

Audio MARKETING SECRETS



The Fastrack Audio Creation Guide
17 Insider Secrets To Planning And Creating
Your High Value Audio Program In
The Fastest Time Possible

by Michael Senoff

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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The Fastrack Audio Creation Guide

17 Insider Secrets To Planning And Creating Your High Value Audio Program In The Fastest Time Possible

by Michael Senoff

Even if you're being interviewed you still need some kind of plan to make your audio recordings sizzle and PACK them with high quality, high value information.

This fastrack guide reveals the secret tips and techniques only a tiny handful of pros have even heard of and will help make this whole process fast and easy for you.

It's important that you actively USE this guide.

Don't just read or listen actually get out a piece of paper and start writing as the ideas come to you.

Before you go any further get out at least half a dozen sheets of blank paper and a pen or pencil (or a few pens and pencils.)

Now let's get started with insider secret number...

1. Create A “Mind Map...”

Let's imagine you were planning to make your “11 Insider Secrets” audio.

11 is just an arbitrary number of course.

It could be 7 Insider Secrets or 13 or 27.

You'll settle on a number AFTER you've worked out what you want to say and

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how many main points you're going to make.

Here's how to make a mind map.

Get a blank sheet of paper.

Turn the page sideways landscape style.

In the middle of the page put the title of the audio you're making.

So it could be “11 Insider Secrets To Creating Your High Value Audio Product FAST”.

Put the title of your niche product in there.

You'll change the number later.

2. Think Of Your Client – What Do They Need To Know

Imagine you were talking to your client.

What is it they really need to know on this topic?

What will really help them?

What is it they must know?

What is it they must do?

What should they do first?

If you could only tell them 3 things what would they be?

If you could only tell them 1 thing what would it be?

Now you're not going to limit yourself to just one idea or 3 ideas.

But narrowing your focus can start the idea process flowing.

If it's your “Insider Secrets” audio think of all the things your clients must do and

know.

Think of all the tips and tricks you have.

If it's your "Fatal Mistakes" audio think of all the mistakes and screw ups people make in your niche.

If it's your "Roadblocks" audio think of the most commonly asked questions your prospects and clients ask you. What is it that stumps THEM mentally or physically?

If it's your "Quick Start Guide" what do your clients need to do first? What are the absolute first steps they need to take? What can they do that will save them time?

And when you're planning your "Secrets From The Pros" audio simply write down all the related industries and all the experts you can think of in those industries.

Who are the friends and colleagues in your industry?

Who do you know inside your industry and in related industries who might have insights into the topic of your audio program?

Who do you know who knows someone who might have those insights?

What websites can you visit to look for experts? Are there people in the phone book?

You're looking for a BIG list of all the people you can approach about doing a short interview giving insights and tips on your niche topic to go with your audio program.

When you start your mind map just keep writing.

Every idea you get you put a line from that circle with the title in the middle of your page and write it down in a new circle.

If that idea brings up new ideas or elaborations again draw a line from that circle and write down the new idea in another circle.

Don't try to judge any idea or organize things.

If you start getting ideas that fit better in a different audio just start another mind map and get it down.

Just write down everything that comes into your head.

Get down every idea you can.

Don't worry about how good or bad any of the ideas are. Trust me, when you come back to these later you'll see many of these ideas are absolutely GOLDEN.

I suggest you start your mind map at the beginning of the day and then just add things through the day or the next couple of days as you think of them.

It's wise to keep your mind map handy to where you sleep before you go to bed at night.

You'll be amazed at the great ideas that come to you in the night or as soon as you wake up in the morning.

In a few minutes following this process you'll have a page filled with ideas.

Then you go on to step number...

3. Expand On Key Ideas With A New Mind Map...

Identifying key points that are of high value to your clients is a great beginning.

If you look through those ideas you'll find a few ideas that trigger off all sorts of other ideas and stories from your experience.

You create a new mind map on a new page for each of these really HOT ideas.

Now it's time to start thinking "audio".

There are several ways you can make an audio recording far more engaging, memorable and powerful.

I'm going to share a few of those here with you starting with...

4. Use Stories To Engage Your Listener...

Stories tend to engage your listeners in a whole variety of ways by appealing to their emotions, creating images in their minds, and setting of all sorts of emotional triggers.

When you tell a story on audio it brings your points to life.

You can make you listeners laugh, you can take them on a journey through your life experience – you might even make them cry.

Your clients will remember stories far more easily than they'll remember a key point you make.

Most important of all stories are easy for YOU to remember and to tell.

If you have a good story to illustrate each key point or every second or third key point you'll find your audio is very easy to make and will be longer, more interesting and more engaging.

When your making your mind map on key points here are some easy ways to find some stories that will effectively illustrate those points starting with...

