

# How To Create Effortless Online Audio Content For Your Blog Using Only Your Phone, A Computer And The Internet

Welcome to another video for [becomeablogger.com](http://becomeablogger.com). My name is Gideon Shalwick, and inside this video I'll show you how to create effortless online audio content for your blog using only your phone, a computer and the internet.

There are three points I'd like to cover:

1. What BlogTalkRadio is and why you need to use it
2. All the equipment you'll need
3. How to sign up to BlogTalkRadio and record your first broadcast

By the end of this video, you'll know how easy it can be to add amazing audio content to your blog, by only using your phone, a computer and an internet connection.

Let's get straight into it...

## 1. What BlogTalkRadio Is And Why You Need To Use It

[BlogTalkRadio](http://BlogTalkRadio) is another social networking website where you can connect with people all over the world and share ideas. But it's a little more advanced than most other social networking websites.

- BlogTalkRadio allows you to broadcast your very own internet radio show using only your phone, a computer and an internet connection.
- Whenever you run a show, it gets automatically recorded for you, and then afterwards, you're provided with the appropriate embed code to play the audio straight from your own blog.
- It's totally free, except for your normal phone and internet charges.
- And finally, it's amazingly easy to use.

I'm sure you can see how easy it would be to interview someone from anywhere in the world, get it recorded, and then stream it on your own blog.

Let's have a look at a quick example...

If you go to the BlogTalkRadio website at [www.blogtalkradio.com](http://www.blogtalkradio.com) ...

And click on the "On Air" tab...

blogtalkradio<sup>sm</sup>

User name Password

Home Register **On Air** Guides Channels Stations Best of BTR Dec 9, 2008 11:25AM

About Press Our Blog What is BTR? BTR Store Advertise Revenue Sharing Contact Us Help/FAQ

Home  
**Featured**

**Say it Loud**  
Jordan Coleman, voice of Tyrone the Moose in The Backyardigans.

**A New Peace**  
Sasha Ottey, founder of PCOS Challenge, on supporting women wit...

**Good Attitude**  
Robyn Simpson on goal setting, and choosing a winning attitude.

"BlogTalkRadio not only provides our authors with the necessary tools to promote their books, they also offer the perfect platform to extend the John Wiley & Sons brand."  
- Ellen Gerstein, John Wiley & Sons

It will show all the results for shows that are currently being broadcast live.

blogtalkradio<sup>sm</sup>

User name Password

Home Register **On Air** Guides Channels Stations Best of BTR Dec 9, 2008 11:28AM

See the schedule of upcoming shows

Home > On Air Schedule

**On Air Schedule**

On Air

Today (616)  
This Week (3270)  
This Month (9366)  
All Times (9584)

Select a show date   
Select a show time

**Categories**

All (9630)  
Art (70)  
Automotive (16)  
b5radio (8)  
Blogcritics (3)  
Blogs (9)  
Books (191)  
Business (335)  
Comedy (181)  
Computers (16)  
Culture (103)  
Current Events (286)  
Dreams (8)  
Education (154)  
Election 2008 (52)

**The Fight Fans**  
Host: [TheClevelandFan.com](#)  
Length: 60 Minutes  
Category: Sports  
**ON LIVE NOW**  
Call in Now: (646) 716-8012   
Scott Swerbinsky and Jason Green recap this past weekend's Oscar De La Hoya ...

**The Complete Book of Pies w/Julie Hasson**  
Host: [THE RECIPE BOX](#)  
Length: 60 Minutes  
Category: Food  
**ON LIVE NOW**  
Call in Now: (646) 378-1299   
Julie Hasson has shared her expertise through articles and recipes for well ...

view profile  
send message  
Set Reminder  
subscribe via rss

view profile  
send message  
Set Reminder  
subscribe via rss

If you click on one of them, the live show will automatically start playing. You can then just listen in, or even take part by entering comments in the text area, or even call in and ask questions live while everyone else is listening.

All of this gets recorded in real time, and afterwards, the show host will have access to the recorded file, that they can then use for whatever purpose.

### **But why do you need to use it?**

I'm sure you can already think about a few reasons. But here are some that you might not know about...

