

# Audio Secrets

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## Contents

Here's Exactly What Makes Web Audio So Powerful	2
Don't Use Web Audio The Wrong Way	3
One Sound Secret I Probably Shouldn't Reveal	5
The Top 5 Recording Disasters You Should Avoid at All Costs	6
If Your Web Audio Doesn't Have This - Don't Record it!	8
Making The Customer The Center of The Message	10
Testing, Testing 1-2-3, Don't Forget To Test Your Audio!	12
Top 10 Web Audio Quick Tips	14
How To Easily Add Audio To Your Website In Under 3 Minutes!	15
Additional Resources	16

## Here's Exactly What Makes Web Audio So Powerful

Have you ever tried to communicate with another person using just actions and sign language? It gets pretty frustrating, doesn't it? Especially when you know that if you could just say a few words, they'd get the picture, almost instantly.

Well, imagine if the website you've put up on show ... could "speak." If it could sparkle with the spoken word. What do you think the effect could be?

You see, what smart website marketers have realized, is that they need to move beyond just written words and striking graphics. They're looking to giving their website ... a 'personality'.

But ... in the cold hearted, faceless world of the internet, being able to reach the audience you want, with sincerity, warmth and with a 'face', doesn't come easily to most. That is unless you happen to have the skilful knack of knowing what to write, when to write it and are able to string words together to help paint a strong emotional picture in readers mind for your product, service or idea. Getting all the help we can via other means is crucial in giving us that slight edge.

There's possibly nothing more intimate, more convincing, more realistic for the reader, than to hear a 'voice' behind the website. What it adds, is satisfying helpings of ... life and ... credibility!

Imagine being able to connect at regular intervals with your customers and clients! How do you think they'll feel when you're able to inform them that there's an exciting offer about to happen and you make sure the message reaches both their eyes, and their ears!

What about using this simple technology to help create a stampede of sales, an abundance of new subscribers, a fleet of qualified prospects, a herd of new referrals!

What about being able to tell your customers that you messed up on the last bit of information you gave them and that you're really sorry. Won't you be able to convey this message better using real live words, than by using written text? Won't your sincerity, conviction and heartfelt emotion, reach them **instantly**, where it matters most ... their hearts!

Having that type of **impact** is what FLASH AUDIO WIZARD is all about. If you're already convinced of the impact it'll have on your website, then why not see how fantastically simple it is to use.

<http://internetweapons.com/recommends/flashaudiowizard.html>

**Don't Use Web Audio The Wrong Way**

Have you ever wrestled with a set of instructions, but then got so frustrated with it all that you threw them aside in a fluster and tried to figure out how to do it ... yourself?

Resulting in ...?

Similarly, if you really want to use Web Audio the right way, the way that works, then you need to know what **doesn't** work.

Here's what many people do, pretty systematically ... to hinder their marketing and audio responses:

1. Speaking into the microphone without a care for what they're saying, how they're saying it and, without any regard to who's listening! That's pretty scary. Mumbling along without paying any attention to the small details.

It's what could sink the hopes of many ... fast! **Simple Solution** - Write out a little script. Then, rehearse it. After that, record it several times. Finally, choose the best of the lot and use it.

See, I told you it was pretty simple.

2. Some feel that hiring a professional or DJ, to record the voice audio, is the way to go. Now, for some, that may seem a reasonable way out, but what's likely to happen is that the websites' **personality** loses its authenticity. Somehow, most of us can detect when things seem out of sync. When things seem a little too ... slick!

**Simple Solution** - If you really want to get someone else to do the voice audio for you, then make sure they've got a warm, natural personality that shines through in their voice. It'll win people over.

3. Sending the recorded audio message to your website, and then ... **forgetting about it!** Have you ever dialed a phone number, got an answer machine message that was either way out of date or just plain irrelevant? What an unprofessional image to portray. Well, that's why **not** attending to what's on your messages, could cripple you more than you'd know!

**Simple Solution** - Keep your audio updated! I'm not saying that you have to micro-manage it and change it every other day. But, keeping your messages fresh, alive and full of valuable, useful and usable information that addresses the needs of your audience ... is what'll keep them loyal, attentive and eager to receive your future messages!

4. Leaving your audience mentally floating, not knowing what to do next. Have you ever experienced a scenario similar to this one: While waiting on a train platform, an announcement is made to the waiting passengers as follows: "Due to a fault on the line, please expect further delays."

