



“Here’s How You Can Save Hundreds Of Dollars A Year And Still Have The Personal Touch Of Audio On Your Website!”

Introducing a complete guide to website audio recording and the tools you need to get started today!

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What you will learn in this report:

Audio Recording

- **Audio Recording Components**
- **How To.....**
- **Sound Effects**
- **Tele – Recording**
- **How To....**

5 Marketing Techniques

- **Use Audio Player Pro on you website to introduce yourself and your website.**
- **Use Audio Player Pro to describe your product.**

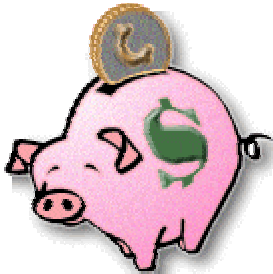


- **Use Audio Player Pro for audio testimonials**
- **Use Audio Player Pro to give your subscriber base an audio message**
- **Use Audio Player Pro as a pop up on your website.**

Let's get started....

Sound on your website has never been easier!

Don't Break Open the Piggy Bank! Take Advantage of Our Simple Methods of Recording Audio on Your Website and Keep Your Money in Your Pocket!



Before we get started on the easy and inexpensive steps to putting audio on Your website, will you do me a favor? Think of a song that you really like. Hey, nobody's around, so go ahead and sing a few lyrics!

Now, here's the fun part! Do You remember what the singer looks like? Also, if it's a song from the last twenty years, you are likely to remember the video, correct?

Picture this:

A third grade kid in 1984 sitting in class daydreaming while he's supposed to be reading. He's got two songs constantly running through his head...

"Jump by Van Halen and "Beat It" by Michael Jackson.

The kid can visualize the cool red jacket that Michael is wearing and can see Eddie Van Halen playing that awesome red guitar with black and white stripes on it! He knows every lyric and every beat and the kid is constantly tapping his feet.



However, he doesn't fair to well with his teacher when she catches him staring off into space! O'kay, I'll admit it, I was that third grader!

And I had a hard time just reading...

It's not that I couldn't, it's just that I learned better when sight and sound were incorporated. Can you relate?

O'kay, it's 2003 and I am sitting in my office chair staring at a computer screen and once again I start drifting into a daydream when it hits me like a ton of bricks! I notice a button on a website.

I click on it and start hearing this guy's voice. Wow! was my initial reaction. He started educating me about his website and products. Needless to say, I was no longer daydreaming!

It had the same effect on me as those old songs and videos.

If audio on a website could do that to me, imagine what it can do for you and your business!

After reading these statistics, learn how you can have sound on your website for pennies on the dollar!

- People remember only 10% of what they read
 - People remember only 20% of what they hear
 - But people remember 50% of what they both read and hear!
 - And it is found that audio increases the web site viewers attention span by 45%
 - Almost 80% of web users have audio!!!!!!
-

Despite what many people may think, audio on a website can be affordable and it's easy to do!!!

Today we're going to discuss the basics. The products that got me going and will also put you on the right path. Here are 3 suggestions:

Total Recorder

<http://www.totalrecorder.com>

Total Recorder is a Simple but Powerful recording tool. "Total Recorder records streaming audio directly from systems like Real Player, Windows Media Player,



QuickTime and WinAmp. It can also record from cassette tapes, LPs, DVDs, CDs or through a microphone connected to your PC. The resulting recordings may be save as wav, mp3 or Ogg Vorbis audio files. The recordings may then be copied to a CD using a standard CD burner and associated software."

"The Standard Edition has all of the recording functionality that allows users to record streaming audio or to record from cassettes, LPs, DVDs, CDs or through a microphone. It also has a built-in scheduler that allows for the scheduling of automated recordings."

Dynamic Uni-Direcitional microphone at Radio Shack:
<http://www.radioshack.com>

With Total Recorder and a Microphone, you're able to create tons of audios.

But there's just one problem! How are people going to hear you? Thanks to Audio Player Pro, anyone can put audio on their website with just their microphone and computer.

And the best part ...It's crystal clear and super affordable!

That's right, anyone with a microphone and computer can use this product. It's so easy...A Child Could Do It."

There are lots of companies that perform phone-to-web services but there are a few catches that you need to know about.

Let's compare the sound quality and look at the facts:

[Audio Player Pro](#) produces a code that will call on the viewer's default player and they are able to hear your recording with ease. Whether it be Windows Media Player, Real Player, Quicktime ,or whatever it may be, the visitor will always be able to hear you! Since most Phone-to-Web and other Web Audio products rely on Flash technology, many viewers get left out.

Plus, Phone-to-Web audio will cost you close to \$300.00 a year. In fact, most companies charge you more after the costly toll fees. And you lose your audio files should you decide to leave the monthly fee audio companies!

You are basically renting your audio...

\$30.00 a month price plus the expensive toll fees! Why pay for lesser quality and control? Don't get cheated out of your hard earned money!

