles all over the place, you know, in electric vehicles, they're in regular vehicles. They got these big screens and you can listen, I hope you're not watching stuff, but you can listen and do whatever you really want to.

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You can find any kind of genre of podcast and listen to it. So if you can do it, that means that your audience can do it too. And you want to make listening to your podcast something that they are actually looking forward to. And it's very simple because they can listen to your podcast, like in the car, on their phone, on their tablet, on their computer, on their desktop.

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It doesn't matter. So with all that access out there, you need to get into the podcasting game and it is so easy and simple to do. And seriously, it is easy and simple. There's a couple of technical things you've got to do, but for the most part it's pretty simple. And if we get to the end of this hour, you get to the end of this and you're like, my God, what are you talking about?

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You can cover that in your blogging, your blog, Strategy Session. That is free to you as part of this course. Okay. So the equipment that you're going to need is obviously your WordPress blog, the Amazon plugin, and Amazon S3 account, which is actually free for the first 12 months in that think they give you 2 to 2 or three terabytes of storage and then the Amazon Skills blueprint, that is a Amazon Skills blueprint is a part of the Amazon, what do they call it, Echo three or whatever.

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And it's where you can go up and create almost like recipes and stuff where you can excuse me or you can actually broadcast your blog as a podcast and turn it into a podcast. And so the first thing you're going to need to plug in now it says Amazon. Polly This is a plug in. You can download it, but it doesn't exist anymore.

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They took it off the market, but they still have the blueprint and all of that stuff. But you know, your girl finds stuff when she needs stuff. So I'm in in the homework. I'm going to have the plug in that this guy took and redid. Basically when they took it off the market, I guess he was like, hold up now.

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We're not taking this off the market. We need it because I still have the blueprint stuff and they still say in the blueprint, use Amazon Poly. So I don't I don't know. So I'm pretty sure that they're going to bring it out again, but I just don't know when. But I'll have the actual plug in for you to upload to your website and then Amazon Web

Services or Amazon S3, which stands for a simple storage solution.

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So if you go to Amazon.com, you click on Amazon S3 It looks like a lot of jibber jabber. It looks like something is way over your head, but it's really not. So in our session that we're going to have will go over installing that are setting that up. It's very it's really very simple. You get a whole year free.

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I think they're still doing that and then you get a whole year free and then they give you I think it's like I said, two or three terabytes worth of storage and they don't charge you till after the 12 months. And even when they do start charging you, it's only like five or \$6 a month for that much storage.

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Just think what you can do with that much storage. And I want you to pay attention when you're on the web and you're buying things and it gives you the link and then you have to download something. A lot of people use Amazon S3, it'll say a S3, I think, in the link. So if you look at where your stuff is coming from, a lot of people use it for a lot of different things and it's even gotten more and more and more since I released this program in 2019.

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So here we go. So the first thing you're going to do is go to Amazon Blueprint. And when you go to Amazon Blueprint, you can create an Alexa skill. So Alexa's involved in this because she's the one, oops, she's here, she's not saying anything. Automation. She didn't come up. You know how when you say series names, you're like, Yes, can I help you or whatever?

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Now a XA will do the same thing. So we all wake up, leave her asleep. So if you go to Amazon Alexa blueprint, you can do a lot of stuff. I just circle where you can put your blog and turn it into a podcast, but there's a lot to look at, says Spiritual Talks. There's a flash brief and there are people who put their products up there.

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There's just a lot of things that you can do and they make it seem really simple. It's a skill, so you pick a blueprint. We're going to pick the blog, you fill in the blanks and then it posts and then you

use it. And that's that's all there is to it. So don't be afraid of it if you want to go ahead and do it before we do our session, that's fine.

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But I want to cover it just so that you know what it is. And then this is how you turn your blog into a podcast. You install that Amazon Polly plug in, you write your blog posts, you hit publish, and then you go to Amazon. Alexa to here it is really cool. I'm sorry, Alexa, stop. I knew she was going to say something and she got you.

