

Online Audio Strategies

“How To Make Websites And Emails Talk”



The Eight Conversion Tele-Clinic Categories

- 1** **Target Market Strategies:** "How Your Target Market Finds You"
- 2** **Opt-In Strategies:** "How To Capture That All-Important Shy Yes"
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Alex: This is Alex Mandossian. Tonight, we are going to talk about how to make your websites and email talk.

Let me start with a brief story about the importance of talking.

We have taken audio for granted when it comes to using it on the web

There was an old Chinese proverb of a teacher, possibly in Kung Fu. He took his student out to a lake. The student was a young adolescent. The master took him in a boat out to the middle of the lake.

The adolescent could barely swim. The master threw him overboard.

The young man struggled to come up, and as he came out of the water, he gasped for air. All of the sudden, the master pushed his head down and held it down for about 30 seconds.

Just as the student was stopping his movements, the master let go and the student came back up again.

"Hmmm," he took a big gulp of air. Then, boom, his head went back down. He was trying to tread water and get up, but the master wouldn't let him.

He almost stopped moving, but came up one more time, "Hmmmmm," gasping and went down again. He was down for about another minute before the master finally let him up and pulled him into the boat.

The master asked the student what it was that he desired most. The pupil said, "Master, I desired breathing most. More than anything else in the world, I desired to breathe."

Can you imagine a situation like that where it's life or death? We all have things we take for granted. You take breathing for granted until it's taken away from you.

Voice, audio, talking is exactly the same thing. We take it for granted.

Because we had taken it for granted, it wasn't really introduced to the web for commercial purposes until recently. I've been using audio at www.MarketingWithPostards.com for about 3 years.

*Only those
who risk
going too
far can
possibly
find out
how far
they can go*

Since I launched, I've used Audio Flash. Our guest tonight has taught me many things about how to use audio.

Audio Flash is available on any platform. Macintosh or PC, it doesn't matter. It's put out by Macromedia Corporation. Macromedia is in San Francisco, California. That one technology has allowed fast, easy and economical ways to use audio.

Don't use media player. You don't need Quick Time, Real Player or MP3. Those are way too slow. When you spend more than 5 or 10 seconds, to try to upload an audio and you're dead.

You are going to lose the customer, the prospect, even the friend.

With flash, you can send audio through emails. You've received my audio emails, right?

With flash, you can put audio on websites.

Tonight, we are probably going to have the most complete audio tutorial on what you can do with audio, as well as how to do it.

If you don't have a website, no problem. You can send email. If you don't know how to send email, no problem. You'll learn.

No matter where you are as an e-marketer, I want you to learn how this works so that, when you are ready, you will be able to put this up on a website. You'll be ready to have it available on audio.

Let's start in the Executive Summary. There I have the quote of the month, which is, "Only those who risk going too far can possibly find out how far they can go." That's by T.S. Eliot. It's one of my favorite quotes. I have it on my wall in my office.

The reason for that is, people laughed at me. People laughed at my guest. People laughed at my two marketing partners, Armand Morin and Rick Raddatz, when we put audio up, because they didn't see any value in it.

Audio allows information to filter through the listener as they consume it through their ears instead of their eyes

Still, very quietly, we would increase our sales and profits because, just like we take our voice for granted, voice is passive.

Audio is passive.

You are listening to me right now. At the same time, you could be multitasking. You could be writing something down and listening. You can't write and read at the same time. Copy is active.

Reading copy is active. It requires concentration. What are the chances of any one of your visitors, or any one of your recipients of an email, reading every single word? What are the chances of that?

When was the last time you read every single word of a book?

When is the last time you read every single word of the first chapter in the book? It does not happen.

If you have audio, people can sit back and listen. Whether they are lazy or not, when a person listens to the audio, it allows the information to filter through them. They consume it through their ears instead of through their eyes.

I am auditory. I consume information auditorially.

That is why Nightingale Conant works really well for me. Eight tapes work really well. CDs work well. I also love reading.

I read about a book and a half a week, but I can consume more information auditorially. I have better recall auditorially.

I don't know how you process information, whether you have to experience it kinesthetically, whether you prefer to read it, or whether you prefer to listen to it. But, I do know this — your prospects and your customers would like to listen to it, no matter what, even if they are visual.

If you put visual and audio on a website or in an email, the only thing that's left is scratch and sniff. With audio, you are going to have yourself a winning ad and a winning email.

When you bring someone to your digital house, doesn't it make sense to talk to them

The mouse is the kinesthetic part of your marketing communication. You are kinesthetically clicking on this. I'm going to teach you in later sessions how to get people to use their mouse, so that they click through to your order page or click through an email, and eventually order your products.

The first thing I want to talk about, though, is that in audio, I want you to plan your online talking touch points. That's in the action plan in your executive summary, if you're following along.

Plan your online talking touch points.

What is that? What is a touch point? A touch point is every aspect on a website where audio is necessary or can add to the selling process. That is what I consider a touch point. Does that make sense?

I want you to go to www.AudioGenerator.com right now. You should be very familiar with this site.

Let me show you the touch points.

If you come to my home in Marin County, when I open the front door, I'm not going to act like Marcel Marceau, the mime. I'm not going to point to the refrigerator, the living room, the guest bathroom, or guest bedroom and say, "mm, mm, mm, mm, mm."

I am going to say, "Welcome. Don't mind Gabe, my son. There is the guest bathroom. There's the guest bedroom. Bring in your luggage if you want. Just dump it over there. There's the fridge. Help yourself."

I'm talking. I'm inviting someone to my home. We talk. We welcome. What happens when you bring someone to your digital house, your website? Doesn't it make sense to talk?

Let's take a look at the touch points at www.AudioGenerator.com. If you don't have a browser up, I am going to give you in word pictures.

The first touch point is at the very top, above the fold.

*Words don't
create eye
gravity —
color, human
beings,
puppies and
children do*

There is movement. The eye is caught by movement. There, you see an arrow pointing to the now famous buttons of Audio Generator. I have an arrow on my audio postcards often.

It says, "Click here for a message from Armand Morin."

When you click that, you can just sit back and get about a 60 second message from Armand. This is a touch point. We call this the "Introduction."

Right above that, you see, "Click here if you are in a hurry to find out how." That is referring to the headline: "Discover how a measly \$1 a day can increase your online sales, explode your eZine subscriptions and send your competitors running home to Mommy."

When you go to the order page, there's audio there. It's another touch point.

Do you know that without changing one word on that order page, the audio increased the pulling power by 380%. Armand said one day it was up to 420%. It has been consistently over 250%.

Can you imagine?

Two and a half times more just with audio, and it's about a 20 second message. Check it out on your own time. That's touch point number two.

Let's go down the page a bit to find the next touch point, the Audio testimonials. What do I have here? I wrote every word of this, that is why I'm taking ownership for this.

In a testimonial about your product, service, or software, it makes sense to have a picture of the person because that creates eye gravity.

Words don't create eye gravity. Color, human beings, puppies and children create it. That's what we know in the TV business.

Here we have Mitch Meyerson. He is the CEO of Guerrilla Marketing, coach and the founder of Online Marketing Superstars. That's the first testimonial. There are a headline, a picture and buttons.

*Make sure
you have
a link in
every single
testimonial
to go to
the order
page*

The buttons are: Play, Pause and Stop. You should know the ways those work. Again, this is on www.AudioGenerator.com, the first testimonial. This is the third touch point I am covering.

You see a headline there, right? "This is the most cost-efficient, online audio technology around. I love it!"

That's the headline for Mitch's testimonial, which is followed by his testimonial. Then, there is a link to go to the order page and Mitch's name.

Then, you will see the magic three words I want everyone to use from now on if you are ready to put this online. If you don't have a website, don't worry about it. Just remember it.

The magic three words are: Listen to ____."

"Listen to," then the person's first name. "Listen to Mitch" or "Listen to Alex." That is just like "Click here," and they click the buttons. Without "Listen to..." the traction or the pulling point of that button is not as good. Some people don't even know what that button is.

As you move further down the page, you see a somewhat handsome gentleman that looks like a college graduate with a geek degree.

That's my geek pose with the wedding ring showing. That is the testimonial I gave for audio generator when I was not a partner yet, just a copywriter. Again, you will see the headline, the picture, "Listen to Alex," the buttons, my name, who I am and links to www.AudioGenerator.com.

Do you see a pattern here?

The audio is adding to the pulling power to try to get them to go to the order page, and that is the next step in the sales process.

I have a link in every single testimonial to go to the order page.

I want you to do the same thing when you're ready to. If you have websites up now, use audio testimonials.

It is very powerful if you allow someone demonstrate one of your points of sale

Using audio testimonials is the first thing you can do. You don't have to use Audio Generator. You can hire someone to do it for you.

Our special guest today will give you pricing and information on how you can do it yourself if you wish.

I use Audio Generator.

I'm an owner of the company, and I pay for my own account, \$29.95 a month. It's an 800 number that I give to my testimonial candidates, so they just call it in.

They send me a picture, a JPEG, as I've asked you to do. I want you to do your audio logo on our photo album because I want you to experience everything I'm asking you to do with your customers. I want you to do this same thing with your own testimonial candidates.

The touch points here are testimonials. As you move farther down, you will see a little red arrow again.

Why is that?

That arrow is capturing your attention, and what I am doing here is, I am giving evidence. I am saying that, "Audio messages are launched at head-snapping speed." That's the sub-headline.

Then, I am allowing someone to demonstrate that. You just click that button there and watch how fast it plays. Listen to Armand's voice.

It's very, very powerful and very alluring in the way that it works. It is another touch point on this page.

Then, further down on the page, you have Alexandria Brown as another touch point. You have Anthony Hodel as another touch point. As you go farther and farther down, you get more and more testimonials.

Then, the next major touch point is the free trial demo, which is the opt-in. An opt-in is a major touch point.

*Try to make
your site
viral so your
suspects can
experience
the power
of your
product*

When someone opts-in, that is when you are getting the "shy yes." Do you remember the opt-in call that we had? Put audio at your point of opting in to get a "shy yes," in exchange, quid pro quo, for a bribe, and watch what happens.

