



News Release

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SBA Upgrades Podcasting for Small Business Owners

WASHINGTON – The U.S. Small Business Administration has upgraded its podcasts to offer additional resources to the nation’s entrepreneurs. Business owners can take advantage of this and other business resources from the SBA to help them more effectively manage their firms, including free online training courses and other business tools and resources.

The SBA podcasts, available online at www.sba.gov/tools/audiovideo/Podcasts/index.html, provide an introduction to a variety of small business topics, and provide useful business information and advice.

The newest podcast topics include *Marketing to the Federal Government*, *Getting Your Small Business Ready for Tax Season* and *Online Reporting of Employee Wages*. Existing podcasts for entrepreneurs are *Is Entrepreneurship for You* and *Checklist for Starting a Business*. New podcasts will be added regularly to provide insight and tips on such topics as downshifting in a slowing economy, going green and business plan development, along with programs for veterans and information to help entrepreneurs start, grow and succeed.

Each podcast delivers a broadcast quality recording that can now be downloaded through RSS feeds, in addition to portable media players and personal computers. RSS is a format for delivering regularly changing Web content, such as podcasts, that provides an easy way to keep up with news and information, and avoids searching for information on Web sites. It benefits readers who want to subscribe to timely updates that can be directly delivered. The content, known as a feed, can be read using a readily available RSS reader.

The podcasts are less than 10 minutes in length and feature expert interviews from government, industry and business professionals. SBA podcasts and other resources can be accessed online at www.sba.gov/tools/index.html.

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