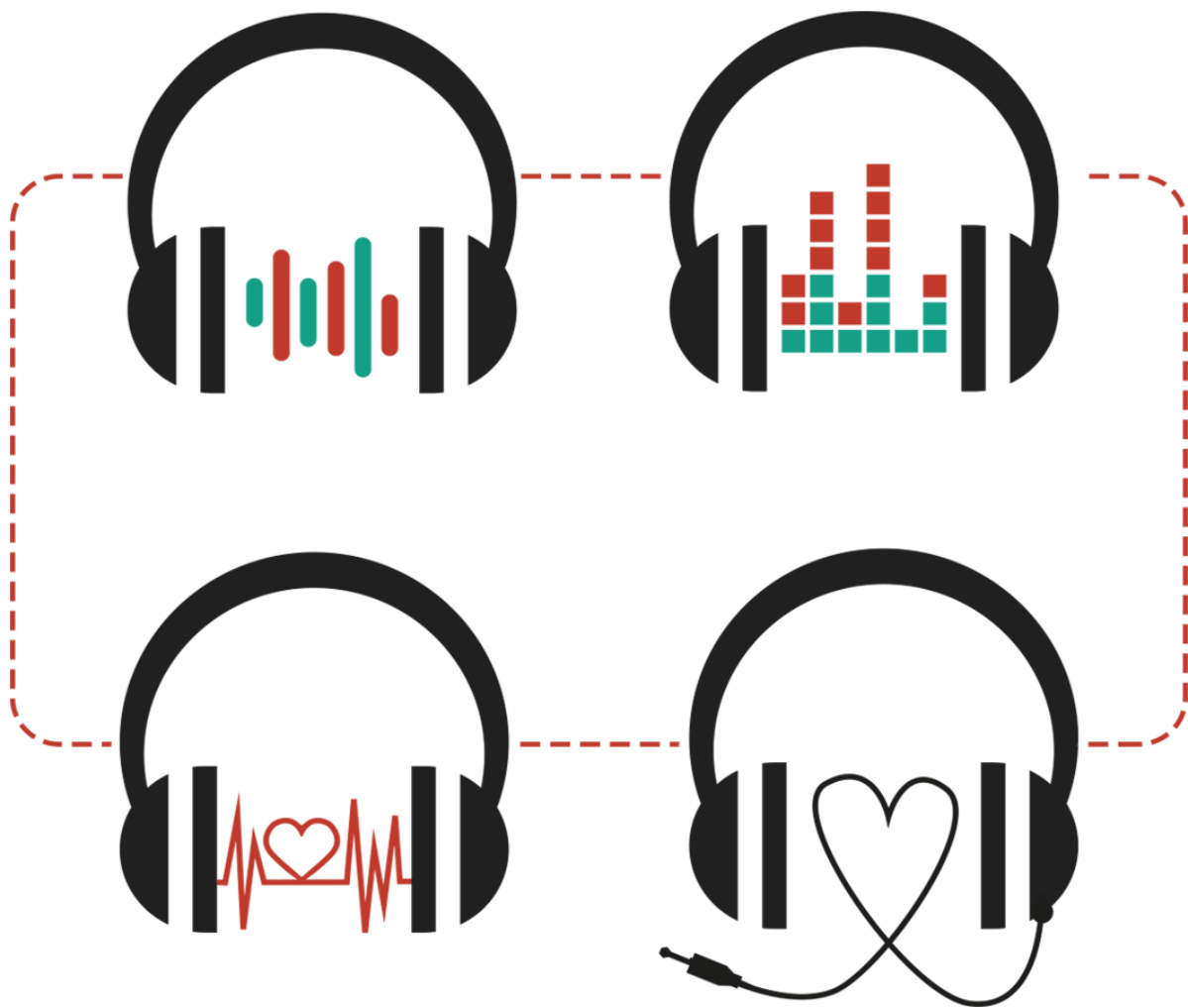


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# AUDIO MARKET ABUNDANCE

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**CREATE AUDIO PRODUCTS  
THAT PUT YOUR COMPETITION TO SHAME**

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# **Foreword**

Audio products is another online marketing tool that can be successfully used to reach in the intended target audience and will eventually be able to make its presence felt for the particular business endeavor is the audio product chosen is compatible and effective. Get all the info you need here.

# **Audio Market Abundance**

Create Audio Products That Put Your Competition To Shame

# **Chapter 1:**

## **Audio Product Basics**

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### **Synopsis**

The features of an audio product style of presentation may include some of the following features:

## **The Basics**

Using the audio style of presentation in some ways ensure the customer's base develops an association with the particular sound to the business entity such as a jingle or audible tag line.