There's Armand Morin, he runs it: first name, email address and a trial demo.

We are going to change this opt-in, and I am going to show you what we are going to change it to. It will be much more viral. It is important for me to experience the power of audio.

Right now, once you give your first name and your email address, you get a little phone number to call. Then, you get five seconds to record your personal message, which you listen to online.

People go, "Whoa!" But, the problem is, it's not viral. I'm listening to it, but I'm not sending it to anybody.

In a little bit, I am going to show you what we're doing to create more of a viral program with our opt-in, but keep in mind, the opt-in is a very important touch point on your website.

So far, we have the intro, the link to the order page, audio testimonials and a little device that's proving how fast Audio Generator is working. These are all audio touch points.

By the way, this applies to all of you. Ask yourself, "What are the touch points on my website that I am going to use for audio?" Then, fill in the blanks.

As you move farther down the page, near the center, you have the opt-in.

Let's keep going. You have another testimonial from the CEO, Rob Bell, then from the great Stephen Pierce, who is, by the way, doing a huge teleseminar with a very famous marketer in January. Then, you have Joe Vitale.

As we go farther and farther down, you get another touch point. It is an example of an audio postcard.

*Audio is
much more
powerful
than copy
because it
actually
captures
drama,
passion and
excitement*

An audio postcard is something I invented with Armand Morin and Rick Raddatz. To see an example of one, you click that link. There is audio there.

By itself, a postcard isn't as powerful. All it is, is a web page. But, with audio, it comes to life. Audio gives it as much drama as the story I opened up with.

Can you imagine if you just read the story that I gave in the beginning, with the student coming out of the water, gasping for air. I don't think I told it very well, but I think it was still dramatic.

You can't capture that level of drama or passion or excitement with copy.

You know what else you can't capture with copy and you can with audio? Listen to this: (silence). Did you hear that? That is the power of silence.

What are you going to do — write? You cannot capture that with copy. I'm sorry if we have copywriters online. I'm a copywriter.

Audio is what makes a website that much more powerful.

Let's continue to scroll farther down this page. I'm using Audio Generator because we use audio so well.

The next audio touch point we find is the guarantee. If there is one touch point that I would make sure I have as an audio, it would with the guarantee.

It reads, "My guarantee to you," You have Armand Morin, who was, at that time, the sole owner of Audio Generator. He is in a high back leather chair. Then, you see that title, "My guarantee to you," along with the buttons. Then, all Armand does is, he reads the guarantee that I wrote for him.

Do you see the link to the order form?

Every single audio generator has a link to the order form. That's my spider's web. See how sticky that is?

If you don't have a lot of links to your order form, then this is your opportunity to do it.

*Never
miss an
opportunity
to get
people to
your order
page*

We have a bunch of links. I don't want to miss any opportunity to get people to my order form because they become a prospect at that point. They are a suspect on my sales page. They are a prospect on my order form.

The next section is "Use your voice. Boost your profits." I have the FAQ's. There is no audio there. The final touch point here is the guarantee.

Do you see that? Do you see all the touch points?

Very quickly, let's recap all of our audio touch points:

- ✓ The introduction at the top of Audio Generator
- ✓ The link to go to the order page
- ✓ The testimonials
- ✓ The evidence with the two blue buttons at "Audio messages launched at head snapping speed"
- ✓ More testimonials
- ✓ The opt-in where it says, "Your free trial demo"
- ✓ More testimonials
- ✓ The "Special Bonus Offer, just released. Unlimited audio postcards."
- ✓ The guarantee

Do you see? The Special Bonus Offer is just making it more sticky. We are adding more pull to this site. Then, they get to "Click here to see a sample of an audio postcard."

I don't like that copy. I'm going to change it. It should say, "Click here to see and hear a sample audio postcard." Wouldn't that be a lot more powerful and provocative? I missed that before, but I am going to change that.

Test an audio postcard on your list, or at least on some family or friends, and you will see, first hand, the power of audio

I am going to show you a few more examples later on tonight where you can add even more audio to different touch points.

With this, I have given you a good primer in getting started.

Now, let's talk about sending an audio postcard to your list. You've heard many from me. Anyone can do it. You can do it for free now, even if you don't have Audio Generator, because we are changing the opt-in to Audio Generator to make it more viral.

You can send one audio postcard to yourself as well as to three other people. I am going to show you how to do it in a moment.

First, I want you, this week, to send an audio postcard to your list, or to one, two or three loved ones or friends. Easy enough?

It is the easiest assignment you will ever get from me. It's so much easier than an audio logo. It's so much easier than the identifying your market. It's so much easier than creating an opt-in bribe, as we've talked about in previous classes. This is easy. Send an audio postcard.

On your Executive Summary PDF, I made all the links hot. There is an audio postcard I had for a recent teleconference. If you click that link, you will go to www.MarketingManuscripts.com/audiopostcard2.htm.

Go to that link and notice how I have customized this audio postcard.

If you're not there, let me tell you what it reads. It says, "Audio postcard from Alex Mandossian." Then, there are the three buttons.

The audio is already playing. I like audio postcards to play automatically. I don't like them to be permission-based because I found that, to my list in the business-to-business world, it works better.

However, if you have a business-to-consumer list, you may want to test permission-based versus non-permission-based.

What does that mean?

Audio is very powerful, but consider carefully whether you should use permission-based versus non-permission-based audio

That means, in a permission-based environment, they have to click the arrow to make it work. In a non-permission-based world, it just plays.

The reason I make mine non-permission-based is because my text message that goes out to them says, "You have an audio postcard. Turn up your speakers and click here." So, I'm not violating expectations.

It's telling them what they are getting. So, they know when they are going there what to expect. I'm not worried about it.

When you look at it from that point of view, understand that permission-based versus non-permission-based is a huge consideration.

For your website, I do not recommend to have audio playing right away. Most people who visit websites, at this point in time, do not expect audio, and they will leave your website.

They left my website by the droves when I tried it.

I'm looking at a postcard now. It says, "Here is what you will learn from this Marketing Manuscripts tele-course." Then, I have a bunch of bullets. This was an actual tele-course I gave a couple of weeks ago.

On the postcard, I am holding up a box that says, "Click here to learn more about online order page secrets," which was the topic. Then, it says "and save \$20 on your tuition," which takes you directly to the order page.

Instead of giving a text message, I give an audio postcard.

Even though it's an extra step, I'm increasing my traction, or my pull, to the order page by 125% in an A-B split in real time, splitting my list in half, using this audio postcard.

What does that mean? That means more than twice as many, people are going to the order page with an audio postcard than without.

Again, you must test for yourself, but that is what I am getting. It's worth sharing that with you.

Even if you don't own a product, consider being an affiliate for it, as you can really boost your profits

Underneath this postcard, it says, "Click here to find out how you can send audio postcards just like this one." That is my affiliate link to Audio Generator. Anyone can become an affiliate to Audio Generator, even if they don't use the product.

I recommend everyone on this site to become an affiliate of Audio Generator. Why? You receive invaluable training twice a month by us, Alex, Rick Raddatz and Armand Morin, as well as many case studies.

Several of you have been on that call where we highlight your site. This allows you to get extra sales and make more profits because of those sales.

I would recommend you become an affiliate. I will tell you how to do that a little later on.

However, notice that even if I don't get them to go to my call, I still go after the affiliate commission, which I get a lot. I'm the number one affiliate on Audio Generator, not because I own it.

I wasn't an owner a week ago. I am the number one affiliate because of the link underneath the postcard. It says, "Click here to find out how you can send audio postcards just like this one."

I hope that makes sense to everyone.

I am going to show you how you can complete your postcard for your assignment because, remember, I want you to send an audio postcard to your list this week. Even if you have a list of one, you still can do this.

Let's go to the third link in your Executive Summary under the case studies. We just covered Audio Generator. We covered the Marketing Manuscripts audio postcard. The third link is the Member's Page. You can find it at Members.AudioGenerator.com/freepostcard.asp.

Check out the virility of this concept.

The purpose of this is to build more awareness of Audio Generator. Step one is to record a personal message. This is on us, on Rick, Alex and Armand.

*You can
create
your own
audio
postcards
by following
the simple,
four-step
process*

You are recording an audio postcard, and you are going to send it through the internet on us. The only thing you are going to pay for is the phone call.

Depending on what phone service you have, it might cost you 6 or 7 cents. It will take you less than a minute to record it.

It says, "Call our audio postcard 'Record-a-Message Hotline' right now." Then, it gives the phone number. Use the pin number to record. Then, it tells you, "After you leave your message, wait to hear 'Message Saved.'" That's very important.

Then, I give an example of what the message should be. We tested this, and when I put the message there, we had a lot more postcards being sent.

This is just launching, so I invite everyone to do this.

I had a 12-year old girl on our block do this from step one to step four, so no excuses on this one. Even if you're technophobic like me, as long as you can use a mouse to click, you can do this.

Second step, you listen to the message. With step one, you left the message. With step 2, you're going to listen to the message by pushing the button.

It's insane, and it is so amazing when you hear your voice on the net.

It says, "Turn up your PC speakers." I should say MAC as well, "and use your mouse to click the 'Play' button shown below." When you are done, you will go to step three.

See how easy this is? This is how you are going to send an audio postcard, even if you don't have Audio Generator.

Step three is the "Send."

Now, you type in your first name. If you're online, do that right now. Then, type in your email address. Follow that by typing in one, two or three friends' first names. Make sure you type it in correctly, upper case, and type in three email addresses. Do you see that?

*Use good
psychological
copy by
using words
like good
and best*

You will receive the postcard, as well as your one, two or three friends that you have typed into the list.

When you go to step four, you will see the sales proposition. This is how I am getting people to join Audio Generator. It is a viral campaign. I'm showing it to you in real time, because we're just launching it.

Step four is, "Make your BEST CHOICE."

By the way, "BEST CHOICE" is an embedded command, because choice two is what I really want you to do. That is to sign up for \$1.

Do you see where I say, "BEST CHOICE" in upper case? Choice one says, "Good choice." That is good psychological copy. Use that as a tip.