I'm in no doubt at all that this announcement would have left the passengers feeling concerned, confused and wondering what to do next. What the announcer should have taken

the time to add is as follows, "As we have not received any information from our control centre indicating the expected length of delay, you may like to consider hopping on bus number 19, leaving the bus stop adjacent to the station entrance in 7 minutes time. Otherwise, please continue to listen for further announcements, which we will endeavor to make every five minutes. Please also accept our sincere apologies for the delay and any inconvenience this may have caused you."

**Simple Solution** - People are silently begging to be told what to do next. If you can lead them to a specific outcome, they'll be putty in your hands! Whether it's instructions to go to a specific toll free number to get more information, or something they have to activate, like a membership number, whatever it is ...

Tell them **precisely** how to do it.

Web Audio, used correctly, will have a dramatic impact on the way in which your customers respond to you. They'll be so 'stuck' on your website and addicted to your audio messages, you'll soon be sending out birthday cards to them!

FLASH AUDIO WIZARD has a simple in-built technology that'll give you the website personality you've always dreamed of. It's simple to use. It's easy to get started.

Why not get your website 'speaking', today?

<http://internetweapons.com/recommends/flashaudiowizard.html>

**One Sound Secret I Probably Shouldn't Reveal**

Let's look at how using audio to add 'spoken testimonials' to your website can increase sales from your site, literally overnight.

Imagine a prospect looking at your website and reading the glowing testimonials written by the people who have used your product or service in the past. Wouldn't your customer's words add weight, credibility and reassurance to your prospects minds? What someone else has to say about you will far outweigh whatever **you** have to say about you every time!

But now ... imagine that testimonial ... smoothly reaching the eardrums of your prospect, traveling towards their brain, reaching and connecting deep in their heart! Don't you think they'll be swayed a little more in your favor after actually listening to the testimonials? It's an extraordinarily powerful way for a prospect to move from the fence of indecision ... to the fence of being ... **convinced!**

Alan Forrest Smith from the World Internet Summit has just recently added audio to his website and was stunned by the results.

**Here's what he has to say:** "I really didn't give that much thought to using Audio on my website until a good friend of mine let me listen to the audio on his. Up until that point I didn't understand how or why it would work, and I didn't think I needed it on my site. Boy was I wrong! The results were impressive to say the least. I've now added audio to my website and where I used to get an average of two in every 100 visitors requesting my services, I now get more like six. So, just by using the Web Audio tool to add testimonials, my conversion ratio has shot up by 200%! I'm amazed."

Of course, the conversion rate will vary from website to website, but I'm in no doubt at all that almost every website can benefit from using this magically simple tool. It's unusually easy to use. It's great fun and it'll keep prospects on your site for longer!

FLASH AUDIO WIZARD has a simple in-built technology that'll give you the website personality you've always dreamed of. It's simple to use. It's easy to get started.

Why not get your website 'speaking', today?

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**The Top 5 Recording Disasters You Should Avoid at All Costs**

Just as in everyday conversation, a wonderful naturalness occurs when there's balance, fluidity and variety in the spoken words. Trying to achieve that same fluidity in your web audio message requires careful attention to some simple fundamentals.

And ... just as important, it requires keeping a watchful eye on those things that can sabotage your efforts.

Here's what to avoid:

**1. Being Amazingly ... B-O-R-I-N-G** - Sadly, most selling and marketing messages in print, suffer from this disease. If it's dull in print, it'll be dull in the spoken word. You see, creating compelling, irresistible, can't-walk-away-from-messages, is the simple treasure that'll keep people on your website in the present, and keep them coming back to your website in the future.

Being able to transfer your genuine enthusiasm, and sincere and exciting language ... into a simple audio presentation, can act as a powerful antidote to the sea of lifeless, achingly boring, humdrum sounding messages.

Put yourself in the shoes of one of your prospects and challenge yourself to find out what catch phrases and key words excite them and what gives them the juice for living life. Once you do that, you'll have more information than you can handle! Use this information to your advantage and there will be absolutely no way that your audio messages will get dumped into the deaf-eared graveyard.

**2. Poor Quality Recording** - Trying to battle with audio messages that are poor in quality, crackly, include countless distractions, cave-like echoing and other background noise ... is something most people just haven't the patience for. And I don't blame them.

Which is why ... it's especially important considering the trigger-happy (mouse-clicking) way people use the Internet not to cause them undue distress!

Nowadays, people are used to listening to high quality nicam stereo sound on their TV's, superfine state of the art car audio systems, crisp sounds from their mp3 players, DAB digital radios, DVD players, and even high audio quality from their all singing, all dancing morning alarm clocks. Their hearing is 'conditioned'. Give them anything less than high quality sound, and it's ... CLICK-OFF time!