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Go there to hear it. So it's really cool. It does it all by itself. It actually gives you an audio that is stored on Amazon S3 and then you can download it if you want. You can do anything you want to. You could take that audio and you could put it on add tools or one of the other Spreaker Street Girl is any of those podcast and platforms and let it be your actual podcast if you want to.

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But basically here is allowing you to really help help yourself and help others. And the reason I say help others is because it actually creates an audio and sticks it in the blog. You don't even have to do it, is it you can put it on the top or you can put it on the bottom so that people can actually listen to it.

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All they got to do is it shows up as an audio thing. All you got to do is push the button and let it play is really cool. So this is what it looks like inside of the settings. So you can see on the left hand side it tells you the speed. Don't know why that says 150, but I think I just left it like that.

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The player position, you either don't show it or you show it on the bottom or top the label that a copy companies company and listen to this article, you can change it. You know, listen now you can say whatever you want. A new post default means that every time I post, it automatically turns it into a into a audio version and then it says auto play.

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Do not click that because no one wants to go to your website and they're at work or something like that. And the thing you start

playing, just leave. Leave it so that people can just hit play themselves. So you see on the right side of the screen, this is a blog that I had on on market, a business I have since pulled it down and move that whole site under unmarked to business dot com because this was when I was trying to get things together And you can see right there in the middle of your screen where it said excuse me where it says play and you can hit the play button, you can subscribe

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to it. It's really, really cool. And how you help others with this. Some people don't have screen readers. Some people use screen readers, Some people can't really look at the websites the way we do. You know, maybe they're hearing impaired, maybe they're visually impaired. Could be anything, really. You can help them out because you have this audio that they're on your site that they can click and listen to rather than having to read and you can pick the voice that you want.

00;13;08;20 - 00;13;36;13

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You can pick a man or a woman. You can pick if they have an accent or not, is really, really cool. And once you do, it is really like, set it and forget it. You don't have to do anything else to it. It's already done. All right. Now this is what this is what happens to turn your blog into a podcast on C that thing on the A lesser thing.

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All right. So this is kind of a graphic of how it communicates. So if you have an Alexa enabled device or on your phone, as I have, if you have, I don't think you have to have an android anymore. I think it will play on Apple as well. So that is how people listen to it. They can go to Amazon and it can listen to it, right?

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So on the side you see of the Amazon, Polly Amazon translate, Amazon S3 So that's Amazon S3 is storing it there. Translate it. Amazon, Polly Hills will bring all this stuff together. And then the endgame is that you have an audio that you in that instead of reading people listen to and that's basically it. I don't know why they got that person at the end of their talking because you don't talk they you know, they put the voice on there it just is just how WordPress, Amazon, Amazon, Alexa and all of them work together.

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That's basically what it is. All right. And that's really, really simple is no sensors. And I'm pretty sure that no one was coming on today because I talked to a couple of people. Like I said, some people

out of the country, all of that. So this is really, really quick. But you can go back and look this over, do the were install the things I say.

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I'm going to put the links in the homework and it's going to be awesome. So you're going to install the plug in, set up a plug in, set up the Amazon skill, and you don't really have to worry about Amazon S3 because it's just kind of automatic and sad, all of that. And then you turn it on and then what happens every time you do a blog post?

00;15;28;07 - 00;15;55;23

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It automagically recreates it as an audio or a podcast, and then it can be listened to using Amazon. Alexa. But it's actually since as part of Amazon, it's actually on Amazon, right? Really, really awesome, right? That's all it is. I can't make it any more complicated than it is any more simpler than it is, because that's it. All right.

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So that didn't take long at all. Now, we had other people in here and you were asking questions. It would take longer. But since we don't, I'm just going to take advantage of this quickness and go back to doing the other stuff that I was doing today. And so that's kind of it. Now. I'm looking forward to talking next week.

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I'm hoping that more people can be on. If not, that's okay because I'm going to go through and explain everything that you need to do. I do take advantage of using that playbook so you can get your blogs set up so you can get them out there and so people can start listening to reading and being a part of your community.

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So you guys are making money from your blog. Okay. All right. That's all I got for today. Thanks so much. I'll talk to you next week.