

TRAFFIC CONVERSION SECRETS
MODULE #3 OF 8
ONLINE AUDIO STRATEGIES:
“HOW TO MAKE WEBSITES AND EMAILS TALK”

QUOTE OF THE WEEK

“Only those who risk going too far can possibly find out how far they can go.”

~ T.S. Eliot

ACTION PLAN:

1. Plan your online talking TOUCH POINTS
2. Send an AUDIO POSTCARD to your list
3. Capture your AUDIO TESTIMONIALS
4. Make your online ORDER PAGE TALK

Starts Here # #

In this session, you are going to learn how to make your websites and emails talk. Let me start with a brief story about the importance of talking.

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.

“Huhhhh,” 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, “Huhhhh,” 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.

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.

Audio is passive.

When you are listening to someone, you could be multitasking at the same time. 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.

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.

PLAN YOUR ONLINE TALKING TOUCH POINTS
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The first step to adding audio is to 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.

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

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

If you receive a guest at your home, you give them a tour and you talk to them as you're doing so. You're inviting someone in to your home. So you walk and you talk, yes? This is a proper welcome. What happens when you bring someone to your digital house, your website? Doesn't it make sense to talk?

You want to have audio on your site. It immediately engages them and they feel welcomed into your website.

Let me show you some touch points. Go to www.AudioGenerator.com right now.

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

There is movement. The eye is caught by movement. There, you see an arrow pointing to the now famous buttons of AudioGenerator. 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 that 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.

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.

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 is a headline, a picture and buttons.

The buttons are: Play, Pause and Stop. You should know the way 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. There is a link to go to the order page along with Mitch's name.

Then, you will see the magic three words 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 power of that button is not as good. Some people don't even know what that button is.

There are a number of testimonials on this site, all of which use audio. The touch points here are the testimonials.

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.

You'll see there is a link in every single testimonial to go to the order page.

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

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

As you move farther down, you will see a little red arrow again.

Why is that?

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

Then, someone is demonstrating 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 there's more testimonials. Once you've gotten past all of the testimonial touch points, the next major touch point is the free trial demo, which is the opt-in. An opt-in is a major touch point.

When someone opts-in, that is when you are getting the "shy yes." Do you remember when we spoke about opt-ins in our last session? 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: first name, email address and a trial demo.

Once you've given your first name and your email address, you get a phone number to call. Then, you get five seconds to record your personal message, which you listen to online.

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 AudioGenerator 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. 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.

Let's continue to scroll farther down this page.

The next audio touch point we find is the guarantee. If there is one audio touch point that you want to make sure you have, it's the guarantee.

It reads, "My guarantee to you," You have Armand Morin, who was, at that time, the sole owner of AudioGenerator. 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.

Do you see the link to the order form?

Every single AudioGenerator has a link to the order form.

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

Remember, you don't want to miss any opportunity to get people to your order form because they become a prospect at that point.

So, 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 AudioGenerator
- 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."

SEND AN AUDIO POSTCARD TO YOUR LIST
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And speaking of audio postcards, let's talk about sending an audio postcard to your list. You can do it for free right now, even if you don't have AudioGenerator.

Sending an audio postcard to your list is strategically one of the most effective tactics you can implement.

By itself, a postcard isn't as powerful. All it is, is a web page. But, with audio, it comes to life.

Audio makes your content more dramatic. You can't really capture the same level of drama or passion or excitement with copy.

You know what else you can't capture with copy and you can with audio? Silence. Use the power of silence.

What are you going to do with silence — write ...? You can't capture that with copy. No offense to copywriters. It's just that audio makes a website that much more powerful.

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's so much easier than an audio logo. It's so much easier than 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.

Do this as an assignment, and send audio postcards to your friends and 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."

Do that this week.

If you go to <http://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. Send out a postcard today.

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.

In summary, you want to create a number of audio touch points on your website. You want to capture your audio testimonials and make your online order page talk— that is the final action step of this module. If you have an order page, or when you have an order page, use AudioGenerator or something like it on that page.

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>.

Okay, that's a wrap for "Online Audio Strategies."

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