Test the recording that you want everyone in the world to listen to before airing it. Listen for the clarity, for the crispness, for the technical excellence. Get trusted friends to give you their honest feedback on your recording. It'll save you countless lost prospects, and it'll help swell your bank account!

**3. Lack of Relevant Content** - Enthusiasm, drive, excitement, passion ... are all essential ingredients to make any conversation ... sparkle. But, what use is it if the core content has no structure, aim or substance!

Listening to conversations that go round in circles, with no meaningful outcome, is sure to

leave audiences confused, bewildered and clamoring for the exit door.

Having something important, worthwhile and informative in your audio presentation, will keep your audience hanging on for more. Strive to research a little as to what will keep your audience intrigued, attentive and responsive. Seen a video tutorial of FLASH AUDIO WIZARD in action yet? Then go to:

<http://internetweapons.com/recommends/flashaudiowizard.html> and click on the “**watch the free demo**” link which is on the right hand side.

4. Language Gymnastics - Another killer flaw you must be on the alert for is the **way** in which things are said, and the language used to convey a message.

Having a website with an audio file littered with 'ums', 'errs', grunts and a whole host of other conversation-killers, will help your audience click off faster than a speeding bullet.

Also, trying to sound lofty, pompous, superior or intellectual can also send prospects scuttling away from your website ... **instantly!**

**The Key:** Speak like you talk! For some reason, when we know we're recording ourselves, we tend to clam up. We become a little more conscious about how we're speaking and about how we'll sound to the people listening. When this happens, our 'voice' loses its personality, its electricity switches itself off. Once we're able to relax and speak as if we were speaking to a friend over a cup of coffee, the naturalness and spontaneity quite simply return.

Try it for yourself right now if you like. You'll immediately relate to what I'm saying.

5. Shouting, Rather Than Conversing - If you've ever observed how fruit sellers use their voices to sell their fruits, or how policemen use megaphones to control a crowd of protesters, or how 'jobbers' on the stock market floor use their voices to get themselves heard, you would probably have thought that it's the way of their trade.

You're not wrong.

And using your voice on something as impersonal as the Internet is an opportunity for you to tame the coldness of it all. It will seem unusual at first to speak the opening of a message to an audience whom you have never met and whom may never have heard your voice before.

But ... with the magic of your spoken message it is possible to 'touch' and influence a great many more prospects than if all you had was the written word.

And 'conversing' your spoken message will give you a much better shot at someone responding to your audio, than if you blasted it across the internet like a fruit seller.

Don't believe me? Test it and see.

<http://internetweapons.com/recommends/flashaudiowizard.html>

## If Your Web Audio Doesn't Have This - Don't Record It!

Have you ever overheard someone ask this question: "Well, what are you going to do today after work?" Or, have you ever overheard a sales rep, an office worker or a business manager ask themselves: "Now, what have I got planned to do today?"

It's certainly possible that the majority of times we hear the answers to these two questions it's: "I dunno." or "I'm not sure actually."

You see, if we don't know where we're going, or what we've got to do to get there, life seems to lose its energy, its purpose, its magic.

On the other hand, if we know precisely where we're going and what steps we've got to take to get there then we exude control, freedom and confidence.

What you plan to say in your audio messages should therefore depend on your desired outcome, and the action you want your audience to take as a result of hearing them.

If you have a series of articles, which relate to your industry and you want people to listen to them, you could say something like ... "Click here to listen to 3 provocative articles explaining how viruses are eating through even the most of sophisticated of anti-virus software out there. I suggest you go fetch your notebook and pen so that you can jot down some of the very revealing facts contained in this audio. Believe me, you do not want to miss this. It could save you lots of time and money and save your computers from being crippled!"

If we do a little analysis here, we can find out the following:

AIM OF AUDIO - To Inform existing customers of new articles.

MOST WANTED RESPONSE - To encourage these customers to take note of important information relevant to their scenario.

Another example:

Imagine an audio file that says something like this to existing newsletter subscribers ... "In order to help as many people as possible with the service we provide, we'd like you to help us. If you can enter an email address in the box below of another person whom you feel could benefit from the service as you have, then we'd like to send you something exciting, practical and unique. It's our little way of saying thank you for helping us."

AIM OF AUDIO = To increase customer base

MOST WANTED RESPONSE = To encourage lots of existing customers to provide us with a referral.

You can use the Flash Audio Wizard to create virtually any type of response you want. And it's easy to create audio files whatever you want them for, and place them wherever you want them to appear on your website.

Are you ready to use the FLASH AUDIO WIZARD to transform your website into a human voice... having the power to influence, motivate, and persuade your customers?