- First, BlogTalkRadio has a special revenue sharing program that allows you to earn advertising money for the shows that you run. The more listeners you get, the more you get paid.
- Second, using BlogTalkRadio can increase your worldwide reach dramatically. Whenever you run a show, you have access to a platform that can service a worldwide audience. These are truly amazing times we live in!
- All this in turn, will help you get more traffic to your blog,
- And ultimately, by using services like BlogTalkRadio in conjunction with your blog, **you will definitely stand out from the crowd.** Which is exactly what you want to do in today's competitive blogging world.

Let's now have a look at...

## **2. All The Equipment You'll Need**

It's really simple. You'll only need:

- A phone
- A computer
- And an internet connection

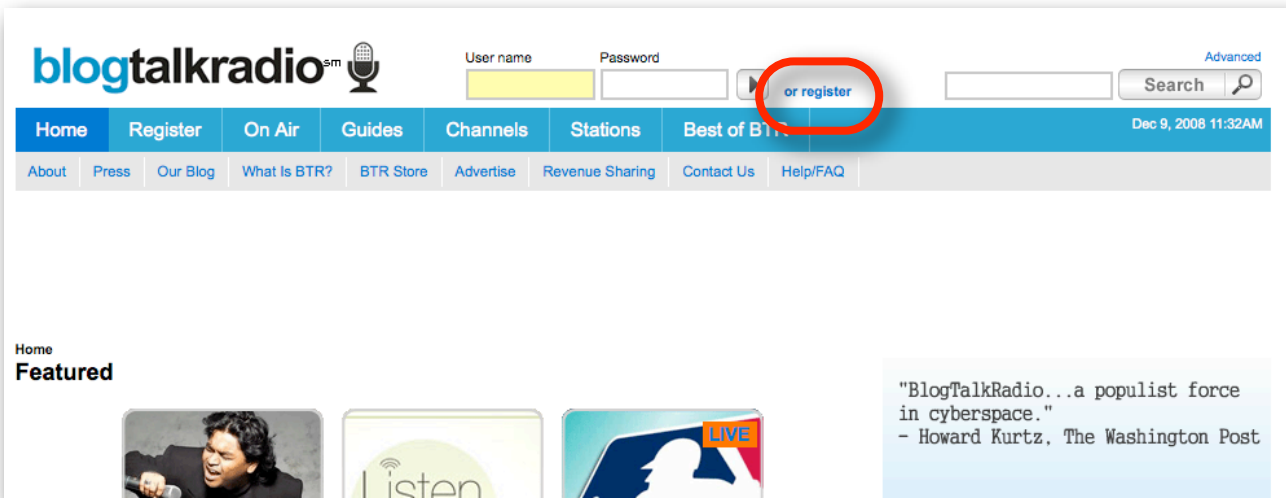
The BlogTalkRadio service is totally free, but you'll still need to pay your normal phone and internet fees. But if you use a low cost phone card, you can get away with paying only a few cents for each show that you host.

Let's now look at...