Unlike the visual effects this audio style can be featured into a broader spectrum of receptions. The individual's senses are subconsciously absorbing and replaying the audio presentation and this is advantageous for the internet marketer in keeping the product, service or business entity foremost in mind.

Embedding streaming audio on the intended website is equally important and choosing a competitive streaming audio server is necessary to create the desired impact.

Ensuring the streaming audio server has the highest quality output should be the priority. This is to ensure good quality output sounds dominate the site's message content so that the prospect will be able to get a sense of the full impact of the idea behind the campaign.

Having a suitable and pleasant sound being played on the screen while the prospect is navigating through a site will definitely have some effect on the entire process which should mostly be made to garner positive results.

Though this may not translate to an immediate sale it will have the residual effects that would ideally contribute to this positive end.

Therefore having the advantage of the audio tool to be used as a complimenting element to any web design would be good to consider for its evident benefits.

## **Chapter 2:**

### **Choose A Subject**

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#### **Synopsis**

Subject material chosen as a promotional tool or a descriptive tool needs to be done with care as this will be the material that enables the prospect to get an idea of what is being promoted at the site.



## **What Will It Be**

The following are some tips that can be used as a guideline for the purpose of choosing the best subject and corresponding audio tool:

Careful consideration should be given to the topic or subject that the presentation is going to be based upon. Deciding on the demographics that is going to be the target of the subject is also important and should be part of the consideration exercise.

If this is not done properly, even the best designed subject matter will not be effective nor cause any positive impact on those who have little or no interest in the subject.

The event and venue where the subject is to be present is also another important aspect to consider in the designing phase. Formal and informal settings and atmospheres play a pivotal role in how the entire exercise will be received when it unfolds.

When choosing the subject to design the style of the audio to be used as an accompanying effect will also be viewed by the receiver with a certain amount of critical acclaim, therefore making the match as complimentary as possible will encourage positive comments and reception.

Content and format styles should also be part of the consideration process. Conducting a comprehensive research campaign to understand what the general interests are, will facilitate the choice making process easily and functionally.

Subject choice can then be made to ensure that the interest of the receiving masses will be met adequately and the attraction to the site will be optimized. Without the research done the subject chosen may not reflect the interest of the masses thus possibly making all efforts wasteful.

## **Chapter 3:**

# **Prepare Your Script**

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### **Synopsis**

When embarking on the exercise of writing for audio with a scripts base the individual needs to be aware of certain contributing factors that will either make the presentation a sensational success or a sensational failure. Armed with a good amount of understanding and knowledge the former scenario should be easy to accomplish.

## **Scripting**

The following are some elements to consider when designing the scripts with audio accompaniments or in audio style:

Presentations for written style and audio style are different in a significant number of ways. By observing how the speech patterns of people one will be able to easily identify the difference. Some of these observed may include the use of shorter sentences, slangs, contractions, simple words and many other subtle yet significant adaptations.

Making the effort to build a solid connection that creates a bond even if it is for a few uninterrupted minutes is very important. The window of opportunity is usually very small so making as impact on the senses as quickly and profoundly as possible will help. Use terms like “we and our” to keep the connection more personal in nature.

The design of the audio script should ideally be kept short and self contained. Using long sentences or message presentation will only distract the prospect and might even bore the target audience even before the gist of what is intended gets across. Also the rhythm of the presentation should flow well and not cause any jarring shocks to the listener.

Inserting some pockets of silence may also be a rather good idea as this will allow the prospect to digest the information before the next piece is meted out.

This also helps the designer to have the required space within the material to make adjustments and facilitate any editing requirements that is deemed necessary for the overall optimization of the presented matter.

## **Chapter 4:**

# **Choose A Recording Program**

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### **Synopsis**

As the online marketing arena is a very competitive one, choosing the right tool to make the site phenomenally visible should be the focus, thus making calculated decisions of both tool choice and design choice are pivotal.

Staying effective and attention grabbing is not only necessary; it is also what will transfer this attention into participative action that will eventually generate revenue earned.

## **The Program**

Audio marketing is fact gaining popularity in the online internet marketing platform for its effectiveness and innovative ways of presenting and attention grabbing style.

This is also becoming a popular tool as it varies from the norm where the long tried and true methods are still being used and in some cases over used.

When choosing a recording program certain elements should ideally be taken into consideration and below are just some of the more important ones:

Software – this need not be flashy or expensive but should be geared toward getting the message across in an interesting and attention grabbing style.

There are several programs currently available in the market and viewing a few to make a complimenting match to the needs of the prospect to the material presented will ensure both parties gain something from the experience.

The presentation chosen should be tasteful with the appropriate images to ensure no segments of the viewing masses are offended in anyway.