5. Stories From Your Own Experience...

Think about all the experiences you had growing up.

Think of all your childhood experiences and adventures.

Your childhood lessons.

What stands out in your memory.

Most experts in a niche learned some key fundamentals they use in that niche way back in their childhood.

You go to where you are now from a whole range of experiences – childhood and adult experiences.

Does a story fit from there?

Can you use something from your childhood to illustrate a point?

Then there's your adult or business life.

What are the major or related events in your life you can think of that might illustrate this point?

You can even use stories from your very recent past.

Often these are more colorful and can be made to fit.

What's happened to you in the last month?

The last week?

How about just yesterday or even today?

Then you can think of...

6. Conversations You've Had...

You talk all the time.

You talk to your partner or spouse.

You talk to your parents and in-laws if they're still alive (or at least I hope you talk to them).

There are some great stories in those conversations.

“Last week I was talking to my wife and she gave me the most profound insight...”

You can use conversations from your children or even stories about your children.

Or other children you come in contact with.

Stories involving conversations with children can be both funny and profoundly revealing.

Then there's conversations you've had with your clients.

Things they might have said.

And there's nuggets you got from a mentor or from a seminar or audio.

Naming the source and telling it from the perspective of a conversation with a family member or a child or a client or a friend or a speaker at a seminar makes you seem more real and honest.

So see if you can come up with a conversation you had that might illustrate your point.

But keep rolling.

Don't get stuck.

Just write down everything that comes to mind.

It will be useful somewhere.

And don't worry if ideas aren't coming in one particular area or for one particular key point.

Just move on to another area, another point.

Keep those ideas flowing without any critical judgment.

Don't confuse the creative phase (which this is) with the critical phase (which comes later.)

There are gems in your own experience and your own conversations but if that doesn't immediately trigger off at least one good story immediately move on to...

7. Stories About Your Clients...

You can talk about your experience helping the clients in your niche or stories about the problems they had BEFORE helped them – or both.

This is a great way to illustrate a point and increase your credibility.

Telling stories about how you've helped clients positions you as a go to expert in your field.

Listeners with a similar problem willing to pay for your solution are likely to seek

you out.

And we're just getting started. Let's move on to number...

8. Tell Stories From The Movies And TV Shows You've Seen...

You have a library in your head of movies and television shows you could use to illustrate your points.

What have you seen on TV recently that might illustrate your point?

Is there a movie or a show you really love?

Is there a movie or a show you really hate?

A story about a scene in a TV show or about the whole concept of the show or any of your insights into a show or movie can all be GREAT to put on audio to illustrate one of your points.

If your listeners have seen the movie or the show they'll relate even more to your point but even if they haven't telling stories from modern culture in this way adds color and life to your program.

And don't just limit yourself to TV and the movies.

9. Tell Stories From The Books You've Read...

Which books had the most profound influence in your life?

Did you learn key fundamentals, ideas, tips, or techniques that might apply to your niched audio?

What was the last book you read?

What did you learn from it?

Are there stories you can use or stories about how you came across a book and it changed your life or your outlook?

And don't just limit your non-fiction books.

The fiction books you've read can also be GREAT for creating engaging, interesting stories that effectively illustrate a point.

Looking for stories from the books you've read leads into number...

10. Use Famous Stories Or Fairy Tales To Illustrate Your Point...

Could some well known fairy tale help get across your message?

How about Cinderella or Snow White And The Seven Dwarfs?

Or Little Red Riding Hood and The Big Bad Wolf or the legend of Santa Claus?

Fairy tales are filled with amazing, larger than life characters learning major life lessons you can adapt to educate your listeners in a memorable way.

Using fairy tales people hear often can help create emotional “triggers”.

Whenever your listeners hear that fairy tale again they'll think of your presentation and in their minds they'll be right back listening to you and your message.

Many fairy tales also have really cute, memorable rhymes and sayings you can play with like “Fee fi fo fum I smell the blood of an Englishman...” or “I'll huff and I'll puff and I'll blow your house down.”

And there's more. Let's move on to number...

11. Use Poems, Quotes, Sayings And Excerpts To Increase Interest And Credibility...

If you've written your own poems or have your own sayings that support or illustrate your ideas plan to use them and have them handy for when you record your audio.

You could also use quotes and excerpts from newspapers or magazine articles or books.

What have you read lately that caught your attention?

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Explaining copyright is way too complex for this report and you should take the measures necessary not to infringe copyright laws.

Generally speaking it is fair and completely safe to EXPLAIN the idea and concept in a piece of work and quote the title and the source.

Short quotes are safe and most original manuscript books written in the 1920s or earlier are public domain so you can quote and read from them freely.

Reading pages and pages out of a book or article that is copyright can get you into trouble though.