<http://internetweapons.com/recommends/flashaudiowizard.html>

## Making The Customer The Centre of The Message

Have you ever listened to someone who was desperately eager to rattle off all their accomplishments - tell everyone about the 'important' people they've met - boast about the project they're about to embarking upon?

Only ever talking about ... how **great** we are!

There's nothing more boastful, pompous or off-putting, than talking about how great we are all the time. Rather we should ... focus our attentions on our audience, their needs, their wants and how we can satisfy them and make their lives easier. In business, it's pretty amazing to see the way that business owners strut their stuff, convinced they know everything there is to know, and denying that their customers know anything at all.

It's sadly becoming the business norm to focus all marketing efforts on the business enterprise, rather than the people they're supposed to be doing business with ... the **prospects and customers**. Just look at most advertisements, sales letters and promotional brochures. It's all about the organization, the organization and the organization ... and ... **not** the consumer. This is a **big** error of judgment.

An audio message that focuses and showers attention on the audience will increase the possibility of attracting better qualified prospects to the website door.

People do have feelings and emotions, you know. They want to be acknowledged, appreciated and attended to. We all do. It's just a basic want of all humans.

A solution to the problem:

Instead of focusing on something like: "We've been in the business for 5 years and we're the best in our field. You'd be really crazy not to want to buy our great products, they're top of the range".

Rather, it'll create a different feeling and response if the focus was on the audience instead. An example may be something like this: "Although we've served hundreds of satisfied customers, we haven't as yet served you. We'd like you to accept this **free** gift, as a token of our thanks for stopping by and visiting our website. You do not need to make a purchase if you do not wish to do so, however, if there is something we could help you with please do not hesitate to ask. To claim your free gift, all you have to do is enter your email address in the box below and we'll happily send you details of how to accept it."

Can you see how inviting it is when you give a prospective client that special 5 star treatment? Who knows, but that small gesture of kindest and sincerity towards them could well be the deciding factor and convert many, many prospects into customers ... lifelong ones at that!

Plus ... it's likely that they'll tell their friends about the high level of service they received from you. And importantly, you've gained permission to use their email address ... **forever!**

Audio, the spoken word, is an extremely powerful way to make websites ... **come alive!** Why not give your website the unfair audio advantage?

<http://internetweapons.com/recommends/flashaudiowizard.html>

## Testing Testing 1-2-3, Don't Forget To Test Your Audio!

Have you ever jumped into a swimming pool without testing the temperature of the water first? Brrrr ...

Have you ever bit into a pizza that scalded the roof of your mouth? Ouch ... (what you should have done was nibble at the edges first).

Have you ever known a direct mail company to send out a sack-full of letters, without first checking that contact details have been included on the order form? Doh ...

Well, there are plenty of idiots to choose from and plenty of examples from which we must learn a simple lesson. And that very simply but very important lesson, which all the above examples convey is ... **everything** must first be **tested**, before we take the plunge ... and dive in headfirst.

Testing your website Audio messages is a definite must.

Blurting out an audio message over your website before checking it first could leave you very red in the face and woefully conscious about any future audio efforts. I think it would be safe to say at this point that you might also lose the odd customer or two! So listen and learn - don't make this mistake.

Now ... imagine ... you've created some audio that you're happy with, you've added it to your website and it's working wonders. Don't just leave it at that. Every now and then you'll find it worthwhile to ask yourself the following question: "How can I convey the same basic message, but in a way which might improve the results?"

By thinking along these lines you're entering into the fascinating world of testing, leverage and contro. I don't want to lose you here with terms, which you might not be familiar with, though I do want to get across to you the sheer transformation that could happen as a result of making slight changes to your audio. Leverage simply means altering the variables very slightly (possibly only one at a time); giving you the opportunity to monitor the effect this has on the overall result. This allows you to determine exactly what works and what doesn't and ultimately discover the most profitable scenario.

Picture this: You're at your local supermarket, standing at the check-out, waiting to pay for your goods, when the cashier says to you, "If you've spent over \$20.00, you're entitled to purchase this discount card for \$5.00 that'll give you 10% off your shopping for the next year ... Shall I add it to your total?"

So how can you test this simple idea out on your website? Imagine this scenario: A prospect has decided to purchase a particular product from you over the Internet, and is just about to pay for it via the online order page. Just at the point where they have to 'Click Here To Confirm Your Order,' you have placed another button that says ... "Before Confirming Your Order Click Here To Listen To A Brief Message." Then your audio kicks in allowing you to say, "I'd like to personally thank you for purchasing one of our products. Before confirming your order I want to give you the opportunity to add this other fantastic product, which

compliments the product you've already decided to buy. I'd like to offer it for sale to you, at a discount of 25% off the normal purchase price. Here are just 4 of the benefits of this product ..."