It says, "Check your email in a few minutes to listen to the audio postcard you just created. Look for the subject line that has your name, and then says, 'Here is your audio postcard.'" Isn't that cool?

If you've walked through the process, that is what it is saying.

Choice one is "Sign up as an affiliate reseller." You can do that for free, and you can make 33% commission on anyone on your list who signs up — your friend, loved one, yourself, anyone.

Choice two is "Sign up for \$1." When you choose this option, you automatically become an affiliate reseller who can resell to anyone, not just the people on your list, and make the commission. That \$1 is good until the end of the month.

Do this as an assignment, and send audio postcards to me. Send one to me. Send one to your friends, your loved ones.

Get into the habit of doing it, and don't be so formal. You don't need to. You can say something like, "Hey, I'm sending this audio postcard. I feel a little silly. Here it goes. Let me know what you think."

If I get you to experience it, then I can get you to use it.

*When you
make an
audio
message,
don't be
overly
polished —
keep your
voice
human*

That's my selling proposition as a marketer for Audio Generator. I want you to experience it as students of this tele-clinic because audio postcards will be the oxygen that breathes more life into your marketing and into your online sales — and frankly, online to offline sales, too.

Do that this week. I invite everyone to send me an audio postcard. My first name is Alex. My email address is Alex@AskMyList.com. You'd better send me an audio postcard, please, so that I know that you did it.

I want to make sure that you get experience in doing this.

I am going to open up the lines to see if anyone has any questions about what I have covered so far.

Any questions out there?

Mark: Alex, can you repeat the steps? I was not able to get them.

Alex: If you go to Members.AudioGenerator.com/freepostcard.asp, then you can go through the four steps. They're right there in front of you. You can't miss it. You can do that after this call. Send me a postcard tonight. Let me take a peek at it.

Listen, the more human your voice is, in other words, the more 'uh' and 'ah' that you give, the more credible and believable your message will be. Don't worry about it being too polished.

I received an audio postcard tonight that was very polished, and I didn't care for it. My postcards are very conversational.

Typically, it's, "Hi. It's Alex Mandossian. I'm calling in from San Francisco, California, and I want you to..." and then I give my proposition.

Any other questions before we move on?

If you are telling a story, tell it in first person, but when you get to the call of action, use third person

John: I notice that you use first person tense on this site a lot.

Alex: Absolutely.

John: Is it better to present yourself and use the "I" and the "me," rather than the "he and the "her"?"

Alex: That's a very good question, and the answer is, like all great consultants, it depends.

Here is why this site is written in first person. It's a story, and a story has a lot more credibility when it's written in the first person. "This is what happened to me. This is how I did it. Here are the case studies."

Some of the testimonials are in third person. Some of them are in first person.

The reason I decided to go first person on this particular site is because it is story-based. If you're selling a commodity or selling something that is sold by others and not all that unique, I would use third person.

You may sell that product better than others, but it isn't that unique. For instance, if you are a head hunter and you're selling jobs, then I wouldn't use first person. I would use third person, John, simply because it's all about the reader.

However, if you want to tell a story, then by all means, use first person.

Then, you can flip back into third person. I use pure logic in that regard as I am talking to somebody. I'm talking first person. I say, "John, I want you to do such and such." I flip over to third person when it gets down to the call to action or the command.

I hope that makes sense to you.

John: Yes. Thank you.

*Use natural
eye gravity
to your
advantage
on your
website*

Alex: Anyone else before we move on? Onward.

So, now we are at the fourth audio case study, www.GetYourProfits.com. This is by my good friend, and brilliant marketer. Does anyone know who he is? It's Marlon Sanders.

Marlon is an interesting character. When you meet him in person, he is different than when he is in public, in front of an audience. You can't miss him in public. He is somewhat of a wild man and speaks very loudly.

In person, he's very quiet and almost introverted. He is a very interesting character and a brilliant marketer. I've learned much from him.

This is a project he recently launched, www.GetYourProfits.com. It's Marlon Sander's Marketing Dashboard. I own it. It's absolutely brilliant.

Through my influence, I'm happy and I'm honored to say, he has some audio touch points here. Let's take a look at them.

Do you see where the touch points are? I told him that the first touch point should have been in the blue color, so it doesn't fade into the background. I am going to tell that to him again.

The first touch point is here, "What our customers have to say about the dashboard." It says, "Click to listen."

Do you see that underneath his face on the left? Your eye gravitates to his red shirt. You're doing that for eye gravity.

First, your eye goes to that dashboard, hopefully, with the arrow, "New point and click marketing system," then it goes down to his red shirt. After that, it should go down that left side, if your eye gravity is the same as most.

What I would have done is, I would have used blue buttons rather than light colored buttons. Do you see that? He is using silver buttons.

Use audio testimonials to boost credibility and impact on your suspects

It's just a matter of preference. I would have used blue, so they stand out.

Then, when you click that, you get to hear what customers are saying. These are testimonials. He is using this testimonial concept differently.

You can use this as an example. You don't have to have testimonials with pictures and headlines all the time. I prefer them, but that doesn't mean it's the only way. This is another way.

Then, you have other touch points.

You have touch points going down the left side where you have those buttons again, and you are listening to audio.

Then, he has a picture of me. I didn't notice that before. He has a picture of me with the button underneath my face. "Click to listen to Alex Mandossian." He also has the word for word transcript on the right.

Then, he has a picture of Jonathan Mizel who looks like he just heard something that didn't make him very happy. It's an interesting picture. Underneath, you have the play button, pause button and stop button.

Jonathan and I, of course, do many teleconferences together. He's a great marketer. He's been online since 1993.

Then, you've got another one from Joe Schroeder. "Click to listen."

Those are all testimonials. He has both pictures and non-pictures. He has one from Bob Silver, David Frey who is a dear friend of mine, Tatiana Korol, the Organization Queen, and more.

Marlon Sanders is using audio testimonials, and he's doing it very well.

Now, here is what's interesting. As you scroll down to almost the bottom of the page, you will see a guarantee in a blue box. It says, "Plus, in addition, you get my outrageous new quadruple your money back guarantee."

Folks, read that again: "Plus, in addition, you get my outrageous new quadruple your money back guarantee."

*Use a one-
two punch
of an audio
guarantee
and an
order now
button for
even more
power*

Are those words as powerful as listening to the button, listening to that message? I don't think so. I think that headline sets up the audio. It says, "Click to hear this incredible guarantee."

Isn't that a great use of the guarantee?

Then, what does he have right after that guarantee when he is swelling up your pent up demand? He is swelling it up. He is building up that pent up demand for the product. He has, "Click here to order now." Do you see that? Right underneath that blue guarantee button?

"In addition, you get my outrageous new quadruple your money back guarantee." This is a brilliant, brilliant use of a guarantee, and it does not include a picture of Marlon. Right beneath the guarantee is the "Click here to order now" button.

What a brilliant use of one-two punch.

Do this. Give your guarantee, and then give them the opportunity to order.

Go to the very bottom of the page, and look at what he has on his P.S.? Once again, I'm grateful, through my influence and others, he has an audio P.S.

It says, "Click here only if you've decided not to order." So, before his abandonment traffic leaves, he's giving another audio message.

This is one of the greatest marketers online.

Marlon has been on a long, long time. He's made millions online. If it's good enough for him, it's good enough for us. And, he didn't start with audio until recently. He was a hold out, but he finally said, "Okay, I've got to go for it because it is too, too powerful."

He was on one of our Audio Generator calls.

Look at the power of his guarantee, at his P.S., and at his testimonials. Everyone can get audio testimonials, especially if you have Audio Generator, but you can get it even with out Audio Generator.

You must use audio on your website, especially if you plan on doing any seminars, as your website can become a virtual seminar

www.GetYourProfits.com is number three in the action plan. The action plan is to plan your online talking touch points.

The touch points include: the introduction, the click to the order page and the opt-in. You want audio on each of those.

Another touch point is the P.S. Another is the guarantee. Yet another can be a promise you've made, and the audio is the proof.

Audio has a lot more proof than just words.

That was "capture your audio testimonials." Marlon has done a masterful job. He just called me and said, "I'm launching this product, and I'd like your audio testimonial. Would you be willing?"

I asked him if he used Audio Generator. He said, "I do." So, I called his 800 number, and we did it.

Let's go onward. Many of you have either been to a seminar, or I've met you at a seminar, or you are thinking about doing your own seminar. Does that make sense?

There are two ladies online right now who I am going to allow to introduce their seminars that they are doing.

Most people who do a seminar either have a direct mail campaign or they have a website. If you have a website, it is absolutely crazy not to have audio.

You must have audio if you're doing a seminar because you need testimonials, and you need to drive that message home with audio.

What is a seminar? Is it a bunch of mimes on stage doing sign language? Possibly. But, the real seminar is through audio. It's through the voice.

If that's the modality of learning at a seminar, you want to have that modality on your website because your website becomes a virtual seminar.

I have a friend who is deaf. Well, not deaf, but he is very, very hard of hearing. Of course, audio does not apply to him. However, the words do.

Get testimonials from people who have used your product or seen you speak, and put them on your website

He doesn't have the benefit of multi-tasking to capture a message. If you couldn't hear, you wouldn't either.

But, because you can hear, it's just another way of learning and receiving a message that comes in passively without paying attention. Because we have our hearing, we are very fortunate. Again, it is another thing we take for granted. We can multi-task and take the message.

Let's go to www.BigSeminar.com.

Was this page successful? You'd better believe it. Many people on this call were at this conference.

What did Armand Morin do? He had over 300 paid people at this conference. It was the largest internet marketing seminar in history for this industry, for the guerilla internet marketers.

He has, "Click here. Listen to a personal message from Armand Morin." That is the first touch point. Again, you're coming to my home. Listen to me. So, click one of those buttons. That should look familiar to you by now.

Then, you have some copy. Check out his next touch point. It's Bill Hibbler, from Rudl Report — Previous Big Seminar Student.

Look at the power of this, everybody. What he is doing is, he's taking previous seminar goers, and he is getting their testimonials of what Big Seminar One was about, as this promotion is for Big Seminar Two.

