



## **Special Report:** “The Emergence Of Online Audio And Video And How YOU Can *Easily* Leverage It To Explode Your Online Business...”

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## Introduction

First of all, thank you for downloading this special report. I hope once you read through this report you will see how truly valuable a membership at AudioVideo Riches.com is, and how it can help you explode your online business. As you may have noticed, online multimedia has really emerged as a powerful business tool. The purpose of this report is simply to open your eyes to the possibilities out there. Online audio or video can be used in sales letters to aid in the sales process, on squeeze pages to increase your opt in rate, on eBay to better describe the auction, expert interviews, testimonials, video blogging, and the list goes on and on.

The core factor in all of this is that giving your prospects something they can see and/or hear builds credibility and trust therefore leading to increased conversion rates, more sales, and ideally more money in the bank for you. Let me start by answering one of the most frequently asked questions regarding online audio and video.

### Is producing online audio and video hard?

**Absolutely not. This is one of the biggest misconceptions out there.** If you have a computer, computer microphone, and some free software, you can easily produce and publish online audio.

Online video gets a little trickier, but still it's much easier than you think. As a matter of fact, you can begin producing your own online video presentations with a computer, a \$50 web cam, and again, some free software.

Now if you want to get fancy and spend a little bit of money you can buy these items to produce high quality, professional, video presentations in front of a green or blue screen just like the pros do:

- Camcorder (This is a big variable. Can range anywhere from \$200 to \$1,000+)
- Green/blue screen and stand (As little as \$30)
- Tripod to hold your camera (As little as \$8)
- Photo studio quality umbrella lighting (\$75-\$200)
- Video editing software (\$100)

That's the basics right there. Your camcorder is of course your big variable. In the members' area of Audio Video Riches, I show you exactly what equipment I have used to set up my own little home studio. These sources are for the budget conscious individuals. I will also reveal what I believe to be the best (considering the price point) video editing software out there.

### **PLEASE.... Learn from my STUPID mistakes!**

You get to learn from my mistakes... I actually went out and bought all the cheap equipment... no name camcorder, cheap lights from china, \$5 green screen, and the list goes on. I was trying to save a buck, but the truth of the matter is, the quality of my presentations just wasn't there. So I spent over 2 weeks doing some research, talking to experts in the field, and then finding suppliers of high quality equipment, at an affordable price.

Members of Audio Video Riches will have access to all of these sources. One final point here in my introduction is, this course is geared towards those who have no experience producing online audio and video. While I am no expert, I have learned from some of the top names in the industry, I have studied other courses similar to mine, and I have the power of trial and error on my side. I have made all the mistakes newbies make when trying to produce their own videos and now I want to share my knowledge with you.

What has resulted, the final product, is something I am really proud of. Once you become a member of Audio Video Riches you will see how much I have paid attention to detail in the production of this course. There was no stone left unturned, and I tried to make it as simple as possible for the beginner to produce the highest quality multimedia presentations on a strict budget. Now let's talk a little more about the emergence of audio and video on the internet.

## **The Emergence Of Audio and Video Online and Hosting Your Video For Free Online**

Online audio and video is big business today. In fact an estimated \$77 million was spent on online video advertising alone in 2003. And up to \$509 million<sup>1</sup> is projected for online video advertising projects for 2008.

While video recordings have only been available to the general public since around the early 1950's and digital audio recordings including Internet radio and Podcasting towards the later part of the 1900's, the popularity of their use with broadband offers exciting possibilities for people of all ages worldwide on the Internet today.

While many online audio and video websites exist and more will be popping up all over the place quickly, some popular ones today are: Google™ Video, MySpace, Yahoo! Video and YouTube. Here is a little more information about some of these hang-out spots.

Hosting huge bandwidth sucking multimedia files online used to cost hundreds, if not thousands of dollars, but now it's... You guessed it, FREE! With Google Video™ for example, you can register for free and then upload your own videos directly for others to view and share them.

Video website YouTube allows users to upload, share and even comment and vote on favorite video clips with other internet users once you register at the site for free. A lot of the site's videos are considered 'home made' and are streamed, allowing for fast loading and playing.

Social networking sites like MySpace offer video files uploading and sharing. Simply register for a free account, begin completing your profile, revising and adding to it gradually over time, and upload your videos and / or search video clips already on MySpace to link with your profile; or search other popular places like Google™ Video to link up with videos there.

One thing to note about video and all files on the Internet, read the rules for each site before loading content. You need to respect areas of focus not wanted - like nudity and foul language, and respect copyrighted materials that others do not want shared. When in doubt, ask before loading.

## **How To Easily Produce Audio And Video Files**

There is more than one way to create audio and video files to use online. Popular recording methods involve using a camcorder, a webcam on your computer, digital cameras and cell phones with video (and audio) recording capabilities. Final product quality often depends upon the tool used and how well it records sound and pictures.

<sup>1</sup> Emarketer, JupiterResearch and Click Z.