Can you see the simple, non-threatening power of this Audio tool? It's really quite amazing. It allows you to change variables and test the results at a far quicker pace than in normal, traditional businesses.

And guess what? If it's not working the way you want it to, you can drop it, try something different or revert back to your original audio at the click of a button. That's the great beauty of testing.

What else can you test with your audio messages?

How about your offers? Or your homepage? (Would it work better with or without audio?) Test to see what gives you the best response! What about testing the same offer, but with a member of the opposite sex doing the talking. Try using a more mature person to record your audio and test this over a few weeks, then all you have to do is look at the results.

What about the option of having your homepage or a whole sales page, read out, word for word!

The different variations are endless.

If there's one thing I hope you've learned from this report, it's that the simple discipline of testing can reap great rewards. You'll never know how well your website is able to perform, unless you see it and **hear** it for yourself, using the simple dynamic power of FLASH AUDIO WIZARD.

<http://internetweapons.com/recommends/flashaudiowizard.html>

## Top Ten Web Audio Quick Tips

- 1) Don't have your audio message set to play automatically as many people will use the net while at work, and won't want the boss to be alerted to the fact that they are not working! The exception to this is when the subject *is* web audio.
- 2) This tip will help add more warmth and personality to your website. When using web audio on your homepage or sales page, use a small mug shot of yourself by your audio buttons. Add some text by your photo inviting your visitor to play your audio message.
- 3) Don't put boring content into your audio messages, talk about how your visitor/customer will benefit and give them useful content that they *want* to hear.
- 4) Even if you give exciting/useful content in your audio message you can still *sound* boring. Let your natural enthusiasm for your product or service shine through on your audio messages.
- 5) Use pre-recorded background music to liven up your audio messages. (Get free background music tracks with Flash Audio Wizard).
- 6) Keep your web audio fresh and up to date.
- 7) Make it a practice to check your own website for out of date or stale web audio messages that need removing or updating.
- 8) Prepare what you are going to say in your web audio before recording. Note an outline or the main points on some paper. You can refer to this when you record your web audio message to avoid any memory blanks!
- 9) Make sure the style and color of any flash buttons you use fit in nicely with the rest of your website.
- 10) Always test your web audio messages before uploading them to your website. Make sure you are happy with the quality and content of the recording.

## How To Easily Add Audio To Your Website In Under 3 Minutes!

With FLASH AUDIO WIZARD adding audio to your website couldn't get any easier ...

Here's why:

**6 Simple Steps:** In just 6 very simple steps you can have audio playing on your webpages - within minutes of downloading FLASH AUDIO WIZARD.

**No Monthly Payments:** Unlike other audio solutions FLASH AUDIO WIZARD does not bill you each month. It's not a service, it's a product that you own. Download once and that's it. You can use it over and over again. You'll even get free upgrades ... for life.

**20 Different Button Designs:** FLASH AUDIO WIZARD lets you choose your audio buttons from a massive selection of 20 unique designs - that's more than any other audio tool out there! If that's not enough for you ... no problem ... even more designs will be released as part of the free upgrades.

**Millions Of Colors:** You'll be able to choose the color of your audio buttons from any of the get the 16+ Million available in the "hex" web color pallet. It just doesn't get any better than this.

**Built In Voice Recorder:** It's really simple to make your voice recordings using FLASH AUDIO WIZARD, because it has its own built-in voice recorder. You record in one easy step directly into FLASH AUDIO WIZARD. No additional software is required.

**Built In Multi-Media Userguide:** Also included within FLASH AUDIO WIZARD is a well written userguide featuring it's own keyword search facility, step-by-step instruction videos, and a free 'point and click' color wheel that displays all of the 16+ Million button colors at your disposal.

**Free Bonus 1:** Buy Out Music - Web Audio Production Starter Package

**Free Bonus 2:** - Audio Editing Software Package

**Click the link below to claim your copy now and in about 2 minutes time you can have Flash Audio Wizard creating audio for your website!**

<http://internetweapons.com/recommends/flashaudiowizard.html>

## Additional Resources

[Audio C4](#) - How to create explosive audio messages with content, connection and confidence, so you can bring in the cash! Check it out now: [Click Here](#)

[Easy Web Video](#) - The amazingly simple '1-2-3' method to put any video on any web page in 4 minutes flat ... guaranteed! [Click Here](#)

I hope you have enjoyed and benefited from this special report.

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