If you are a public speaker, if you can do some type of presentation in your life, online, offline, if anyone has seen you speak, get that person's testimonial with their picture on your web page.

Get it on an audio postcard. This is what he did.

Adding a few more steroids to the mix, Armand uses video. As you scroll down, it says, "See videos of what students from the last Big Seminar had to say, and the reasons why you should come to San Francisco."

If you have speakers, give them a virtual platform to tell your prospective guests what they are going to talk about

My favorite, by the way, is Len Thurman. That's number four. When you click it, you will see why.

Those testimonials are another touch point.

Plus, he is using video. It's very simple technology, which our special guest tonight will be able to tell you more about. Remember, we have a special guest every single call.

The first call we had Jay Conrad Levinson. Our second call, one month ago, we had Rick Raddatz, the originator of the audio generator and instant audio technology.

Back to www.BigSeminar.com. Here you have four or five different videos. You can use this on your website if you are going to have a conference.

As you go farther and farther down the page, you see other audio testimonials, including one from George McKenzie.

How about your speakers?

If you're going to have speakers, how about giving them a virtual platform to tell your prospective guests what they are going to talk about.

As you go down that list, you get to meet Joe Vitale, you see me and that picture again — I'm going to retake my pictures again, by the way. Then, you have a better picture of Jonathan Mizel against the backdrop of Hawaii.

You have the great Declan Dunne. You have Stephen Pierce, Frank Kern, Randy Cherach, Kirt Christensen, Carl Galetti, Fred Gleeck, Frank Garon, Bob Silber, Ted Ciuba. These are all the people that spoke at the Big Seminar, and if you were there, you know that.

Isn't it more enticing to go to a conference when you know what speakers are going to talk about?

If you're having your own conference, don't you want your speakers to be on the website with their faces and with their audio messages?

*In writing,
you can
lose
credibility,
but you
don't lose
credibility
with your
voice*

You can do it with Audio Generator. You can do it with other technology. Just get them on the platform.

Let me make one point, because I think it will be an improvement. It is something we are going to do for Big Seminar Three. The beauty of Armand Morin, in my opinion, is he is the best internet marketer online right now. He is a dear friend. His handshake is a 40-page contract.

Tens of thousands of dollars have exchanged hands between the two of us. We have never had a physical contract.

Follow that man. Do what he says.

He has many, many courses. He has a lot of free teleconferences that he and I both do together. www.MyAffiliateCenter.com is one of those free sources. If you want to learn and get involved, if you are new to the internet, it's a great place to go.

There is one thing I want to add to the website, and I am going to try to convince Armand about it. It is where it says, "Big Seminar Schedule of Events," about midway down the page. He has an itinerary.

Armand is very smart. He says, "Friday, August 22, Saturday, August 23, Sunday, August 24." He is showing the itinerary of all the speakers, right?

Here is what I would have done and what we will probably do next year. I would have an audio button next to each day, with an audio message describing what's happening each day. I think it adds more punch.

It adds more excitement. Like right now, I'm excited. If I wrote these words, I'd have to put five exclamation points, and I'd lose credibility.

I don't lose credibility with my voice.

As you scroll down, "Listen to our past Big Seminar students in their own words." You see: "Listen to Ralph." That's Ralph Saransky. You see: "Listen to Jimmy," "Listen to Kennon," "Listen to Jeff," who doesn't have a picture. But, that doesn't matter because he has audio there.

Look at all the uses of audio that Armand has put on this page, and you will see how and why this page pulled so well. If you ever have a seminar, use audio. It is that important, and it will increase the pulling power of your web page.

The sixth case study today I want to go to is a client of mine, a friend of mine, a partner, a coaching client, friend and a J.V. partner. I believe he is on this call. He is out of Dallas. His name is Mark Harty.

If you go to www.StrategicTraffic.com, you will see a very, very clean website. You will also see a picture of him at the opt-in box.

Pop quiz. What is Mark's first touch point?

Let me go live real quick, and just ask everybody. What is the first touch point?

Adelaide: "Listen to an important message."

Alex: You got it. Adelaide, thank you. "Listen to an important message from Mark Harty."

If "Try these 21 time-tested traffic secrets to bring you thousands of targeted website visitors at zero advertising cost" is enticing, then before you start reading and spending your time, aren't you going to want to listen to a message from him to at least assess whether or not to read it?

Do you see the power of that?

You will want to listen just to assess if you're going to read. If that weren't there, Mark would not get the traction that he's got.

Scroll way down the page, now. He doesn't have a bunch of audio messages. Again, you will see that picture of me, which I've got to change. It says, "Listen to Alex." I give an audio testimonial.

When you give others testimonials, you cannot believe the amount of publicity it will get for you

By the way, I did not give Mark a testimony because he is a client, a J.V. partner or a friend. I'm giving it because this is absolutely legitimate.

If you want to give audio testimonials to people who you feel have authentic and valid products, by all means, do so. You cannot believe the amount of publicity it will get for you.

People can come to this page and listen to my voice, and see my face, and it has nothing to do with what I sell. Nothing.

So, it's a great way to get your face out there.

Honestly, that is not why I do it, but it does help. Sometimes, I get feedback saying, "Yeah, I saw your audio testimonial on such and such a site." I say, "Ah, interesting."

Keep scrolling down. I want to bring your attention to something on this page because it's very important beyond the scope of audio. He doesn't have a whole lot of audio here. Does he?

He has "Print this page" because those three words will get you to print the page, and hopefully, you will have a piece of cyber real estate in your home.

This is an offer that he and I conceived, and it's very, very powerful.

If you go to the very bottom, you will see that you can get these 21 Traffic Secrets for free.

You can get it for free, but you need to wait 60 days to get all 21 secrets. Or, you can get them all at once for \$39. Now, is that neat?

You can get everything for free, but it will take you 60 days. Or, if you want to get it now, it's \$39. Can't all of you do this? Isn't that a powerful offer?

That's all he's doing on this website to capture names.

Many of you are smiling right now. Isn't that a neat way to do this if you're going to sell something, especially a digital product?

Use audio in an exit pop-up in order to find out why your traffic is abandoning you

If you "Click here if you've decided not to order," he does not have an audio on that page. He just has more visual. Mark is a visual person, so this is the way he decided to market it. Nevertheless, the audio he has on this page is powerful enough to capture leads.

If you go back to the main page, and you click on "Refresh," you are going to see an audio message. This is something that I invented for Audio Generator, and you can do this for yourself if you have a website.

If you don't have one, just put it in your "to do" list. When you have a website, this is the first thing you need to put up — an exit pop audio.

If you're going to have an exit pop that goes into your "ask" database...

By the way, if you don't have an "ask" database yet, or if you don't have an "ask" campaign yet, do not panic. Everyone is going at a different rate.

Once you do, either through my assistance or through your buddies, or through one of the graduate assistants, then you want an exit pop up just like this to find out why your abandoners are leaving you.

All it says is, "Wait! I need your advice. What is the single biggest reason why you're leaving us without giving Strategic Traffic a try?"

It's an honest question, right?

Here's the thing, without the audio, we may get four, three or just two people out of a hundred who type that in and give their reason. That goes straight to his "ask" database, by the way — "Send your advice now."

With the audio, eight to twelve out of a hundred give it to us. What did we do? Did we add words? No. We just added audio and his face.

We made it more personal.

When you leave a website, do you look at the screen, or do you look elsewhere? Do you look away from the screen? All of the sudden, you hear, "Wait! I need your advice."

An exit pop-up is a way you can get advice from abandonment traffic without spending an extra dime

Doesn't that audio make your face and your eyes gravitate back to the screen? That's called the exit pop up touch point.

It's very powerful. I submit it to you now because it is one of the fastest, easiest and definitely most economical ways — it's free — to get advice from abandonment traffic.

We use this on www.AudioGenerator.com, and the abandoners told us that they thought it was too expensive. So, do you know what we did?

They said, "\$30 a month! What? Are you crazy?" So, we changed the headline. "Discover how a measly \$1 a day can increase your online sales..." We hit them between the eyes.

That wasn't the original headline. We changed it after we got all the exit pop-up feedback. The audio on that pop made the difference.

Mike, are you with us?

Mike: Yes, sir.

Alex: Mike and I met about two years ago. That's like 14 years in real lifetime when it comes to the internet.

He had done a lot of work with audio. He is a musician. He also does a lot of work online. He creates web pages, as well. Is that true?

Mike: That's correct.

Alex: Because creating web pages is a manual job, if you've tried to get a hold of Frank or Ken or some of the other folks we've talked about in the past

*If you have
a desire
and passion
to pursue a
certain
profession,
use that
passion
for your
advantage*

and they are booked, you can get a hold of Mike. I have his information. He can also give it to you. If he is booked, he can refer you to somebody else for your web pages.

Mike, give us a little background about yourself, and then, let's talk about audio and how someone can have a home studio.

Mike: I've been living in the Atlanta area since 1979. I've always been a musician, and in order to be able to keep making a living in music, I got into advertising in the '80's by developing a recording studio to produce radio ads, jingles and music for television.

That's my experience of the desire and passion to stay in music.

I learned the recording process and about what equipment was available in the late 70's and 80's. Most of that was done with tape recorders, analog tape. There really wasn't any digital audio in those days. That's the background.

Working, such as yourself, in broadcast, producing commercials and working with ad agencies that did know the power of audio for advertising is what has just been a part of my life for so many years.

We had been doing digital audio since 1991.

That's about when it came out for us. It was on Macintosh's, and it was the first time we could edit narrations, voice-overs, singer and all the aspects of recording and editing music.

Alex: You did some karaoke.

Mike: We did karaoke tracks for many years for theme parks. That was another piece of business back in the late 80's and 90's.

One of the reasons audio is so powerful on the internet is because many people still do not have the bandwidth to handle video

In the process, in 1983, computers became very heavily involved with music which made most musicians, myself included, computer literate.

In fact, the first computer I had was a Commodore 64, and it was a powerful little machine. We used to do national television ads on a Commodore 64 because it was that powerful for doing a form of music called "Midi."