Don't get me wrong, some of these services and products are very good. But who wants to pay hundreds of dollars a year for a service you can get for next to



nothing? Remember, if you ever decide to leave their service, they keep your audios.

So let's recap the information that we've discussed....

- Total Recorder is a program that when used in conjunction with a microphone will help you create audio files.
- [Audio Player Pro](#) is a program that will create a code that will work in conjunction with the audio file. You paste it onto your html document

Once you upload the file to your server, you're done!

Sound Effects can really add some spark to your audio!



Let me show you a couple of examples.

<http://www.freeaudioclips.com/>

Also, be sure to check out Anvil Studio....

<http://www.anvilstudio.com/>

Anvil Studio " is a free Windows 95/98/ME/NT/2000/XP program designed for people who want to: record music with MIDI and Audio equipment, compose music for MIDI and Audio equipment, Sequence music with MIDI equipment, or play with music using a computer and sound card. With the free version, you can create an unlimited number of MIDI tracks, and a one-minute audio track. With the \$19 optional Multi-Audio accessory, you can record and real-time mix up to 8 sixty-minute audio tracks.



Before we go any further be sure to check out the following two links below:

<http://www.jasonblackston.com>

<http://www.writingmadeeasy.com>

You will notice a few things:

- *Your Default Player Opened Up
- *There was text below the Default Player
- *You Heard the Audio

These sites are great examples of how easy it is to have sound on your website!

Here's a refresher....

- Using software like Total Recorder and a microphone, you can record your audio files.
- Place in sound effects to add that spark.. (optional)
- Enter your information into Audio Player Pro
- Paste the generated code onto your html document

Upload your audio file to your server and now your in business!

Alright, now that you understand the basics of recording let's take the next step....
Tele-Recording

Each state has different rules for recording any type of telephone call. So you may want to check that out if you plan on doing any tele-recording.

Many people want a way to record teleconferences and telephone interviews. Let's face it, if you are on an important call where there is a ton of information, it is nearly impossible to remember everything!

Plus, trying to take notes is a difficult task! You need a way to record the call so that you can listen again later.

This way you will always be able to go back if you missed anything.

So how is it done?



Since you already have a program like Total Recorder, you are two steps away from making it happen.

All you need is a headset Wireless Phone Recording Controller from Radio Shack.

You can get a nice headset at Best Buy for around 24.99. [Click Here](#)

You can also find them at a variety of stores like Radio Shack, Office Depot, Staples, etc.

Next, is the Wireless Phone Recording Controller. You can find it at this link or at your local Radio Shack. [Click Here](#)

Here's how you do it.

- Utilize a cordless phone
- Plug one end of the wireless controller into your wireless phone.
- Plug the line on the other end into your PC
- Plug your headset line into the "plugin" on your wireless controller.
- Turn it on.

Finally, make sure your recording program like Total Recorder is turned on and you are recording.

Your phone and wireless phone recording controller will perform just like your microphone! You will be recording like a pro!

Simple, Easy, and Effective! You now have the knowledge to record audio and put it on your site! Either a microphone or a telephone makes no difference to you, because you are armed with the knowledge!

And just think, now if you want to upload an interview or teleseminar to your site, you can easily perform the task! Don't delay! Take advantage of this information and get to putting audio on your website today!

5 Marketing Techniques

1. Use Audio Player Pro on you website to introduce yourself and your website.

We did this at [Audio Player Pro](#) near the top. This is great way to personalize your site. You can connect with the read when you can speak to them about your website. This works great if you can ad a picture of yourself also.



2. Use Audio Player Pro to describe your product.

Again we used this on [Audio Player Pro](#) in conjunction with a picture of the software and text to explain how the software works. Using audio, pictures and text are 3 great ways to make sure all visitors to your site understand your product.

3. Use Audio Player Pro for audio testimonials

Another incredible way to use the Audio Player Pro is as a testimonial. You can use an audio testimonial or have text along side it. Put up a picture with the testimonial to if you have one. Those three components can be a powerful combination here as well.

4. Use Audio Player Pro to give your subscriber base an audio message.

You can send an e-mail message to your customers or subscriber list letting them know you have an audio message waiting for them. Example [Audio Message](#) So instead of writing what you wanted to share with them, just say it and use the Audio Player Pro to tell them on a page.

5. Use Audio Player Pro as a pop up on your website.

One last effective tool for using the Audio Player Pro can be in the form of a pop up. It can be used as an entry pop up or an exit pop. You will be able to give a special message to the visitors that will draw them back to your website. [Click Here for Example](#)

Now You Know How You Can Save Hundreds Of Dollars A Year And Still Have The Personal Touch Of Audio On Your Website!" If you have any questions, please contact me. I look forward to hearing your website!

Jason Blackston
<mailto:support@audioplayerpro.com>



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