

“Easy Auction Audio!”

By Karol Gajda

**This is a free eBook, but certain conditions
apply**

- **Please do not change the contents herein.**
- **Please feel free to give this eBook away or direct people to download it from <http://www.easyauctionaudio.com>.**

Introduction

Hello and welcome!

Adding audio to your online auctions is a great way to increase your final bids and make your auctions stand out from the crowd.

Until now, however, the only easy way to add audio to your auctions would cost you anywhere from \$29.95/month to a \$97 one time fee.

I hope you use this simple 4 minute video tutorial to add audio to your auctions (and/or web pages) and boost your income into the stratosphere!

Success to you!

Karol Gajda

<http://www.AuctionSuccessGuide.com> – Don't forget to sign up for my **FREE 16 Day eBay Course!**

Step 1

View the **Easy Auction Audio** Flash video here:

<http://www.easyauctionaudio.com/dlnow34j/index.html>

You must have Flash installed to view the video. To install the latest version of Flash for free, please click here:

http://www.macromedia.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash

Step 2

Download the AudioCode.txt file here:

<http://www.easyauctionaudio.com/dlnow34j/AudioCode.txt>

Step 3

Here is a quick rundown of what the video in Step 1 explained...

- ✓ Open Sound Recorder.
Click on Start > Programs > Accessories > Entertainment > Sound Recorder
- ✓ Record your sound file using Sound Recorder and save it as a .wav to your computer.
- ✓ Upload your .wav file to your Web site.
- ✓ Copy the single line of code in the AudioCode.txt file.
- ✓ Paste the single line of code into your auction. Edit the SRC="" to include the direct link to your .wav audio file.

Moving on...

Resources

- <http://hotwired.lycos.com/webmonkey/98/42/index2a.html> – This should direct you to an FTP tutorial which will teach you how to upload files to your Web site. If the link is not working do a search on that site for “FTPing with CuteFTP” and it should bring up the correct tutorials.
- <http://www.yourtalkingauction.com> - \$97 one-time fee. Add audio to your auctions/Web sites with this easy to use application. Your sound files will be a smaller since it uses MP3 files instead of WAV files. The smaller sound files result in a quicker download. I use this application myself and recommend it highly. 2-tier affiliate program. Pays 40% on the first tier and 10% on the second tier.
- <http://www.audiogenerator.com> - \$29.95 monthly fee. Allows you to add audio to your auctions/Web sites by placing a telephone call, recording your message, and then getting a piece of code you paste into your auctions or Web sites. The charge for the telephone call is 14 cents per minute at the time of this writing. Affiliate program pays 33% (about \$10) per month.
- [Sound Forge](#) – Robust audio editing software.
- [Adobe Audition](#) – Another audio editing software package.

How This All Came About

The following article was first published in the July 15, 2003 issue of my Auction Profits newsletter. You can subscribe to Auction Profits for free right here:

<http://www.freeauctionprofits.com/subscribe.html>

How I Got A 22.5% Bid Increase On One Of My eBay Auctions...
By Karol Gajda

Here's the story...

I got 2 fr*ee concert tickets using the techniques in Free Auction Profits a few weeks ago: <http://www.freeauctionprofits.com>

The problem was that when I did a quick Completed Items search on eBay most of the same tickets weren't selling!

Now, I know I got the tickets for nothing so it really doesn't matter...but I had to figure out a way to make it work.

I did see two auctions close at \$69 and \$71 respectively. OK, that's not bad. I thought to myself "If I can get \$70 for my tickets then I'm happy." But the obvious problem was just getting a bid. There were about 10 other auctions selling the same tickets with no bids on any of them...I didn't think this was going to be easy.

I listed the tickets and after 2 days I still didn't have any bids.

Not good.

Not good at all.

So I had to do something different. Something I have yet to see anybody do on eBay.

What I did was add audio to my auction...as in ME speaking, not some cheesy musical number.

I got the idea because I'm a member of Jay Jennings' private site and he was releasing a product called Sonic Memo...it allows you to add your voice to Web pages. Jay also mentioned that Sonic Memo will work in eBay auctions.

I had nothing to lose except a few minutes of my time...so I went for it.

Easy Auction Audio!

Here's what it took:

- 1) I went to download.com and downloaded a trial version of CoolEdit Pro.
- 2) I wrote down a script...what I wanted to say in my recording.
- 3) I recorded the script using CoolEdit Pro...about 10 times! I really can't stand my voice and I eventually just had to give up and keep one version as the final.
- 4) CoolEdit automatically allows you to save your recorded audio as an MP3 file...which is what Sonic Memo requires.
- 5) I saved my MP3 and opened up Sonic Memo. It's a really quick process in Sonic Memo...takes about 30-60 seconds.
- 6) Then I uploaded all of the required files to my Web site freeauctionprofits.com. This is all explained in the Sonic Memo tutorial.
- 7) I clicked on the eBay Revise item link since my auction was already live. I had to update the auction with a snippet of code from Sonic Memo.

That was it!

My eBay Auction now had my voice...and you wouldn't believe what happened.

Within 2 hours of my voice going up on that auction somebody purchased the tickets Buy It Now for \$97. :)

You can bet I was happy about that.

That's 22.5% more than the previous high bid I saw of \$71.

Why did my auction see such a high final price when most of the same auctions weren't even closing?

Simply because I did something different which added tons of credibility.

When a potential buyer HEARS an eBay Seller talk about the item and give their phone number and e-mail address it just instills that extra bit of confidence in the buyer. You should be giving your customers that same vote of confidence in you and your auctions.

Until next time!

Karol Gajda

Easy Auction Audio!

Karol Gajda is a self-proclaimed eBay fanatic.

Like many people, a few years ago Mr. Gajda was looking for a way to make some extra money in his limited spare time. Upon discovering eBay in the Fall of 2000, the rest was, as they say, history!

His eBook called "Free Auction Profits" explains how to turn completely f*r*e*e merchandise into cash on eBay. If *you* would like to learn more, please click here:

<http://www.freeauctionprofits.com>

His Web site also has an accompanying newsletter called Auction Profits. You'll get tons of eBay tips, tricks, and techniques.

Please subscribe here:

<http://www.freeauctionprofits.com/subscribe.html>

Update:

Upon releasing this article I got a lot of complaints that \$97 for [Sonic Memo](#) or \$29.95/month for [Audio Generator](#) was just too much. So I tried to find a way to do it free or cheap. Free always works for me. ☺ And that's just what I did...I found out the one tiny piece of code that is needed to add audio to any auction or Web page and I put together this **Easy Auction Audio** video tutorial to show others how to do it.

I hope you enjoyed this Easy Auction Audio tutorial. ☺

Thanks!

Karol Gajda

<http://www.auctionsuccessguide.com>