Not being intimidated by computers, as that grew in the recording industry, digital audio came along around 1991.

In '96 and '97, the internet was very much in its infancy. I said, "This is television. This is a TV screen. There are speakers. I know how speakers work in television. I know how audio tracks enhanced television. I want to learn everything there is to know about audio applying to this new form of television," which was the internet.

It was basically non-motion television and non-motion advertising.

It was a hybrid of print, but it had speakers, and it did have a certain amount of motion.

Alex: You bring up a very important point, and I want everyone to acknowledge this fact. If the internet's bandwidth were just like television, an audio would be nowhere near as powerful as it is today for the internet.

But, because the motion is limited because of bandwidth, you can't get video pushed through the internet as easily and readily as audio. Therefore, audio becomes much more powerful because you have less images and less through put of video available on the internet, as not everyone has access to it.

Audio is just as easy as reading words. Is that true, Mike?

Mike: Exactly. But, if you do relate to the television, it's not as interactive.

*Audio
Generator is
a transmitter
that allows
you to have
worldwide
broadcast
audio*

There are no "Buy it now" buttons on a commercial on television. When you do a TV ad, you just hope people see it.

You don't know if they reacted or not. Whereas, the trackability of being able to do advertising techniques on the internet allows you to instantly know if something is working.

Like you said, when you do an "ask" campaign or the other techniques that you've developed, you know quickly when things work or don't work.

As far as my background goes, knowing how to be an engineer and knowing how to create quality, professional level audio is what I knew for many, many years. But, I wanted to see how it applied to the internet as the new medium in broadcast.

Essentially, Audio Generator is a transmitter. It's the ability to have worldwide broadcast audio.

Alex: How did you become the "Internet Audio Guy," and what do you do specifically? Also, let them know about the Edirol, if they don't already know about it.

Tracy Childers has a product that teaches you how to do camptasia and how to work with Sound Forge, etcetera, as do you. But, let's talk about the Edirol studio and the broadcast host, and how those have come into the foray.

Audio Generator makes it as easy as leaving a message on the phone for the internet. It's ideal for an online audio testimonial setting or an audio postcard setting, especially for a seminar like this.

But, if you want to create a product that is Nightingale Conant quality, if you don't have a group of people listening, and if you are controlling the audio from the soup to nuts — doing editing and making it ultra, ultra professional, or the mainstream, not a tightly targeted niche — then, tell us what you do, so that we know where to go and how to get access to it.

There are a lot of options of products for people, so offer them clarity on what product is best for them

Mike: Okay. First of all, Internet Audio Guy, I owe to you. You said, "Mike, you're the Internet Audio Guy. Go get that domain name."

Alex: That's your marketing identity, right?

Mike: That's right. That's what we've been working for quite some time. I feel like it's beginning to take off. So, I'm very grateful for that.

The inspiration for the package that I put together is because, with all the equipment that is available, it is confusing for people.

Everyone has a powerful computer these days — much more powerful than the computers we had 10 or 15 years ago. The computers are extremely powerful, plus they have lots of storage space.

The only thing that was absent to create professional audio was a good microphone and the sound card mixer — the technical names for the things that allow you to do professional audio, or as you call it, Nightingale Conant quality audio.

Studio quality audio is the fact that you have a sound card mixer, like the Edirol US 700. People can look at my Gold package on my website, at www.InternetAudioGuy.com, to see a picture of what that looks like.

Alex: What is the difference between the Edirol and the Broadcast Host?

Mike: The mixer and the software that goes with the computer, and the high quality microphone are things that I cherry picked out of literally thousands of choices that are available to musicians and recording studios out there.

It is a medium price, yet offers high quality to capture high quality audio.

*Having a
teleseminar
is like
having a
talk show
radio
program*

Alex: I'm using it right now, by the way. You're recording on it too, right?

Mike: That's exactly right. We're both customers. I won't sell things that I don't use myself.

In the process, this just shows you what a student I still am. I would listen to audio products from marketers and think, "My gosh! Those are telephone calls," just because I could tell from the quality of the audio that it was recorded over the telephone.

Not too long ago, I was thinking, "What is a teleseminar?" At that time, I didn't realize that the call I'm on tonight was a very, very powerful teaching and marketing technique.

Alex: And, a product creation technique.

Mike: It didn't even occur to me. But, you know what did occur to me is the question, "What is a teleseminar?"

Thinking of my broadcast roots, it's talk show radio.

What you and I are doing right now is hosting a talk show radio program because we're absolutely the host broadcasting in the radio station. Our listeners are able to call in and ask questions. It's very akin to the Larry King Show or any other talk show radio program.

In the radio industry, the broadcast host was a very new piece of equipment that was just released this year. It enabled people to create talk show radio, audio quality with a home phone system.

It allows people, not to talk over the telephone or a headset, but to actually talk over a studio microphone. That means their voice would be of the highest quality.

You now have the ability to create teleseminars with the audio quality of a radio broadcast

Then, it has the controls to really make a very powerful, high quality phone signal. This is crucial because, when you've got callers calling in, they're not talking over a studio microphone.

They're talking over just a regular telephone.

Alex: Understood.

Mike: The Broadcast Host electronically makes it possible for you to talk over the studio microphone, which comes in my gold package, and create teleseminars with the audio quality of a talk show radio broadcast situation.

Alex: Okay, now, let me be fair to everybody so that they understand what I use.

I still don't use the Broadcast Host. You've been twisting my arm on that one. But, I do use the Edirol. I also have a boom mike that is an Audio Technica. Is that what you call it?

Mike: Yes, Audio Technica.

Alex: When I am doing my own recordings, on the phone, I do recordings like that. They go into my audio eBooks.

But, when I'm doing a teleconference, like I am right now, it goes into the Edirol. The Edirol is at www.InternetAudioGuy.com. It's that multi-button machine next to the professional microphone that you see there.

In fact, it's right above the link that says, "Microphones and sound cards."

Audio is so powerful, and you do have a choice of whether to have good quality audio or professional quality

I'm looking at mine right now. It's connected to a USB connection going into my computer, which is nothing more than a cable.

I have Sound Forge, which many of you already know. Then, I have this little connector called "Dynametric," which patches the telephone to the Edirol.

If you like the quality that you've heard so far in the last three months, that's what the Edirol does. The Broadcast Host puts that on steroids and takes it to the next level, and although I don't own it yet, I probably will.

The funny thing about Mike Stewart is, I introduced him to a bunch of my friends: Yanik, Armand, Ken McCarthy and all these guys.

Then, Mike goes to Florida, just as an easygoing guy, a musician, and he walks back with thousands of dollars of orders from some of the best online pitchmen in the world because this equipment is so valuable.

I want everyone to go to www.InternetAudioGuy.com.

Do not buy the equipment just because you need to have it. It's not cheap. It's not expensive, but it's not cheap. Just go there and check it out. Put it on the list of something that you may want to consider.

Make sure that you do not buy it as a distraction or a creative avoidance of doing other things that you need to do. Many of you are just starting online, and you may not even use this until for another three or more months down the line. Others of you may want to get it right away.

I was not your first customer. I was a holdout.

Mike: Oh, yeah, and I understand. This is the process of what I intend to continue to stay on because I'm passionate about it.

I believe that all of us together are proving everyday that audio is so powerful.

My belief is that you've got a choice. You can do good quality audio, or you can do professional. You can do supreme, pristine quality audio.

I will tell you this, when it's on the internet, it's not as critical as when people are listening to it in their car or on a stereo system.

Professional quality audio is even more critical when your message will be listened to on a car radio or stereo system

Alex: That's absolutely correct. That is why I'm bringing this up now because internet is not the only type of audio.

Mike is the de facto standard expert as far as high quality audio that you can listen to in your car, at home on the stereo. That is why I wanted him to be introduced to you.

Contact him. Get to know him.

He also does web work, and he has access to web work. He does CD duplication and all sorts of things with audio business cards.

I want to move on with the curriculum, now, so do you have any final words, Mike? Please, give them your phone number and a few final words.

Mike: Okay. My final words are: I am accessible by phone. I am accessible by email. I've spent my whole life creating as high a quality audio as I could for advertising agencies and for all of my customers.

I realized that the internet was another place that this quality is not quite there, yet. I think that people want to learn how to do high quality audio production for their websites and advertising, especially for audio products.

My first vision was audio eBooks and audio products that would be listened to on high fidelity systems such as a Walkman. That is a high fidelity system.

One of the things that I noticed right off from some of the marketing materials that I purchased was poor quality audio. So, I saw that as an opportunity for me to come in and say, "Look, there is an alternative. You want to make it as best as possible."

That's pretty much my mission.

*Audio
is more
effective
than having
to search a
web page,
so use it
to your
advantage*

My phone number, my cell phone number, and my email are all on my website: www.InternetAudioGuy.com.

Call me. Ask me a question. I want people happy with what I have to show them and what I have to teach them. I don't want somebody to buy something because they think it's cool, and let it sit in the box.

Alex: He does give free advice, folks. So, go ahead and call him. I have him under "resources" in the executive summary: Mike@SoundPages.com.

His phone number is (770) 932-9567.

The reason I am reciting that is because I am using audio, and it's more effective than going to the web page, I think.

Mike, thank you very much.

Mike: Nice to be a part of it.

Alex: Thank you for sharing. Mike and I will be doing Audio Marketing Secrets as a teleconference probably in January or February, taking it even deeper and talking about a few more advanced techniques.

Mike: Alex, I want to let you know that I will be here listening until the end of the call if you need anything else.

Alex: Thank you, because you are doing the back-up audio. Correct?

If something is worth saying, than it is definitely worth recording

Mike: We are still rolling.

Alex: Okay, thank you. By the way, for everyone who is on the call right now, I am doing the audio. Mike is doing the audio. Plus, I have Voice Text doing the audio. They are my bridge line, so I have some back-ups.

I don't want to lose this.

I typically just have one back-up, but if you notice, last time, the audio transcripts took about two weeks.

That is because Tracy Childers, who typically does the audio recording, was not at his primary business location. He was on vacation. I was lucky to have him on the call. We had to remix the first eight minutes because we lost it. So, that's why that took a while.

