

## **Business Marketing Bloggers to Give Away \$335 in Podcasting Equipment**

*Small Business Tips Blog, Create Business Growth will give away \$335 in podcasting equipment to one lucky subscriber to their RSS feed.*

May 29, 2007 (FPRC) -- Create Business Growth, an online marketing and business blog designed to help small business and entrepreneurs promote their ventures, announced today that it will be giving away \$335 in podcasting equipment to one of their RSS feed subscriber.

David Williams, the blogs producer and vice president of the online marketing company Unlimited Web Solutions, says the kit includes everything a person needs to learn about and launch their very own podcast.

Included in the promotional give away kit is:

- MXL 990 Condenser Microphone with Shockmount
- Behringer Microphono PP400 Phono Preamp
- Sony MDR-V150 Monitor Series Headphones with Reversible Earcups
- CAD EPF-15A 6-Inch Flexible Pop Filter
- Book: Tricks of the Podcasting Masters
- Book: Podcasting: Do It Yourself Guide

Entry to the podcast contest is free. To be eligible to win the podcasting equipment which retails for \$335, entrants must only add the Create Business Growth blog to their personal RSS feed reader and alerting the team of the add by email.

Contestants can earn 10 additional chances to win by blogging about the contest or adding a link to <http://www.createbusinessgrowth.com> on their websites and notifying the contest manager by email.

Complete details on how to enter are located on the podcast contest details page at: <http://createbusinessgrowth.com/win-podcast-gear>.

The purpose of the podcast contest is two-fold. Though Williams' company is well established, having provided internet marketing services for more than 5 years, the Create Business Growth blog is new and its expert panel of bloggers is excited to share information with small business owners. Williams says that one of the primary goals of the contest is to gain exposure for the new online magazine for business professionals.

"The second primary goal is to educate business owners about using an RSS feed reader and the professional benefits of doing so," Williams explains. To achieve this goal, the CBG team has developed a visual RSS feed reader tutorial of how to set up an RSS feed reader in 3 steps located on the blog at <http://www.createbusinessgrowth.com/what-is-rss>.

"Many people that blog professionally are the same people that give seminars or classes for thousands of dollars or have books on the shelves at bookstore. Subscribing to blogs through RSS feeds is a way for business owners to get up-to-the minute insider information from experts in way

that has never been possible before now.”

David Williams, an internet marketing consultant and well known public speaker, noticed the need for RSS education when surveying his audiences about their use and knowledge of RSS feeds.

“Typically only one hand goes up when I ask how many people use an RSS feed reader. My audiences aren’t dummies. They are business professionals and owners of online and offline companies who can greatly benefit from subscribing to RSS feeds from professionals in their industries,” says Williams.

“It literally takes less than 5 minutes and zero dollars to set up and customize an RSS feed, yet most people don’t realize that, nor do they realize the value of the information being published on high quality blogs.”

Any person who subscribes to the free Create Business Growth Feed and notifies the company by email by Wednesday, July 18th 2007 will automatically be entered to win the \$335.00 in podcast equipment. The winner will be notified by email and announced on Monday, July 23rd. Those interested in entering can learn more at <http://www.createbusinessgrowth.com/win-podcast-gear>.

About Create Business Growth: Create Business Growth is a blog designed specifically for small businesses and entrepreneurs seeking creative ways to grow and promote their businesses on a budget. The CBG editorial blogging team consists of a team of industry experts including search engine optimization consultants, web developers, copywriters, and usability experts.

### **Contact Information**

For more information contact David Williams of Create Business Growth  
(<http://www.createbusinessgrowth.com>)  
1-888-839-3641

### **Keywords**

[podcasting equipment](#)

[business marketing](#)

[business blog](#)

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