If you're in any doubt at all the safest way to handle using an excerpt from someone else's work in your audio is to ask for permission.

And yes here's another idea to add quality content to your audio...

12. Tell Jokes To Get Your Point Across...

The great thing about telling a joke when you're using audio to educate is that the joke doesn't have to get a laugh to work.

In fact it doesn't even have to be funny.

It does need to help illustrate your point though.

What jokes have you heard or read recently that might be adapted to get one of your points across?

What's your favorite joke?

What about dumb knock knock jokes or elephant jokes from your childhood?

They all add color and they can make your audio memorable and lively.

And that leads us into one of the most powerful ways to make your audio educate...

13. Do It Off The Top Of Your Head...

The biggest secret to creating a great audio program fast is to do it straight off the top of your head.

Your immediate reaction will be that you need a lot of research and planning to create a good product.

That kind of research will be satisfying and valuable to you but it's unlikely to increase the value of your product in any significant way.

In fact “researching” too much is a sure way to get bogged down and never complete your program.

Create it off the top of your head.

The really valuable information for your clients – the people who'll buy and use your program is the simple stuff that's really obvious to you.

That's the kind of information your clients will understand, embrace and use.

The key simple information that you already know and you might already be repeating to your clients every day or every week – THAT'S the “good stuff” you want to capture on audio.

And the best part of it is once you understand that making a great audio program becomes really easy.

You get out of the research trap.

Creating your audio program is NOT the time for research.

It's a time for straight out, foot flat down on the accelerator creation.

Getting all the ideas, tips, tricks, techniques and secrets - no matter how crazy - down on to that mind map.

Then getting everything you know right know out of your mouth onto that audio recording.

This is a process of discovery.

You'll be surprised and amazed at the knowledge, ideas and insights you have if

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you just let them flow.

Don't try to control the process or force the process.

Let it happen and keep it rolling – all straight off the top of your head.

If you haven't started the mind maps for your audio recordings STOP NOW! and start them.

The next section won't help you and could even slow you down if you haven't already put some mind maps together.

Now that you've got some mind maps together it's time to...

14. Put It All Together...

Now you should have several pages of ideas.

You'll look at them and see a jumbled mass of lines and circles but the ideas are pure gold.

Putting this mass of ideas into a coherent audio is actually quite easy.

The “11 Insider Secrets” and the other audio titles I suggest make this a breeze.

You simply write down the title's for each of your audio recordings.

So on a separate page for each you'll have “11 Insider Secrets”, “7 Fatal Mistakes”, “17 Roadblocks” and “Quickstart Guide”...

Then pull out each major point and write it down on a separate piece of paper or into a document on your computer under the appropriate title.

Pretty soon you'll have a list for each audio you're doing.

It may be seven, thirteen or it may be twenty seven points.

Rearrange those points in the order you find most logical.

Add a short note next to each about whatever story, joke etc you've already thought might illustrate it well.

Add in short notes of any other idea that comes to mind as you write down each point.

Finally insider secret number...

15. If Possible FRAME Your Audio...

If you aim to have really great impact at the start of your audio and then tie that powerful story or major point from the start in to the end of your audio you increase the experience for your listeners considerably.

Why?

If the beginning of your audio has impact – especially emotional impact or if it delivers some kind of mind blowing story or side splitting joke that gets a point across you'll gain the attention of your listeners and they'll be more “tuned in” to the remainder of your audio.

If you end your audio with something that ties in to the beginning of the audio that increases the emotional impact by using that “trigger” you've already created.

It also gives you audio a sense of completion for your listener.

So look for a great story, a great point – something really special you can use at the start of your audio then look for some way to tie into that at the end of your audio.

If you can't frame your audio in this way don't worry about it.

Following all the other steps will create a powerful, high quality program anyway.

Finally to conclude this Fastrack Guide we have insider secret number...

16. Use The Ideas That Don't Quite Fit To Create Other Audio Programs...

You'll find during this mind mapping process you'll come up with some GREAT ideas but they really aren't quite suited to your current audio program.

These ideas are PURE GOLD.

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If you let them grow you'll find they lead to whole new audio programs – often programs that make FANTASTIC back-end or complimentary products you can sell to the clients who purchase the program you're working on.

So feel free to spend some time mind mapping any great ideas you come up with.

Keep those ideas flowing and keep your library of information products and the money you can make through back end sales continually growing.

One set of 5-6 audio recordings will sell easily at a price ranging from \$97 to \$197.

If you make 3-4 audio programs like this you can sell the whole package together for \$497.

If you keep making one related audio program after another the potential is mind boggling.

Making a whole series of related audio recordings is the biggest secret to creating your \$3,900 information product.

16. Just Do It. By calling me to help you create your next audio information product. I can be reached at 858-274-7851

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