



**e-book**

**by**

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[www.audioplayerpro.com](http://www.audioplayerpro.com)

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<http://www.audioplayerpro.com>

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## Special Unadvertised Bonus

As an added bonus, we have included a link to the hot selling e-book, [Writing Made Easy](#). Be sure to pick up your Free Copy of Chapter 1 today!

\* Great for Students, Webmasters, Business Professionals, and anyone who wants to master writing!

In our experience on the web, we have come to discover two major components that separates those that achieve from those wishing to achieve.....

Good Copy and Audio

Audio Player Pro and Writing Made Easy will give you the advantage that you've been looking for!

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## **Part I – Audio Recording**

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

## **Part II - 5 Marketing Techniques to help you get the most out of Audio Player Pro.**

- ✓ **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.**

## **Part III - Innovations in Web Site Audio.**

## Part I – Audio Recording

Sound on your web site 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, please 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....

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.

He can visualize the cool red jacket that Michael has on 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! Okay, 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.

Okay, 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! He started educating me about his site and products. Needless to say, I was no longer daydreaming!

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

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

More important news.....

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**\*\*\*After reading these statistics, learn how You can have sound on your site for pennies on the dollar!**

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- \* 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 and growing!

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

Here are the basics. The products that got me going and will get you on the right path. Here are 3 things to start with:

\*Total Recorder for \$11.95:  
<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 saved 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 for \$29.99: <http://www.radioshack.com>

With Total Recorder and a Microphone You're able to create tons of audios!!!!!!!

But there's 1 problem! How are people going to hear you? Well, there are many services out there that will charge you a monthly fee to host your audios.

Don't get me wrong. Some of these services and products are very good. But many of us needed a more inexpensive solution and want full control over our audios.

There's also 1 time fee products that are good but can reach deeply into your pockets!

That's why we decided to create the Audio Player Pro.

\*Audio Player Pro:  
<http://www.audioplayerpro.com>

Audio Player Pro creates a code that enables the viewers default player. They are able to hear the recordings you have created with ease.

So let's recap the information 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 doc.

Once you upload the file, you're done!

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Oh, while I am thinking about it, let me mention Sound Forge Studio 6.0. This is a nice product.

Sound Forge Studio 6.0 is similar to Total Recorder in the sense that it enables you to record. But Sound Forge Studio 6.0 brings a lot more to the table when it comes to all the bells and whistles.

I guess I could compare it to traveling across the country in a stripped down Nissan Sentra or riding in a loaded down Cadillac!

Their both going to get you there, but what would be the better ride for the long haul??

Now, I am not discouraging you from getting Total Recorder but I would be doing you a disservice if I did not make you aware of Sound Forge Studio 6.0 and what it has to offer.

You can get it online for 69.00 at their website.

[Click Here](#)

You can really liven up your recordings, etc. using over 30 digital audio effects and processes, including 1001 Sound Effects that come with Sound Forge Studio 6.0.



Sound Effects can really add some spark to your audio!  
Let me show you a couple of examples.

Here are 2 sites where you can hear examples:

<http://www.writingmadeeasy.com>

<http://www.howtostartabusinessforkids.com>

Once you push play on the default player, you will begin to hear the audio. First, you will notice the sound effects. Pretty cool! Those clips really liven up the introduction don't they?

That's the great thing about Sound Forge Studio 6.0, you can do the same thing!

You want more? Great! Here is a site where you can find Free audio clips!

<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.

Now getting back to those two website examples:

<http://www.writingmadeeasy.com>

<http://www.howtostartabusinessforkids.com>

You should have noticed some things:

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

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

Here's a refresher....

- \*Take Sound Forge Studio 6.0 and a microphone and record your audio files.
- \*Place in any of the 1001 sound effects to add that spark.. (optional)
- \*Enter your information into Audio Player Pro software
- \*Push generate code
- \*Copy and paste the generated code onto your html document

Upload your file and now your in business!

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

### **Tele-Recording**

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**\*Before I go any further, I want to mention that 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 you can listen again later.

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

So how's it done?

Since you already have either a program like Sound Forge Studio 6.0 or 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.

Here's a link,

[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.

[Link to Recording Control at Radio Shack](#)

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 Total Recorder or Sound Forge Studio 6.0 are 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 site today!

## **Part II - 5 Marketing Techniques to help you get the most out of Audio Player Pro.**

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

We did this on <http://www.audioplayerpro.com> up at the top. This is great way to personalize your site. You can connect with the reader when you can speak to them about your website. This works great if you can ad a picture of yourself too. Its called humanizing your digital enterprise.

2. Use Audio Player Pro to describe your product.

Again we used this on <http://www.audioplayerpro.com> 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 with 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 at:

[Audio Message](#)

Then instead of writing what you wanted to share with them say it and use the Audio Player Pro to tell it on this message 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 into your website.

## Part III - Innovations in Web Site Audio

### **If you are ready to take your website audio to the next level...**

We have a few new innovations for you to check out!

“Flash Audio Technology has been around a long time. Up until recently, Flash Audio has been limited to more sophisticated computer systems. The streaming quality was bad...it took forever to load and was hard to learn for an average person to use on their website.”

“That has dramatically changed...

Thanks to [Talking Website Generator](#), anyone can stream web audio quickly and easily.... with just their microphone and computer.

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

Anyone with a microphone and computer can use this. It's so easy...A Ten Year Old Can Do It.”

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

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

Talking Website Generator sound quality is better than Phone-to-Web technology. The software speaks for itself.

Phone-to-Web audio will cost you at least \$297.00 a year. In fact... most companies charge more after they "get you" with the costly toll fees.

You lose your audio files should you decide to leave the monthly fee audio companies

You are basically renting your audio.

Do the math...\$30.00 a month price+ expensive toll fees...lesser quality and control  
...Using phone-to-web audio just doesn't add up."

If you are looking to take it to the next level, then Talking Website Generator is a nice alternative. [Click Here to Find Out More About Talking Website Generator](#)

**But wait! We have information about the competitors product talked about above so keep reading and decide for your self....**

Brand New Technology Makes Websites Talk

[Click here to retrieve a special postcard we made for you](#)

In 1895, Guglielmo Marconi invented the radio by sending the first talking signal in Italy. And by 1899, he transmitted a talking signal across the English Channel.

Two years later, the Italian inventor sent the first transatlantic talking message from England to New Foundland.

This marked the birth of voice communication and made a huge impact on trade and commerce.

\* \* \* FAST-FORWARD 101 YEARS \* \* \*

About a month ago, my colleague and good friend, Armand Morin hooked-up with former Microsoft employee, Rick Raddatz to develop a brand new online technology that has even more commercial potential than the radio!

I know this sounds crazy. But when I visited Armand's Website, his FREE TRIAL DEMO made a believer out me.

That's why I'm writing you today.

I hope you decide to click the link below to hear for yourself what I'm talking about

before any of your competitors do ;-)

[Click Here](#)

Let me know what you think! If you're like me, you'll probably agree that this is an incredible communication innovation.

**Other useful resources (advanced users)**

To Learn more about using this new technology called flash audio

[Click Here](#)

Flash discussion forum

[Access Forum](#)

Now that you know how to utilize audio on your website, we look forward to hearing you soon! If you have any questions or concerns, please be sure to send us an email at:

<mailto:info@audioplayerpro.com>

Best of Success!

Jason Blackston & Jeremy Gossman

<http://www.audioplayerpro.com>