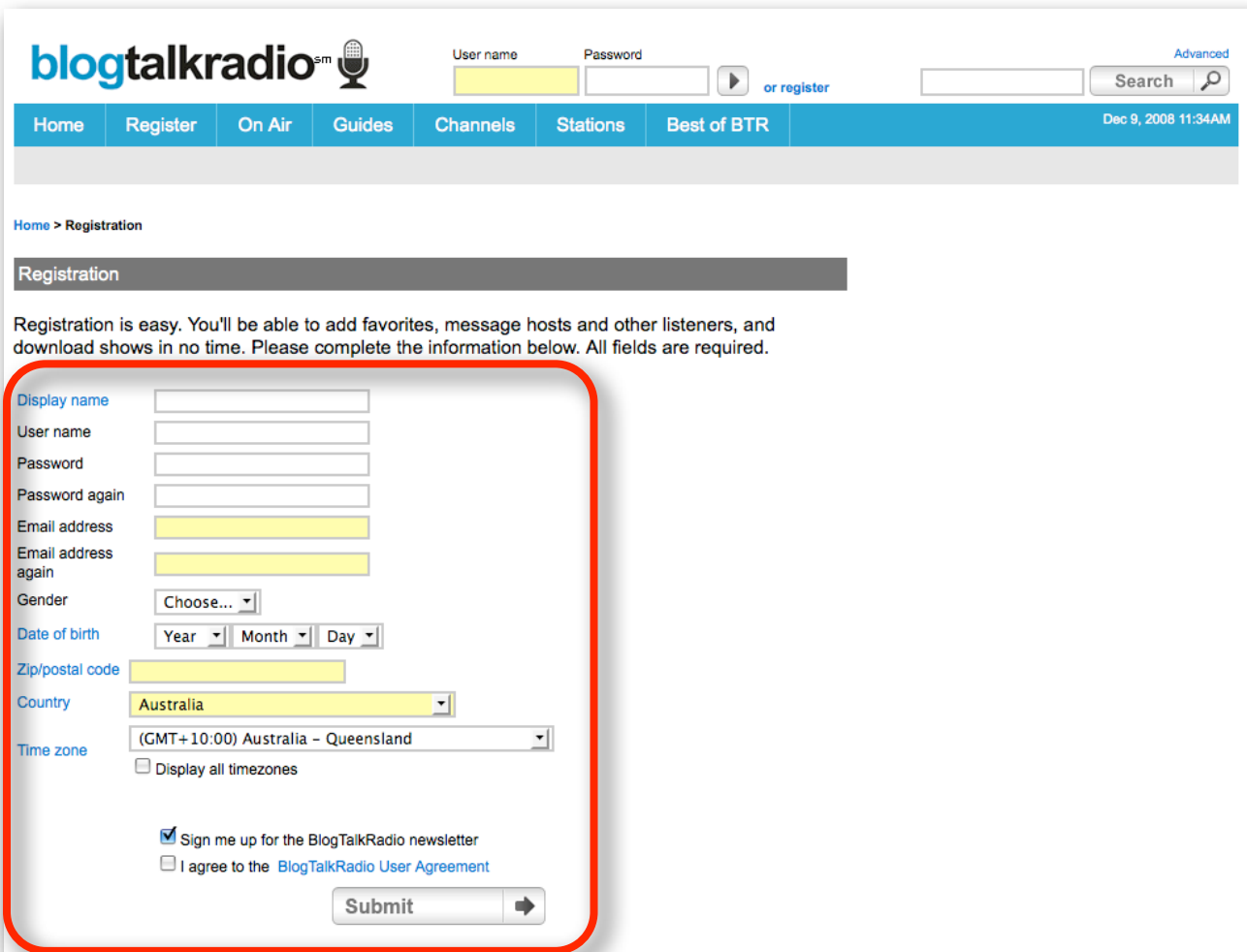
## **3. How To Sign Up To BlogTalkRadio And Record Your First Broadcast**

To sign up to BlogTalkRadio, simply go to [www.blogtalkradio.com](http://www.blogtalkradio.com) ...

And then click on the register link. Just keep in mind that this website might change over time, so depending on when you watch this video, it might look a little different for you. But all the principles should stay the same or similar...



Next, enter your details, and click on the submit button...



You'll then get sent a confirmation email where you need to confirm your email address by clicking on the link inside the email.

Once you've done that, you should be all signed up and ready to go.

When you click on the link inside your email program, the following page will show up saying that your account is ready to go:

The screenshot shows the BlogTalkRadio website interface. At the top left is the logo 'blogtalkradio<sup>sm</sup>' with a microphone icon. To the right is a search bar with a magnifying glass icon and the word 'Advanced' above it. Below the logo is a navigation menu with links: Home, Register, On Air, Guides, Channels, Stations, and Best of BTR. The date 'Dec 9, 2008 11:41AM' is displayed on the right side of the menu. A banner below the menu says 'Register and join the conversation today'. The main content area has a breadcrumb trail 'Home > Congratulations' and a dark grey header with the word 'Congratulations'. Below this, the heading 'Your account is ready to go!' is followed by the text 'You are now logged in to your account.' and four blue links: 'Customize your settings including your picture and blog', 'View your public profile', 'Host your own show', and 'Search the network for shows'. A footer section contains five columns of links: 'Listen' (On Air, Featured, Popular, Categories, Channels, Stations, Best of BTR), 'Read' (About, What is BTR?, Our Blog, Press, Help/FAQ), 'Advertise' (Press Kit, Advertise with BTR, Revenue Sharing, Media Kit), 'Services and Terms' (Business Solutions, Cinch, Terms of Use, Contact Us), and 'BlogTalkRadio' (description, 'Give it a listen!', 'Register', and 'Tell us your BlogTalkRadio story'). The copyright notice '© 2008 BlogTalkRadio.com. All Rights Reserved.' is at the bottom left.

Next, click on the "Host Your Own Show" link...

