



What Sets Yaktivate.com Apart From the "Competition"?



What You Get:	Yaktivate.com	Podshow.com	Ipodder.com	Podcastnetwork.com
Host your podcast on our server	✓			
Allows people to subscribe to your podcast	✓	✓	✓	✓
List your podcast in categories	✓	✓	✓	✓
Show you how to monetize your podcast	✓			
Teach you how to market on the web	✓			
Niched channels – Targeted marketing	✓			
Controlled quality of content – PG rated	✓			
Monthly press releases about your show	✓			
Links to your website and sponsor sites	✓			
Personal Podcasting Mentor	✓			
Your podcast registered with Itunes and over 30 Podcast directories	✓			
Automated Podcast Process Simplified technology for newbies	✓			
Free advertising on other podcasts in the network	✓			
Monthly stats reports	✓			
Sales materials to help you talk to potential sponsors	✓			
Simulcast on multiple niched channels	✓			

Take advantage of other people's networks	✓			
Use unique MPOW marketing	✓			
Affiliate program with residual commissions	✓			
Social Network – Yak with your listeners	✓			

Host your podcast on our server: We take care of the bandwidth issues, we keep your podcast up and running. Our highly-trained techs make sure that when your listeners want it, it is there. The other guys leave your hosting up to you and you will pay for the bandwidth, if your podcast takes off and gets lots of listeners.

Allows people to subscribe to your podcast: All podcasts, by definition are able to be subscribed to via an rss feed-reader. This allows your listeners to listen at their convenience and always know when the next episode is available. Our subscription utility allows potential subscribers to subscribe using the feed reader of their choice.

List your podcast in categories: Each podcast is listed in categories within the channel and the channels are categories as well. Other podcast directories only list the podcast by category.

Show you how to monetize your podcast: Our Channel Masters will help you come up with many ways to help you make money with your podcast. Your show will have the ability to create multiple streams of income for you. Although some of the other podcast companies do banner ads in conjunction with your podcast, how you make money...IF you make money is up to you.

Teach you how to market on the web: We hold a weekly marketing training conference call to support you by teaching you a proven marketing system, Multiple Presences on the Web (MPOW). Internet marketing trainer, Bonnie Dillabough, and her guests pass on marketing tips and secrets, helping you build traffic to your website and increase the bottom line of every internet business you participate in.

Niched channels – Targeted marketing: Our co-operative marketing plan gives you the edge in bringing new listeners to your show. Because our podcast network is organized in niched channels, you receive the benefit of leveraging the fans of all other shows in your niche. This method of organizing podcasts by topic so that people can subscribe to an entire channel instead of a single podcast means the more podcasters on a channel, the more opportunities to be exposed to new listeners.

Controlled quality of content – PG rated: Because our podcasters are all contracted to do their shows under strict guidelines, you can be assured that you won't find yourself listed alongside objectionable content. Although we do not censor content, we do have clear agreements with our content providers not to air anything with hate messages, illegal content, above a PG rating or terrorism.

Monthly press releases about your show: Every month a press release is sent out with a list of the coming month's show topics and the sponsors for that show. This allows your content greater exposure to the media and raises the search engine rankings of your show, your channel and yes...even your own website.

Personal Podcasting Mentor: No more calling an 800 number to get a perfect stranger on the line for customer service...telling your story over and over. All Yaktivate.com podcasters are assigned to a personal podcasting mentor who will handle any issues that come up and who knows your story and can fill your needs.

Your podcast registered with Itunes and over 30 Podcast directories: We register every channel and thereby every show with Itunes, and every podcast directory we can find on the internet, such as Ipodder, Odeo, Podcast Yahoo, etc. This will bring you many listeners and bring you up in the search engines from many different sources and sites.

Automated Podcast Process - Simplified technology for newbies: Not a techie? No problem. We have created an automated podcasting process that allows you to literally "phone it in". If you can use a telephone and fill out a simple form on the internet, you can be a podcaster!

Free advertising on other podcasts in the network: Our ad-pool program allows you to post a "mention" to a place where other podcasters (usually our new beginning level podcasters) can use your ads to fill in open sponsor time on their show. This means additional exposure for you as well as adding your into our sponsor pages with links directly to your channel and your own website(s).

Monthly stats reports: Once a month we publish a document that shows the stats for all podcasting channels. In the near future it will show stats for individual shows. Software is being developed to show very detailed reports that will track your listeners, including most listened times of the day, etc.

Sales materials to help you talk to potential sponsors: We do training classes and have many documents that will show you how to talk with potential sponsors for your show.

Simulcast on multiple niched channels: Any show you do that might potentially fit as content on any of our other channels may be simulcast on multiple channels to give your show the best possible exposure to the audience that truly wants to hear your message.

Take advantage of other people's networks: The unique niched channel system of the Yaktivate.com network allows you to be exposed to the networks the other show hosts and their guests bring in with them. We teach you many strategies to work co-operatively to help each other boost the listenership of your shows.

Use unique MPOW marketing: We use the MPOW system to promote all of our shows and channels which gives each of us higher search engine rankings, more visitor traffic and increased exposure to the specific niche market you are pursuing. This system is unparalleled in creating great traffic flow and increased stickiness to every channel in the network and thereby every show on every channel.

Affiliate program with residual commissions: Our affiliate program gives you yet another opportunity to monetize your podcast. A three level commission structure gives you residual income as every podcaster or sponsor you refer who then contracts with us earns you a monthly commission for as long as they continue with us. Go to <http://www.yaktivateafriend.com> to sign up.

Social Network – Yak with your listeners: We insure stickiness to your podcast with the Yactivity Center, a social network that allows your listeners to communicate with you and you to communicate directly with them. Your celebrity status becomes very real as you interact with your listeners in ways that are pertinent to them. You can now track opinions, suggestions, comments and interests of your listeners in a meaningful way that encourage them to become your rabid fans and listen to your podcasts again and again and share them with their friends.