I apologize for that, but at least we saved it.

It always makes sense to have a back-up. If it's worth saying, if it's worth uttering, if it's worth escaping from your lips, it's definitely worth recording.

Let's move on to www.E-Filtrate.com.

This is a client of mine, Dori Friend. Hands down, case closed, no questions asked, this is the best content checker on the planet.

What a content checker does is it makes sure — it gives you a spam check test to see if your email is going to get through.

She launched this recently. In fact, if you have 1 Shopping Cart, I put her together with Rob Bell, and she actually sold part of her technology to 1 Shopping Cart. She licensed it to them. That's how good it is.

When you go to www.E-Filtrate.com, this is a "shy yes" page.

This is a page that gets your email address. This "shy yes" page is one of the first ever to use an Audio Generator button.

*Don't make
people
scroll to
find your
first audio,
put it
above the
fold in
plain view*

If you go to bottom of the page, you see Dori there, with that kind of funky background. I love that background. It looks like a computer chip.

Then, you see a green button. "Listen to message."

That is a message from Dori Friend. It's very brief. It's there for one, and only one, reason, to get your first name and email address.

If you are on the page right now, type in your first name and then type in your email address. Then, let's go to the next page.

Click "Avoid the 7 deadly mistakes."

If you don't want to type in your name and email address, you can go to www.E-Filtrate.com/salesletter2.html.

In my opinion, this is the single best use, and most complete use of audio of any site on the net. Armand Morin agrees. Dori was invited to one of our Audio Generator calls because of her masterful use of audio.

Let's start at the very top.

These are all touch points, folks. Touch point number one — Do you see it there? Above the fold, you can see it as you get on the website.

If you don't have a website, think about this. When someone comes to your website, let's make sure that above the fold, or in plain view, they will see an audio button of some kind.

Don't let them scroll. Let them see it up there. If you do have a website, do it.

You see where it says, "Listen to a message from Dori." Again, she's saying, "Welcome! You're coming to my digital home." You've seen this. Let's go to the next touch point.

The next touch point is "Rave Review." That's me. I like that picture more than the other ones. Look at the way Dori uses this. I want you to see this website, so you can check out the way she does it. It's awesome. The "Rave Review" looks like a file. Isn't that cool.

Consider using audio when you have a features list as many people will not read those lists

She doesn't use the testimonial in copy. She just says, "Listen to Alex Mandossian of www.TrafficConversionInstitute.com," in a headline format, and in a small font, she gives a brief excerpt from it, "This is what I use exclusively every time I send out a broadcast email. Get it now."

She has my picture and just one audio button — not the three buttons you normally see: Play, Pause and Stop. There is just one.

I am showing you all these different options so that you know there is no good or bad. There just is. Test it, and see what works best for you.

This works really well with her site. She uses the green buttons because she has a green theme. The first touch point is: Listen to message from Dori Friend, at the top. The second is my testimonial.

Now, look at this. Let's keep scrolling down, and look at the genius of this woman. I met her at the Systems Seminar this weekend. I just love her. Look at what she has done.

Scroll down quite a bit, and you are going to see the five part optimization system for E-Filtrate. It is a little box that says, "E-Filtrate email optimization system" She has introduced it to you. Right above this little box, you see that green "Play" button again.

"Listen and hear how simple Dori's email optimization system is." This is a very simple button, folks. But, what a powerful point of contact!

She is giving you the features. If you have a features list, use audio because they may not read the features list.

Then, check this out. Keep scrolling down to feature number one — The Trigger Catcher. There is a message from Dori. "Don't want to read? Listen to it." This is what it says right here on the button. Look at the power of this.

Number two: Rephrase it. "Don't want to read? Listen to it."

Number three: Blacklist Auditor. "Don't want to read? Listen to it."

You can also use audio to tell about your bonus gifts, in order to make them even more enticing

Number four and number five: "Don't want to read? Listen to it."

These are all features of E-Filtrate. It doesn't matter what they do right now, for the purposes of this audio. What matters is, I don't think anyone on this call has ever seen little audio snippets of all the features like these, until now.

She is actually saying, "Hey, you don't want read all this stuff? No problem. If you're audio based, if the modality of choice for you to learn is through audio, just click that button."

Many people do click that.

Following the features, she has students' rave reviews, beginning with one from Debbie Weil. "Listen to Debbie Weil of www.WordBiz.com." Boom. There is an audio button.

Then, listen to Rob Bell, Casey Fisher, Holly Cotter, who is one of our G.A.'s, and finally, Yanik Silver. All of them have audio.

Is this cool or what? There's not even a testimonial. She makes you listen to the testimonial.

Then, she says, "And that's not all" — she's packing on the bonus gifts. Look at this touch point. There is a button right above the bonus gifts.

Why not put audio next to your bonus gifts? She has a bonus gift called, "Filter Breaker."

Then, she has the guarantee touch point with her picture, where she has the 365 day guarantee that she borrowed. Listen to it.

Following her guarantee, she lists the "Five Most Frequently Asked Questions," and then she has an audio recap of what you will receive when you purchase her product. Listen to the recap.

If it sounds like I'm excited, that's because I am because this is a brilliant use of audio. It's almost as if it's permission-based TV. It's not "in your face." It's whatever you want to listen to.

You can use a digital lift letter with audio to capture traffic that would have abandoned your site

You are clicking, and you are choosing what you are going to listen. It's giving you what you want, how you want it, when you want it, in the time that you want it.

Plus, you know what else it's doing? It's selling you. It's putting you in the position to buy.

At the very bottom of the page, take a look right above her P.S. It says, "Listen to the P.S. message." She gives you the P.S., but she gives you the option to listen to it instead. She lets you make the choice.

There is something else I want to call your attention to.

She probably has about a dozen touch points here. It's the most fascinating use of audio I have ever, ever seen. I am proud to be a part of it.

Go to P.P.S., and it says, "After all this, if you still aren't convinced, THEN CLICK HERE." Now, check this out. When you click that link, you see me.

This is called a digital lift letter.

It's an unadvertised rebate offer from me. It says, "Wait! Where are you going? Alex Mandossian here. Turn up your speakers and listen to the offer I'm about to make you."

Then, there is a link. I am pointing to the link, and there are the three Audio Generator buttons below that link.

Again, you can find this at the very, very bottom of the E-Filtrate page. That's www.E-Filtrate.com/salesletter2.html. It has a P.P.S. that says, "After all this, if you are still not convinced, then click here."

You click it, and you get a pop up. It's me.

If you click that link that I'm pointing to, I will mail you back my entire affiliate check, which is 50% of what you pay for E-Filtrate, or whatever upsell that you buy.

Do you know what her visitor value is on this page?

Offering a rebate program for your affiliate commissions is a great way to introduce yourself to new prospects

By the way, I just mentioned this publicly for the first time. One out of three people who click that P.P.S. link and see me pointing to that link do buy from her. In case you are wondering why I am going to send my entire affiliate check to somebody, I want you to think about this.

She is getting traffic. I'm getting a buyer. It's costing me about 90 cents to sign the check, put on a stamp on it and send it. The first piece of mail that customer is getting is a check from me — a person they don't even know.

Can you imagine? Do I have future value there or what?

This is called "The amazing rebate program." I created it recently. It is off the charts, and I am using audio to infiltrate it into the marketplace.

Anyone can do this. If you have an offer and you get traffic, I will do it for you if you want me to. So, check out www.E-Filtrate.com. I am an evangelist of Dori Friend. She has done a fabulous job.

Okay, let's move on to our next case study in our Executive Summary.

Below the link to www.E-Filtrate.com, there is a link to an audio postcard, <http://members.audiogenerator.com/postcards/default.asp?1678597>.

I recommend that you have the PDF version of the summary online right now as you go through this coaching with me. This allows you to just click that link, and you will go to an audio postcard.

The audio postcard is from Audio Generator for a two-part teleclinic series that Jonathan Mizel and I are doing.

This is for everyone who is an information marketer. Last Thursday, we did a free 90 minute teleconference. It was supposed to be 60 minutes. We took it to 90 minutes, over delivery.

We put that call on a phone number, (512) 404-1225. It is a recording of that call with Jonathan Mizel and me. The topic is testing and tracking.

We developed this thing called, "Response Motivators." It's pretty interesting.

When you offer a teleconference, do three of them, and make the first of the three free

Here's the point. On this postcard, I want you to see all the elements I've used to motivate people to go and sign up for the two-part teleconference.

"Click the link to the BLUE right to get the full story." I screwed up the copy. Do you see it there? But, it doesn't matter because I made the word "blue" in upper case and in blue.

I'm using a Pavlovian conditioning, almost like a bell is to red meat to make the dog salivate. My copy is in blue and bold and the link is in blue.

Then, I have this red thing circling it. It's an Audio Generator postcard.

I have a Tommy and Jimmy Dorsey stamp because I figured that would be a nice little play on words, like Mizel and Mandossian. I found a stamp that was almost relevant.

It says, "To take a sneak peek at some of the content we will reveal, call this recording line. (512) 404-1225. You will get an idea of what to expect next week, on Tuesday and Thursday."

This is an audio postcard, folks, and we have made thousands of dollars already from it. Do you know why?

This is a formula. I want everyone to listen to this. It's very simple.

You do three teleconferences. The first one is free. It sells the other two. Those other two are a two-part series. The cost of the other two is chump change, only \$49. I normally charge more for one.

Only \$49, and they are 90 minutes apiece. Or, \$69 if you want the audio transcripts as an upsell.

Use that formula. Do you hear me?

Hold a free teleconference, and make the other two paid teleconferences. No matter what you sell, you can use teleconferences and teleseminars. The freebie go on a phone line. It's there as a tease.

The audio postcard sells the tease, as well as the teleconference.

*You can
take people
directly to
your order
site from
an audio
postcard*

If you click that link, you go to our order page which tells you what the teleconference and the two-part teleclinic series are all about.

I'm clicking that link now, www.CyberWave.com/testing. When you click that link, you go to the sales letter. You can do the exact same thing with your audio postcards.

