

Fax this form to:
(206) 202-1659

**The Podcast Secrets™ Podcast Challenge
Official Entry Form (Type-Written Essay Attached)**

TO: The Podcast Secrets™ Podcast Challenge 2008

FROM: _____ (Print Your Name)

PHONE1: _____ (Print your “day time” #)

PHONE2: _____ (Print your “night time” #)

NOTE: Please make sure your 500-word typed Essay is included with this Fax Entry Form.



Announcing: The Podcast Secrets™ Challenge

Please complete and fax this **Challenge Entry Form by July 18th** to become eligible to win the 2008 Most Improved Podcast Secrets Podcaster Award. The Challenge fax: **1-206-202-1659**

Winners (in both categories) will receive a prize package including a **Full Pass (\$399 Value) to New Media Expo 08 & Lifetime Standard Access at Premiumcast.com (Priceless).**

Check your “Most Improved” category: ___ **Newbie** / ___ **Veteran** Today’s Date: _____
(NOTE: “Newbies” have never published a Podcast and “Veterans” have published at least 1 Podcast online.)

IMPORTANT: Your Podcast MUST be published between May 1st, 2008 and July 18th, 2008

List one **Post Listen Action** you utilized for this Podcast: _____

List one **Actionizer Strategy** utilized for this call: _____

Title of Podcast: _____ URL: _____

Post Listen Action Details: _____

Type a 500-word Essay on WHY you feel you should be the Most Improved Winner in your Category and FAX it back with this Entry Form no later than July 18th, 2008. **FAX#: 1-206-202-1659**

→ Podcast Challenge Frequently Asked Questions ←

Q: “How do I know if I’m a ‘Newbie’ or ‘Veteran’ category entrant for this Podcast Challenge?”

A: Easy. If you’ve ever published a Podcast, then you’re considered a “Veteran.” If you have never published a Podcast online, you’re a “Newbie.”

Q: “What does ‘Most Improved’ really mean and how will my Podcast Challenge Entry be judged?”

A: Great question! The term “Most Improved” does NOT refer to money. It simply refers to the reasons why you want to add Podcasts to your marketing mix. That’s why it makes sense to clearly state the key purpose behind your Podcast Challenge Podcast. To grow your list? To make money? To avoid travel? To create an info product? Be specific as possible.

Q: “Should the Podcast Challenge Podcast be published between now and the deadline (July 18th, 2008)?”

A: Your Podcast Challenge submission is only valid if your Podcast is published between 5/1/08 and 7/18/08. It can be “free” or “premium” ... and the finalists will be chosen shortly thereafter.

Q: “How will Podcast Challenge winners be chosen from the finalists in each of the two Categories?”

A: Podcast Secrets™ students will vote for the winner in each category after listening to a 4-minute speech on a live teleseminar and Webcast with Alex Mandossian and Paul Colligan. **Fair Warning:** Any tele-finalist with a speech that runs over the 4-minute time limit will be automatically disqualified. (No exceptions).