This is a close-up screenshot of the 'Congratulations' page. The breadcrumb trail 'Home > Congratulations' is at the top. Below the 'Congratulations' header, the heading 'Your account is ready to go!' is followed by the text 'You are now logged in to your account.' and four blue links. The link 'Host your own show' is circled in red. Below the links is a footer section with three columns of links: 'Listen' (On Air, Featured, Popular, Categories), 'Read' (About, What is BTR?, Our Blog, Press), and 'Advertise' (Press Kit, Advertise with BTR, Revenue Sharing, Media Kit).

Enter your details, and select the revenue sharing box, and click on save...

blogtalkradio<sup>sm</sup>

Welcome imw-gideon Logout Advanced

Home Register On Air Guides Channels Stations Best of BTR Dec 9, 2008 11:44AM

Register and join the conversation today

Home > Host Setup

**Host Setup**

First Name

Last Name

Contact phone number

Instant messenger program

Instant messenger screen name

Profile page description   
*Tell us about your home page subject matter.*

Default show category

Default show maturity

Primary language

Revenue Sharing

You'll then get presented with the BlogTalkRadio Revenue Sharing Program terms of service. Read through it, and if you're happy with it, select the box at the bottom, and click on continue...

If you have any questions about the Revenue Sharing program, please visit the [FAQ](#) or [contact us](#).

**Revenue Sharing Agreement**

This is an Agreement between BlogTalkRadio, Inc. and its affiliates, successors, parents, subsidiaries, assigns, licensees, and designees (collectively and individually, "BlogTalkRadio") and you, your representatives, assigns and licensees (hereinafter collectively referred to as "You"), pursuant to which You request and agree to, among other things, use the services available on the BlogTalkRadio.com web service and website (collectively, the "Site"). You agree to read this Agreement carefully before using any of the services affiliated with the Site, and by using the Site and the affiliated Services (as that term is defined in BlogTalkRadio's Terms of Use, which is incorporated by reference herein), You acknowledge and agree that You have read and shall abide by the terms and conditions set forth in this Agreement and in BlogTalkRadio's Terms of Use (the "Terms of Use").

I have read and agree to the BlogTalkradio Revenue Sharing Agreement and would like to opt-in.

Next, enter your tax details (I live outside of the US, so I dont need to enter information here).

**blogtalkradio**

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### BlogTalkRadio Revenue Sharing Program

I am not obligated to pay US Taxes.

**Form W-9: Request for Taxpayer Identification Number and Certification**  
[Click here for instructions on how to complete this form.](#)

Name (as shown on your income tax return)  
[Redacted]

Business name, if different from above  
[Redacted]

Check appropriate box:  
 Individual/Sole Proprietor  Corporation  Partnership  Limited Liability Company  Other

Exempt payee

Address (number, street, and apt. or suite no.)  
[Redacted]

City, State and ZIP Code  
[Redacted]

Then write your name in the box on the bottom and click on continue...

**Part II Certification**

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below). Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4. [\(Click here for instructions\).](#)

Check here if you were notified by the IRS that you are subject to backup withholding.  
**If you check here BlogTalkRadio is required to withhold 28% of your RevShare earnings for the IRS.**

Signature of U.S. person (Typing in your name acts as your signature):  
[Redacted]

Enter you paypal email address and click on complete...

**blogtalkradio**

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### BlogTalkRadio Revenue Sharing Program

**Payment Information**

In order to receive payments, you must have a valid [PayPal](#) account.

Paypal Email [Redacted]

You'll need this to get paid by BlogTalkRadio.

And that's it!

Of course, the revenue sharing program is 100% voluntary, so you don't actually HAVE to sign up for it to be able to use BlogTalkRadio. But if you can earn some extra money on the side, why not?

If you now go back to the home page of BlogTalkRadio by clicking on the header image...

**blogtalkradio**

## Revenue Sharing Settings

You participate in our Revenue Sharing program.

Beginning January 1, 2008, you will begin receiving revenue as outlined in the agreement. Before that date, BlogTalkRadio will send you detailed information on the program, including when and how you are paid. The rest is simple. Increasing traffic to your show and profile pages will increase the revenue you earn.