At the very bottom of this audio postcard, it says, "Click here to find out how audio postcards like this one can boost the selling power of your email communications." What is that "click here?"

That "click here" is my affiliate link.

So, do you see the power of audio postcards? Even if they don't want to hand me \$69 for two teleconferences and the transcripts, they might want the audio postcard which I am demonstrating, so they will click that link.

Use that link as power to increase your income and increase the power of your audio postcards.

The next case study we are going to look at is from a student of ours, Leslie Karsner — www.GoRomance.com/popup.html.

You can see it another way. You can go to www.GoRomance.com, and just wait 15 or 20 seconds to see the most color coordinated delayed pop-up you have ever seen in your life.

Leslie Karsner is a student for this tele-clinic series, and I hope she is in the call. I know she was traveling today.

This is her site. She is a romance coach. She is arguably the nation's number one romance coach, and this pop-up is a very elegant use of Audio Generator.

There are a couple of things happening here. It is permission-based.

It says, "Wait! Listen closely." Then, there is a little horn there, and you can choose to play it.

When you know who your target market is, you can know the appropriate "ask" question to approach them with

When you play it, you will hear Leslie's voice. This is a portal site of hers, so it says, "Before you click to another page, take 20 seconds to receive www.GoRomance.com weekly tips."

You put your first name and email address. Then, look what she's got here.

She's got an "ask" campaign at the opt-in. "What is your single, most important question about heightening romance?" You click that little "Go" heart button because that is her theme.

Do you see the way that works? Look how powerful that is.

You have probably never seen something like this, where you have an "ask" campaign at the opt-in.

Are those valuable opt-ins or what? She is using audio to help drive the message home.

Anyone would be insane not to click that button, because I want to hear what Leslie has to say. You put your first name, email address, and your question if you are visiting this site.

If you read a book that deals with relationships, whether it is by John Gray, Barbara D'Angeles, Dr. Phil or whomever, you are part of the target market that she is going after.

Do people actually give her their first name, email address and their question? You'd better believe it.

What happens when you get 100 or 200 questions that go into your "ask" database? Do you have a teleconference curriculum or what?

Let me see if she is on the line.

Leslie: I'm here.

A delayed pop-up is a great way to get opt-ins, especially when you add audio to the mix

Alex: Oh my gosh. I'm talking about you, and here you are. I want to congratulate you on color coordinating this popup with your shoes.

Tell me, what did you do with this delayed popup? How many opt-ins do you get with this pop-up every single week?

Leslie: Well, as you know, I just arrived home from the System, and I am probably averaging about 150 opt-ins a day.

Alex: How many visitors do you get a day, do you think?

Leslie: I don't know exactly.

Alex: Well, I doubt that you get tens of thousands. I think that you are getting a lot of opt-ins.

Leslie: I think so.

Alex: And, the delay is what? About 10 or 15 seconds?

Leslie: I asked him to put it at about 7 seconds. It might be 7 to 10.

Alex: Well, I get it when I go there. If you have a popup blocker, anyone who is listening, then just allow the popup to come up.

You can go directly to the web page, www.GoRomance.com/popup.html. We have talked about utilizing a delayed pop-up like this one before, but I feel the audio is a very important component worth mentioning now.

What effect do you think audio has on this pop-up?

When prospects hear your voice, it begins building that critical relationship with them

Leslie: Well, especially because we are dealing with romance, we are dealing with the senses, whether it's the sense of touch, taste or smell. With audio, you get to hear someone's voice.

If someone is reading you a love letter they've written, or if someone is reading you an intimate message, it brings so much more impact than if you had just read it yourself.

This is my way of letting them know who I am, and I am really building that relationship so that they begin to trust me.

I am looking to be able to give advice to them and have them come back for more, so I need them to trust me.

Alex: You have a section, "Ask Leslie."

Leslie: I do.

Alex: Are you going to give an audio message back from some of the questions that you get? Don't you think that's a lot more powerful than writing it?

Leslie: Absolutely. I have gotten so many opt-ins from this. My question list is growing. It's amazing. Those questions lead my content.

*Using
an "Ask"
campaign
allows you
to hear the
conversation
in the mind
of your
prospect*

Alex: Those questions lead your content because you know what is on their minds — the conversation in their minds.

Leslie: Right.

Alex: Great job. If anyone has any questions about this, can they contact you?

Leslie: Absolutely.

Alex: Will you give your email address?

Leslie: Leslie@GoRomance.com

Alex: She got a standing ovation at the System when we showed that popup.

It doesn't matter what your topic is. What I am showing you is the psychology of how to capture an opt-in through audio and through the "ask" campaign combo. It's a dynamic duo. It's amazing.

It doesn't matter if you are selling a piece of software, information on how to buy or sell real estate, a special report on head hunting or information on how to become a millionaire mother. It does not matter.

Postcards, traffic conversion, you can use this technique. All you do is put in your face, your product, your topic — then, you're off and running.

I'm using this example simply because it's the only one on the net I know

If you get to the point where you are making just \$34 a day from your site, that is over \$1,000 per month of income

of, and I have been given permission to do it, thanks to Leslie. So, we all have her to thank. It's a very powerful technique.

By the way, she does not get that much traffic. So, to get that many opt-ins a day, can you imagine? Let's say she gets an average of 100 opt-ins a day. There are 365 days in the year.

She just started this campaign, but after one year, just imagine.

I do want to say this because she does worry that she's not making enough money. I tell her, "Just be patient." After one year, she is going to have 36,000 opt-ins, and possibly 15,000 questions or more.

Do you think you can do a lot with that, Leslie? Of course you can.

This is some of the coaching that we did together. Anyone on this call, if you're just starting out with a website, print out 30 days or 31 days on a spreadsheet. On each day, put the number "34."

You will have a box for day one, day two, day three, horizontally, all the way to 30 or 31. Inside each box, put "34."

Do you know what that number represents? \$34.

Each day, mark what you make. If you make \$34 a day, you are going to make over \$1,000 a month. You know what? If you do that, you will be in the top 20 percentile of internet marketers.

If you are selling an eBook each day, you are netting close to \$1,000 a month. That is how you start in this business. Then, it multiplies.

If I stacked one dollar bill on top of another and doubled the width, it wouldn't look very thick. Would it?

If I doubled it again, it would be four dollar bills on top of each other. It still wouldn't look very thick, would it? It's like that when we're starting up.

If I did it again, it would be 8, then 16, then 32, 64 and 128.

*When
starting a
business
online, you
must be
patient —
you will
receive
delayed
gratification*

I showed this demonstration to someone this past conference just to let them see what can happen if you doubled that stack eight times. I asked that person, "What if I did it 50 times? How high would that stack be?"

His answer to me was, "The Empire State Building." That is wrong.

He answered, "A mile." That is wrong.

If I double this stack of dollars 50 times, it would go from sea level on earth to the sun. Do you know what 51 times would be? From sea level on earth to the sun, and then back again.

Can you relate to that? Do you see the power of the compounding effect?

So, if you're not making a whole lot of money right now, don't worry. This is automated. Leslie is going to have more than 35,000 people on her list at the rate she's going, and it is going to geometrically progress.

The power is insane. But, be patient — delayed gratification.

We started this tele-clinic that way. I want to end that way. I really, really mean this. I have a lot of impatient students. I am impatient like anyone else. Please understand that this is a long season, just like baseball.

It's eight months. You are going to learn things after the sixth and seventh month that you may be applying going back to day one. You have the audio transcripts. They are yours. You have two free consultations with me.

So, please take heart. Even if you haven't done one thing so far, it's okay. You do have time.

Okay, onward. www.The-Whole-Truth.com. It's the next case study.

This is my one of my favorite people in the world. I would consider him one of my closest friends. The great Stephen Pierce.

Stephen is a day trader. He sells day trading information. However, Stephen knows how to get a lot of traffic. This website is one of the best written sites I have ever read.

*Even with
just one
audio touch
point, you
can increase
your
website's
pulling
power*

"The Whole Truth" is one of the most widely acquired eBooks on the internet. Plus, it is dirt cheap.

I want you to take a look at the audio on this page because he doesn't have a whole lot of audio. He has a lot of visual evidence. Check it out.

You go to the top, and above the fold, what do you see? "Listen to a personal message from Stephen Pierce."

If there is anything that you are planning to do once you go online, whether it's now or a year from now, you need to have a personal message from you at the top, above the fold.

Do you see it? "Click here now." Then, you see the three Audio Generator buttons right there. You scroll down, and you see checks as evidence.

So, he makes a promise, then he proves it. He makes another promise, and then he proves it. Another promise, then he proves it.

He has decided not to use audio with his testimonials. That is his choice. You don't have to use audio everywhere. But, that one audio button that he does have increased the pulling power of this entire page — just that one "Play" button at the very top.

This is a great example of what the power of audio is because he uses just one button. You don't have to go crazy like I do. I go crazy.

I'm an evangelist when it comes to audio. Can you tell? He just has one button, and it has increased the pulling power of all of his words.

That's all I want to say about www.The-Whole-Truth.com.

Next, if you are going to do an "ask" campaign with one of my landing pages, there are two things you must put on those landing pages.

Let's go to www.AskPaulColligan.com.

You see a picture of him. Paul is the front page guru. He hangs out at Microsoft. He is the man.

When you are doing an ask campaign, do not have links that are going to take them away from your site

I'm doing a joint venture with him right now with everyone who gets Front Page. Front Page 2003, the book, is coming out. It's 1,000 pages.

People are thoroughly confused. So, they come to this page and he sends an email from his list and says, "Hey, what's the single, most important question you have for me about using Front Page more effectively?"

Go to this page and check it out.

When you look at this page, you will see that there are two things you need to put if you are going to use this template. Number one is the copyright, ©2003 Heritage House Publishing, Inc., or next year, 2004.

That is to protect my trademark. This is trademarked. When you use these "ask" pages, put the copyright in very small type as I have done to protect it, that way you do not get in trouble. You can use this template to your heart's content.

Second, you need to acknowledge the designer, Frank, with the line "Direct Response Website By ThatOneWebGuy.com" below the copyright.