Ensuring the sound quality that is incorporated into the recording program is clear and distinct is very important. The immediate reaction of the viewer to a recording program that is fuzzy or unclear in anyway would be to stop listening or viewing the recording material. This is the worst possible reaction and everything should be done to ensure this does not happen.

All efforts in terms of cost incurred, time consumed and energy spent would come to naught if this is not carefully considered and diligently avoided.

# **Chapter 5:**

## **Best Recording Tips**

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### **Synopsis**

Although there are a few individuals who are willing to splurge on outside assistance in the area of recoding expertise most by far diy the whole exercise to basically cut down on cost and also to ensure total autonomy of the content design.



## **Some Tips**

Here are some ways to concentrate on when trying to churn the best recording presentations:

Perhaps starting with the most basic, would be not to try and save on the microphone quality that is being used for the exercise. Starting out on the right note with a good and reliable condenser microphone that can effectively capture vocal and acoustics is worth the investment every time.

There are many versions of what is good and suitable and armed with a little knowledge and perhaps even some expert advice a suitable choice can be made.

Skimping of audio cables is never a good idea and should even be an option worth considering. If good quality audio cables are not part of the equation then the material presented will often be plagued with phantom noises, crackles, pops and intermittent connection from the environment around the recording exercise.

Using multiple monitoring methods is also recommended when mixing and playing around with the material content to design the best presentation.

Investing in a good set of headphones that is neutral will help greatly and ensure the quality and color of the system is pleasant and clear.

All these are technical elements that ideally contribute to a better recording presentation but there are also other non technical aspects that the individual should consider. The recording style chosen should also reflect well or compliment the material being designed to promote the online endeavor on all levels.

This is an important factor as the end desired outcome for most is the eventual revenue earned from a successful recording production.

# **Chapter 6:**

## **Decide How Your Product Will Be Distributed**

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### **Synopsis**

Deciding how the product will be distributed includes some thought on various connective aspects. This has to be done before a collective decision can be made on the best way to get the product noticed through the chosen distribution methods.

## **How Will You Get It Out There**

Marketing strategies where thought is given to how to create a platform where the intended product stands out from the rest is important as it will also eventually affect the style of distribution required for its ensured success.

Brainstorming with those more knowledgeable can bring about some surprising and unanticipated feedbacks that most times prove useful to reaching the end results in a positive fashion.

Positioning the product for the intention of tapping successfully into the target market is also important. This would require the affiliate tools to be included in the equation to optimize product awareness.

This optimization will also contribute to the need to address the distribution system chosen. In doing so the costing aspect of the entire exercise comes into play.

Elements such as advertising message projection and target market identification, how the positioning is going to effect the distribution and where are the target distribution going to be focused on.

Distributing the product according to the demographics of the target audience is one way of ensuring the product awareness is achieved. Doing some research to acquire a more comprehensive idea of how and where the competitions are targeting their distribution and on who the focuses are will

enable the individual to make decisions regarding their own distribution plans.

The distribution methods and targets should also be decided with some input from the financial standpoint as this will affect the overall revenue earned.

Being able to tap into as many platforms as possible, for different types of distribution methods will also greatly benefit the product awareness campaign.

# **Chapter 7:**

## **What You Need For Your Product Launch**

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### **Synopsis**

Ideally launches should be done only when the relevant information do how to successfully do so is well and truly understood.

## **Launching**

Within the exercise of planning the launch, the element of how well the product is going to be received should have already been researched and consequently the best launching style should be identified and designed based on this information.

The potential impact should be been as accessed, revenue potential calculated in details with allowances given for unforeseen developments and any other points that may in any way affect the effectiveness of the launch exercise and its desired outcome.

Ensuring the server and web hosting the product has taken all the relevant precautions to ensure there are no elements that could possibly cause a crash is well worth exploring.

Without this proper and comprehensive study done the possibility of a crash is present, especially if the design content is overwhelming in nature.

Identifying and contacting the affiliates that would most suit the product launch is also something to look into. The compatibility issue must be addressed as without compatibility the affiliate would not prove to be beneficial in any way.

Being able to pick affiliates who have an interest in being aligned with the product or are interested in actually actively promoting it will be an added benefit to the exposure of the product.

Providing the relevant promotional tools to encourage the affiliates to promote the product is also useful. If the product launch is going to be made as easy as possible for the affiliates the individual should ideally make it less problematic for the potential affiliates by doing all the necessary promotional content needed for the product awareness campaign.



## **Wrapping Up**

With a sound understanding of the various aspects involved in an ideal product launch the percentage of failing or having a dismal showing will be greatly decreased.

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