



How to listen and subscribe to my podcast: The Marketing Connection

To listen to my podcast:

1) Go to my **podcast link** here:

http://healthcaremarketer.blogs.com/the_healthcare_marketer/podcasts/index.html

2) **Click on the mp3 link below the title.** Your media player should pick up the file and begin playing the audio for you. If you aren't able to open the file, you can download QuickTime free at <http://www.download.com/3000-2194-10002208.html>.

Subscribe to my podcast: The Marketing Connection

1. **If you don't currently have a podcasting program on your computer, you can download Juice free at:** <http://juicereceiver.sourceforge.net/>. Podcasting software, like Juice, allows you to see when there is new content on my podcast each time you open the podcasting program (Juice, iTunes, etc). Then you can either listen to it on the computer or download the audio onto an mp3 player if you have one.

2) **After you have downloaded a podcasting software (or if you have one already), go to my blog at** http://healthcaremarketer.blogs.com/the_healthcare_marketer/

3) On the sidebar at the right, find the link titled **"Subscribe to My Podcast."**

3) **Right Click on the link and then click on "Copy Shortcut"** – this is one of the options in the menu that pops up after you right click on the "subscribe to my podcast" (this will pick up Kelly's podcast feed)

4) Then **open your podcasting software and subscribe to a new feed.** This will vary slightly by which program you use. For example: In Juice podcasting software, just go to the Subscribe or Subscriptions tab and click the green + sign to add the feed. You add the feed by right clicking on the URL box and hit the paste button which will paste in Kelly's feed that you copied from her blog. It should look like this: http://healthcaremarketer.blogs.com/the_healthcare_marketer/rss.xml In iTunes, go to Advanced, Subscribe to Podcast, right click on the URL box and Paste the same as in the example with Juice. If you have any difficulties with this step it is helpful to check out the help or user guide that goes along with your individual podcasting program.

Questions? Contact Kelly's assistant at kate@kellyrobbinsllc.com.