How to build your audience:

- Add a [player or button](#) to your blog or web site.
- Join and promote your show on MySpace, Facebook, Yahoo! 360, Flickr, LinkedIn, Hi5, Friendster, AIM Pages, Twitter, Tagged, SecondLife, Tagworld, Bebo, Orkut, Last.fm and other social networks.
- Join BlogTalkRadio's groups on [Facebook](#) and [MySpace](#) and send bulletins about your upcoming guest or topic. Send these announcements before and after your show.
- Did you know BlogTalkRadio just increased the length of shows hosts are able to do? Now you can record longer shows, more often. Up to two hours, up to two each day.

Without our hosts, the great shows attracting advertisers and listeners worldwide would not have been possible. Thank you for participating in the program and being a part of the BlogTalkRadio network.

If you have any questions about the Revenue Sharing program, please visit the [FAQ](#) or [contact us](#).

For more information on [advertising](#) [click here](#), or please see our [media kit](#) and [rate card](#).

You'll notice that you're logged in at the top of the page...

**blogtalkradio**

Welcome **imw-gideon**  [Logout](#)

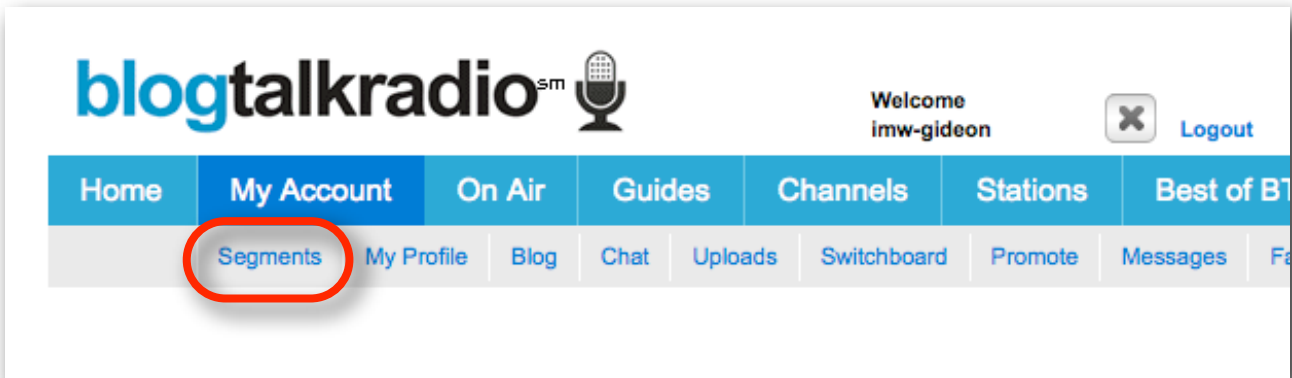
[Home](#) [My Account](#) [On Air](#) [Guides](#) [Channels](#) [Stations](#) [Best of BTR](#) Dec 9, 2008 12:07PM

[About](#) [Press](#) [Our Blog](#) [What Is BTR?](#) [BTR Store](#) [Advertise](#) [Revenue Sharing](#) [Contact Us](#)