The template for the "Ask" campaign is very simple. You are looking at it. You can give it your own look and feel like Paul has done. You have the question there. You have the directions, and then, you have the place where they type the question. "Submit my question" is the button.

What I want to call your attention to on this page is, do you see something on this page that is audio related? Do you see those four words that are very important? "Listen to Paul Colligan."

There is not one link that will take you to any other page on this page, except for "Submit my question."

There is a button for you to listen to Paul. Now, let me tell you how this came to be. I used to have a little link there. If you want to see it, you can go to www.AskAlexMandossian.com. You will see a link, "Click here for Alex's background."

*Make sure
that you
never
distract
your
prospects
from the
objective
that you
want them
to complete*

For about a year and a half, I did that. It gave a pop-up for my background. Well, Audio Generator comes along, and I'm no longer distracting them from sliding down this greased chute, if you will, of getting their question. I want their question.

Do you know that that little link distracted them and kept people from giving me their question?

With Audio Generator, they can type in their question while they are listening to Paul. Does that make sense? So, if you are going to use an "ask" campaign, use Audio Generator exactly like Paul has used it there.

I have many other examples of this. I'm just showing you this because it's a very, very simple example.

Look at what I'm doing here. I get to use the Microsoft logo. Isn't that pretty powerful for an "ask" campaign? They're probably going to rip me off next week. But, there it is.

We are getting the questions. Paul has thousands of questions coming in. He and I are going to have a teleconference later next month.

If you want to learn the inside secrets of using Front Page, it's going to be a free teleconference. I'll let you know when it is.

The final case study is www.StopMarketingMistakes.com.

This is another client of mine. She is a traffic maven. Her name is Shirley Hanson. Now, check this out. This is something that is violating what I've talked about so far, and it is an important case study.

She interviewed seven marketers. I was one of them.

Dan Kennedy, a great marketer and long time direct mail guru, gave her the title to the book which is "\$12,000,000 Worth of Web Marketing Mistakes and Solutions From the Seven Masters of the Web Universe."

What I don't see above the fold is an audio button.

Make sure that your first audio touch point is above the fold, as many more people will listen to it

I personally feel this is a mistake. So, my first piece of feedback to Shirley is going to be, "Let's bring the audio button above the book." Do you see that?

Check out the headline next to the audio button. "Listen to why Dan Kennedy gave this title to the book."

Doesn't that make sense to be above the book instead of underneath the book? Isn't it more relevant above the book? That is what I am going to ask her to do because I think it makes a heck of a lot more sense. And, I think everyone will listen to that audio.

Next, there is a sales letter. Then, she has another testimonial. There is me. Then, you've got Jackie Lange, Joe Vitale.

This is one of the few times I was above Joe Vitale. Joe Vitale is a masterful marketer. I would recommend his stuff. He has Nightingale Conant information.

If you've never heard of Joe, if you haven't seen his stuff, he is a P.T. Barnum biographer. There is a fascinating amount of information about P.T. Barnum and his life. He is also a great copywriter and marketer in his own right.

As you scroll down this page, you see that all of her touch points are audio testimonials. Then, when you "Click here to order now," the order page has an audio message.

Do you know why? Shirley is using the case study that Audio Generator had.

That is the final action step I want you to take. If you have an order page, or when you have an order page, use Audio Generator or something like it to get on the order page.

In fact, we have a special. It's called an SSL Wizard. Don't ask me what it means, but it is a special wizard that will work a secure page without getting a warning.

This is a great order page. On it, you have her voice and then you have your options to order.

*Whether
you use
only one
touch point
or a dozen,
you need
to utilize
audio
on your
website*

You also have the audio message happening in real time.

If you are at all interested in www.StopMarketingMistakes.com, now is the time to get it because, you guessed it, I am going to do a rebate offer with her. So, if you want to get it at half price, you can get it through me, and I will send you my affiliate check.

Once again, why do I do that? It is very effective for you to get a check from me as the first piece of direct mail associated with a product.

I recommend that you do it for others as well. If you have an offer, I'm more than willing to do that with you if you have an affiliate program.

Scroll down her page. You will see that she doesn't have a bunch of audio buttons like I do, but she does have one at her guarantee, which is the "Come-Out-Ahead Lifetime Guarantee." She has an audio button there.

Do you see how, even with my clients, I can't get them to put audio everywhere like I did with Dori Friend?

By the way, at www.MarketingWithPostcards.com, I only have audio at the very top of the page. "Listen to why Bill Gates doesn't read your emails."

However, it's your choice. You can put one message. You can put a dozen.

The point is, you need to have audio on your website, and you need to send audio postcards. You can send a trial postcard to three friends as a result of the link I gave you, <http://members.audiogenerator.com/freepostcard.asp>.

Alright. I do want to remind everyone to, please, start using the discussion forum if you have questions. The discussion forum is at www.Bananah.com.

Get on that forum, because I am giving messages to folks. If you're not there with an email address inside that forum, you're not getting my messages. I do give messages only for people inside that forum.

Why do I have that forum? It saves me time. It saves others time. We can have people answering questions that way.

*Be sure to
share your
wisdom
and your
questions at
our online
forum —
Bananah.com*

Some people have been asking questions and have not been getting answers. Please, if you do have an answer, then, by all means, share it.

I'm not the only one who is going to give answers.

That is your forum that is there. I've aggregated. You can use it. So, that's www.Bananah.com, compliments of Rick Raddatz.

At this point, we are not even halfway done with this teleclinic series.

We are going to have a photo album with everyone's name, their face and their background. You are going to get an 800 number with a pin code, which is my Audio Generator account, to give your audio logo so everyone can network with each other.

It's been three months, and it's time. I want everyone to network for the next four months, or eternity. I will have that up as long as we are all alive.

So, send in your pictures and send in what you do. Send in what you're good at. Send in why you're taking this course. Those were the three questions that we were going to answer.

Send that information to Frank at Frank@AccessCafe.net. Attach a JPEG picture of yourself. If you don't have one, take a picture, scan it at Kinko's and then save it as a JPEG so you can email it.

If Frank has not been getting back to you, or if Ken Machen hasn't been getting back to you, email me because I will get you a webmaster. You've already got Mike Stewart as well.

Webmasters are tough to come by because they are trading dollars for hours.

If their time is being taken up by other folks, sometimes they can't get back to you. I apologize on their behalf. They cannot help it because there are over 24 people on this call.

So, contact me and I will get you in touch with a good webmaster, or you can find one as well. I can tell you what questions to ask.

Even if you do not have photos, audio can give your words greater pulling power

Okay. I am going to open up the lines. Any questions?

John: Alex, can you be successful with audio even if you don't have the people's pictures?

I just felt it was too intrusive to ask people to provide their faces in an area where it's confidential or a bit awkward for them to present themselves.

Alex: Yes, indeed. John, I have a joint venture proposal for you.

John: What's that?

Alex: No pictures, just audio. I have the domain name. Are you ready? www.AudioResumes.com. What is the chance of someone getting hired if they see a resume online versus hearing that person's voice?

Do you think that would be a service that someone would be willing to pay \$10 for every update? I do.

When you're ready, I'm ready. Let's do it. www.AudioResumes.com.

You have the contacts. I don't. But, I can put it together. I have the domain name. We can make it happen, big time. I'm very excited about that, and I'm so glad you brought that up. It's almost like you set me up for that question.

Everyone, imagine if you had a resume submission service, reading the words versus listening. What do you think the hiring agent wants to do? Do you think they want to listen? How about if they have a visual resume, and then they have the audio right next to it? It's very powerful.

What do you say, John? Will you contact me on that?

Build your contact list through this teleclinic and our forum so you will know who to contact for your questions

John: Yes. Do you want me to call you?

Alex: I'll call you later this week.

Holly: We've been talking a lot about audios, and I noticed that on the Big Seminar website that Armand also used video testimonials. Will you be talking about that at all during the teleclinic?

Alex: I will if there is a demand for it.

Holly: I would be very curious to find out how to do video testimonials and get them on the website.

Alex: You can reverse engineer it from Armand's site. Talk to Mike Stewart about that. He will lead you down the path.

You know Armand. You can talk to him as well.

Holly: I know Armand, and I know Mike.

Alex: I am a technophobe. I have no idea how it works. I just know what should happen. I don't have any idea of the technology behind it. So, I recommend that you speak with one of them.

Let me see if we still have one person with us. Lorrie, are you on the line?

The audio technology is cutting edge, take advantage of that, and be a powerhouse on the net

Lorrie: I am.

Alex: Lorrie is our newest copywriter. If you want copy, I don't know if I've given Jenny Hamby's name out yet, but Lorrie is going to be one of the copywriters I am going to recommend.

She writes copy for many online marketers, Tom Antion being one. She also writes for the great Mark Victor Hansen.

If you want to hire Lorrie for your own web work, you can contact her at (818) 508-1108 or the email address is: Lorrie@Red-Hot-Copy.com.

Let me tell everyone why Lorrie is on this call.

She does not have the same experience with audio that I do, and if I am going to recommend a copywriter, audio has to be part of that mix. So, I wanted her to listen in on this call and get the audio transcript.

Now, she will be up to speed with audio.

You will never hear another audio online curriculum like you have heard the past two hours, ever. This is cutting edge. This is six months or one year ahead of everyone else. It's five years ahead of England.

By Lorrie listening to this call, she is right there with you, so that the words and the audio will go hand-in-hand.

You must have audio online and that is why I had her come on this call.

Thank you, Lorrie, for staying on so long.

Lorrie: Thank you. I learned a ton. I just wanted to say, I was at the System Seminar with Alex, and there were millionaires in the room and on stage. Everyone of them just got the "aha" moment when they finally got it.

Every single one of them is going to put audio on their site. I was a holdout myself. Now, I can't wait to get it hooked up.

If you ask specific questions, you will get specific answers

Alex:

Okay, that's a wrap. We'll see you in about a month. Look for the emails coming in. Look for the swipe files. Let's keep going.

If you are stuck in any way, email me.

Please, make sure that your question is nice and specific, versus "What do I do?" And, we will get you out of it. I totally understand, and we will make it happen.

Good night, everyone. Have a great, great week.