Regardless of which audio or video tool you use to record your content, you need to next load the recordings into your computer with recommendations made by your software and recording tools. (We discuss this process in depth in the Audio Video Riches course)

There are websites that offer free software program downloads to help with your recording and editing needs and tools. A main site for this is CNET at: [www.cnet.com](http://www.cnet.com) where you can click on “Downloads” in the top menu. The top category that comes up in the right menu is “Audio & Video.” And at the time of this writing, there are over 3,900 product downloads listed in this category that cover everything from MP3 converters to video editing software and much more. Find out which are the popular downloads and how many people downloaded the files, then try some to see which are compatible with your needs.

\*Please note there is no need to do this research as I have already done the leg work for you. I have gone out and found the best resources and tools available (some paid, some free) to aid you in producing your own multimedia files online. This resource is available to all paid members of Audio Video Riches.

## **Internet Marketing With Audio And Video**

There are countless ways to market products and services online with audio and video files. Take a look at some of the popular techniques and strategies:

- Sales pages with audio / video clips that briefly offer snippets of information are helpful in getting people to purchase much faster. Same thing with using audio / video on web capture form or squeeze page as they are also called; they help encourage people to sign up for more information, thus entering your list for future follow ups and cross selling. For example, offer a sample audio reading of part of your ebook or report that you are selling. Or demonstrate how to use one or more of the main features of your product on the sales page. Then invite people to purchase a trial offer and / or go for a close on a regular purchase.
- Using audio / video files can help sell affiliate products. For example, use screen captures or capture the process of using new downloadable tools sold via Clickbank with Camtasia. And promote your own mini-video guides and audio tutorials that come packaged as Bonuses when shoppers buy through your affiliate link. This works especially well when you promote a membership site, and you can give your prospects a virtual tour of the members’ area to show them exactly what they would be getting if they purchase. A very, very powerful technique used by many top marketers.
- Audio and video postcards make a nice change over ezine announcements and emailed ads. Invite readers to click on a video and/ or audio announcement, for example.

- Product and service reviews presented via audio / video format on websites can definitely boost credibility and help encourage prospects to buy. Write up a script first so that you know at least a basic outline of points you want to cover. Then record yourself and other people sharing reviews. If the speaker is being recorded long distance, you can add his or her voice to a visual video presentation of your copy of the product features as the speaker discusses them.
- Customer testimonials done via webcam and at networking events are wonderful for demonstrating trust and helping promote your products and services, too. Similar to the reviews above, invite a buyer to discuss why he or she liked the product. Then in the absence of actually filming the speaker if he or she is not available, film product features – like how to use it in a series of screen shots or PowerPoint presentation in the background.
- Expert interviews captured and presented via audio / video formats can enhance service, products and packages. The interviews can stand alone or be packaged with transcripts, then packaged for sale as main products, back end products, bonuses or whatever you like.
- You can also add your audio / video to blogs for Internet marketing. Check with your web hosting company or with webmasters who offer their services via online bidding sites like Elance.com to get help as needed in converting any audio or video files and then loading to your blog or other website. You may need software to help convert and edit your video files into WAV or MP3. Once your files are loaded, make sure your blog's RSS feeds are activated, and then publish blog spots or post about them on your blog. Then make it a regular monthly routine to submit your RSS feeds to RSS directories (search that phrase online to find them) so that other places pick up your posts, directing traffic your way.
- Article and press release marketing are other popular ways to use the Internet for marketing your audios and videos. Simply write up content that discusses: what is featured in your recordings, how you made and market the recordings, or topics that center around similar themes that your recordings do. Add a link in your article and / or byline to direct traffic to a leads capturing page where people subscribe to learn more about your recordings. Then submit them to free online directories. Search “free article (or press release) directory” for hundreds of websites that accept submissions.
- Submit your audios & videos to free directories online like Google™ Video, YouTube, and MySpace (where you can also blog about them with the free MySpace blog in your account). Make sure to mention your URL in your byline or description area and in the recording itself to draw visitors to your website.
- Brand your audio and video creations with title when possible, inserting your URL and short byline or tag in them and under them when posting them on websites.

- Some people sell audio and video files via private label and other rights deals. Find them by searching keyword phrases like “PLR videos” and if they fit in your budget, try out a couple in your Internet marketing plans. Add them to your website and invite visitors to click activation buttons to enjoy a multi-media experience and return regularly for more.
- Another popular way to market online is through eBay’s auction site and online stores. Some marketers sell ebooks, guides or reports on eBay and cross sell their recordings inside the content of each. Others make CDs, DVDs, MP3s and other files out of their recordings and sell copies directly from eBay auctions, stores and other online stores like at Yahoo! Stores.
- On a personal note I recently bought a car on eBay and what sold me was a 2 minute video tour of the car right there within the eBay auction. I got to see the inside and outside of the car, and this really helped with the trust issue as well. Using video on your eBay auctions is a very powerful, yet underused technique.