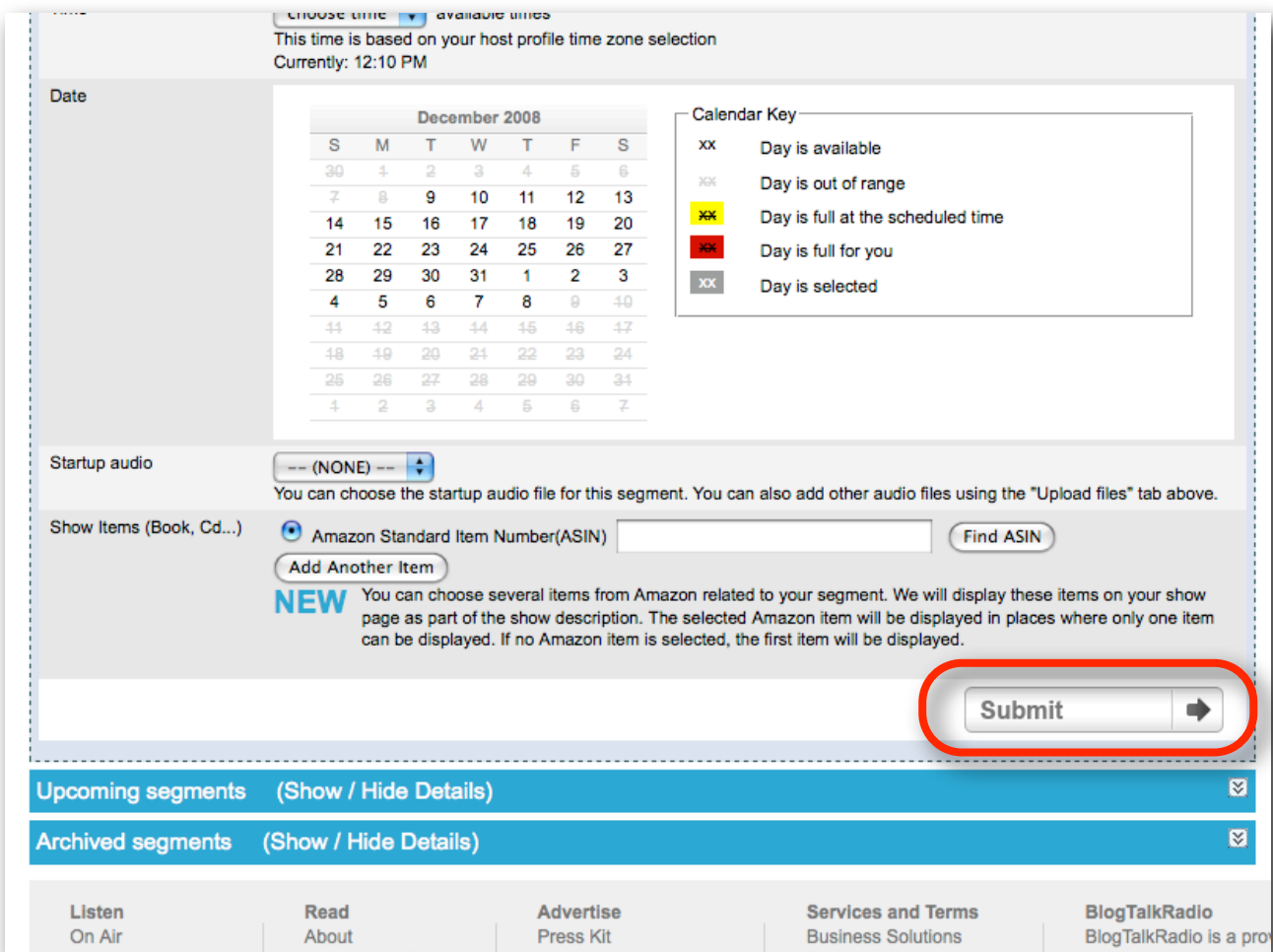
Home **Featured**

"BlogTalkRadio...a populist force in cyberspace."  
- Howard Kurtz, The Washington Post

Next, you'll need to schedule your first show. To do this, go to "My Account" and then "Segments"...

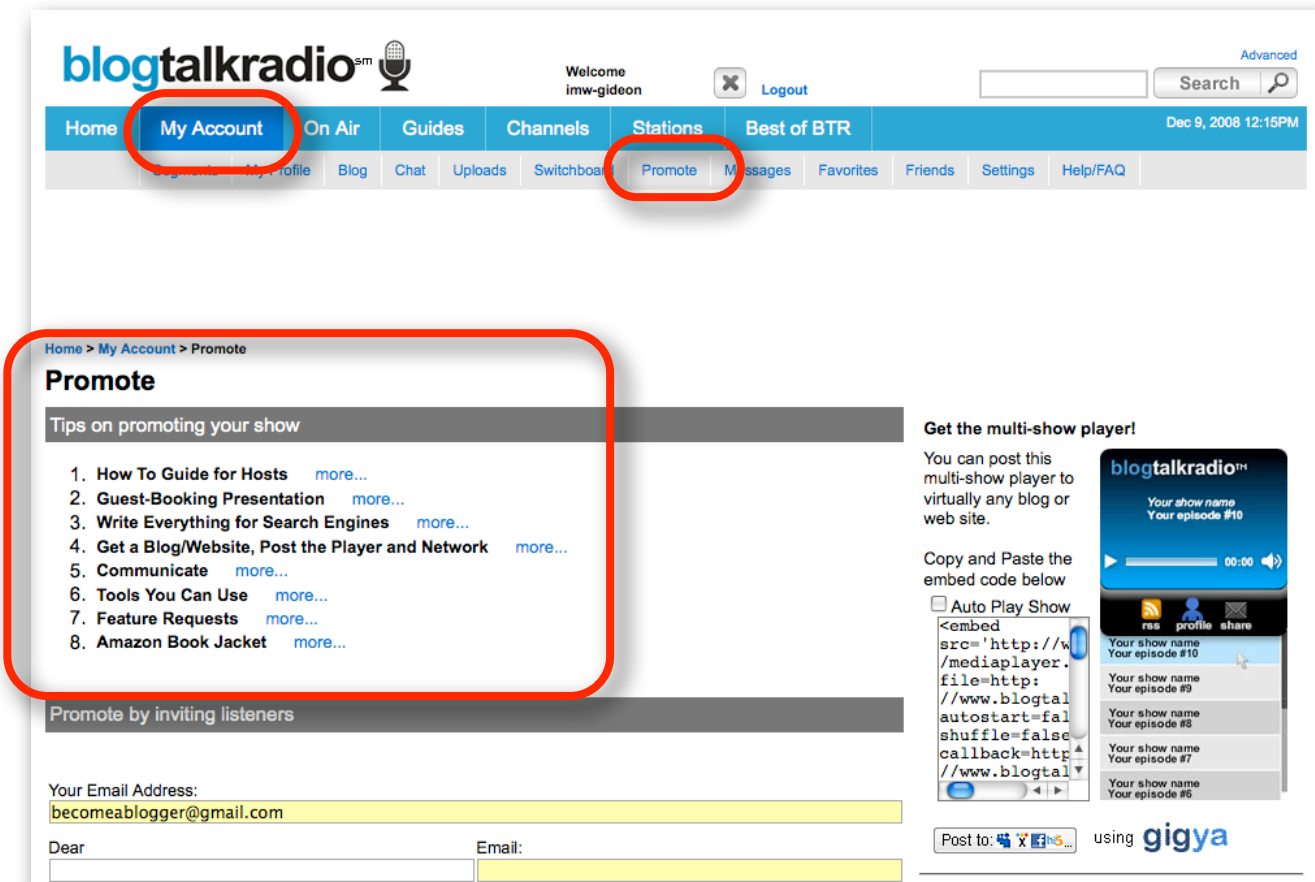


Then enter the details of your show, select the duration, and also the time and date when you want to run your first show, and once you're done, click on the submit button...



All you have to do then, is call your host dial-in number a few minutes before the scheduled start. You can find these details when you go back to the "My Account" page on the top right hand side.

The next step would be to tell the rest of the world about your show. And you can easily do this by clicking on the "Promote" link under "My Account", and following the easy step-by-step guide provided by BlogTalkRadio.



Finally, to get the BlogTalkRadio player on your blog, you can copy and paste the BlogTalkRadio player embed code into a prominent location on your blog...



For example, you could add it to the sidebar on your blog so that it's always visible when people visit your blog.

That's really all there is to it.

All you have to do now, is come up with your own content to talk about. Of course interviewing an expert in your area of interest is one of the easiest and best ways of doing this. Then promote your shows, record them live, and get them onto your blog.

Done!

I hope you can see how powerful BlogTalkRadio can be for your own blog. Not only does it allow you to create audio content really easy for your blog, but it also allows you to reach a world wide audience by simply talking on your phone.

And as a final tip, you could always transcribe the audio from your shows, and paste that into your blog as normal posts. This is an **amazingly easy way of creating great quality content for your blog**, and at the same time keeping the search engines happy by providing them with all the right keywords for the niche area you're blogging about.

(Scroll down for an important announcement...)

## **Before I conclude...**

Remember to go back to [The Roadmap To Become A Blogger](#) and to read the rest of the report. There's plenty more information there that can help you get the best out of your blogging efforts.

Also, if you want to take your blogging results to the next level dont forget to visit the [Premium Area](#) where you can sign up to the complete online video course, taking you step-by-step through the following...

- How to **optimize your blog** for maximum performance in the search engines...
- How to use images on your blog to **make you stand out from the crowd**...
- How to **create a different dimension** to your blog by adding audio...
- How to **breathe life into your blog** using amazing online video...
- How to **create powerful content** for your blog, consistently and without fail...
- How to **create multiple streams of high quality traffic** to your blog using both traditional and modern day social media strategies...
- How to **make money from your blogging activities**, including Google AdSense, banner advertising, reviews, affiliate marketing and social media...
- And Much MUCH more...

To find out more, please visit:

[www.becomeablogger.com/signup](http://www.becomeablogger.com/signup)

My name is Gideon Shalwick. Thank you for watching, and I'll see you in the next video...