## **Making Money With Audio and Video**

There are many ways to earn income from your audio video creations. With those files that you have created or those purchased from others that included resell and / or other rights, you can set up websites with sales pages and leads capture forms both with sales copy and sample video / audio clips uploaded and linked in the promotions that entice visitors to buy and maybe even sign up for a learning or other related series when they purchase your products.

You can also package and sell recordings of your own teleseminars, online, in-person at workshops and other events. After you record them, have transcripts prepared and package them with your recordings. Offer hard copy versions, too, by converting your files so that they’ll go onto CDs and DVDs with accompanying print guides / transcripts to package and sell that way, too.

Then publish your own audio files and video clips where you’ve interviewed attendees of the events to use as promotional pieces. Upload them to your promotional web page, add sales copy, and sprinkle digital photos around, too, with captions.

Here are other popular ways to earn with your recordings:

1. Set up your own affiliate marketing system with a program like Clickbank. Then develop and set up sales and marketing materials for your affiliate marketers so that you’ll have an army of sellers out there earning you income. For example, set up a site for selling the recordings with samples, digital images (like ebook covers for your videos and audio packages), sales copy, leads capture form with autoresponder series to sell longer term (and to cross sell other items down the road) and ad spots: full color banners in various sizes both horizontal and vertical.

And regularly add articles and fresh classified ad content and new ad images for your affiliates to brand with their affiliate links and use to market your products.

2. Joint ventures (JVs) are another excellent way to leap ahead in earning income. Head to JV sites in your niche through search engines. Then network and see what you can offer other entrepreneurs. For example, maybe you can set up a membership site in your niche with another business person, create, package and sell items together to both of your lists. Be sure to research what the other person does first, though, and learn more about how you can help them, too. Don't just ask people to sell your products to their lists. Seek long term solutions for both of your businesses.

One killer way to use the power of video is to create a short personalized video and send it to the person you are interested in joint venturing with. For example, create a video and then first discuss your potential joint venture's business interests. What I mean is, describe on the video how you are a customer of this person; you are a subscriber, etc. Get them buttered up so to speak, and then include a soft pitch to ask them for their help on your project.

You don't want to go into full detail on the video, just describe briefly what your project is about, the commissions, contests you are running, etc. etc. You just want to gauge interest. And believe me, when your potential JV partner sees you took the time to make them a personal video, it will certainly raise some interest! I use this tactic on every product launch I do and it works like a charm. Try it; I know it will do well for you too.

3. Setting up a membership site on your own is another excellent way to earn income with your recordings. Offer a monthly rate and add new recordings and other products and services each month. Then get help with product creation and selling by outsourcing product creation at online bidding sites like Elance. Hire articles to be ghostwritten so that you can slap your byline and links in them and submit to online and offline publishers and directories. Offer your membership site in JV offers.
4. Networking and events are other popular ways to earn from your recordings. Speak at industry events and distribute sales pages or flyers promoting your recordings. Bring some along on CDs and DVDs so that you can earn right on the spot, too. And network during breaks, before and after the events to meet up with others who may be able to use your products and who may be interested in JVs.
5. Signature or sig files are other money-generating methods. Simply insert a link to your sales page with a nice ad that invites readers to click in your email and forum sig files.

## **Summary**

So as you can see audio and video is here to stay and has over 101 uses. Whether you use it for business purposes, or just for fun, producing high quality online multimedia is easy, as long as you have a simple guide to show you the ins and outs of creating your own professional presentations. *That's where Audio Video Riches comes into play...*

## **What is Audio Video Riches?**

Audio Video Riches is a membership website and within the members' area you will find the following: The core elements of the site are the step-by-step videos...

- **Section 1/Video** (35 videos) - My flagship 35 part internet video course designed to help you simply and easily produce your own professional internet video presentations. Once you finish this course you will be producing your own stunning videos in record time.
- **Section 2/Audio** (17 Videos) - This is my 17 part internet audio course presented via easy to watch "screen capture" format. I will show you how to create your own attention grabbing audio presentations just like the pros do.
- **Section 3/Resources** – In this section you will find my valuable sign-up bonuses, real life case studies from top marketers, user submitted content, my practical user's guide detailing 20+ practical uses of internet audio and video, and much more.

Audio Video Riches has been in development over 6 months and there is truly nothing like it on the market today, especially for the price. You just can't beat it! I know you will be truly satisfied with your purchase, or your money back, no questions asked. It's my personal guarantee, from me to you.

**So what are you waiting for? Let me show you how you too can create stunning audio and video presentations. Just visit my website (The link is below) to learn more and to reserve your spot as a member. I look forward to seeing you on the inside.**

**Until then I wish you the best of luck with all your online ventures, and hopefully I'll be seeing your audio and video in the "user submitted content" section of the Audio Video Riches members' area very soon. Take care.**

Sincerely,



Jason James  
Founder – AudioVideo Riches

>>>> **Click The Link Below to Learn More...** <<<

**[www.AudioVideoRiches.com](http://www.AudioVideoRiches.com)**

