

# “Q & A With Jim Edwards About Website Audio & Video”

## Audio Transcript

By Jim Edwards

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## **Jim Edwards**

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

**Jim publishes a **FREE** no-holds-barred, “tell it like it is” multi-media newsletter at [www.IGottaTellYou.com](http://www.IGottaTellYou.com)!**

Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, “shoestring online marketing” and more.

He is the author and co-creator of numerous highly successful ebooks and “info-products,” including:

- **[“5 Steps to Getting Anything You Want!”](#)** Discover *The 5-Step Goal Achievement System That Gives You A Positively Unfair Advantage In Business... and in Life!*
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Jim lives in Williamsburg, Virginia with his wife, daughter and four dogs.

He enjoys writing, walking, softball, playing video games and listening to Elvis, Frank Sinatra, and Willie Nelson.

**You Can Get A Complete MP3 Audio of this presentation at**  
[www.IGottaTellYou.com/QandA-with-Jim-Edwards.html](http://www.IGottaTellYou.com/QandA-with-Jim-Edwards.html)

Hi

This is Jim Edwards and welcome to an audio presentation of my thoughts about audio on the web and specifically how you can use audio on the web to make money and to build a big subscriber list.

Now this audio is a result of many, many, *many* people asking me for interviews all the time about the cutting-edge stuff I'm doing with web site audio and video.

So I put together the following question and answer information about web site audio and video to give people a better understanding of how and why I'm using multimedia online and more importantly... the opportunities for you to do the exact same thing.

Thanks for reading and listening!

Jim

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One of the first questions that I always get is:

***On your web site, Jim, at [www.howtogetanythingyouwant.com](http://www.howtogetanythingyouwant.com), you use audio as examples of your program, and do you think that this is helping you make more sales?***

And the question that basically is on that web site, [www.howtogetanythingyouwant.com](http://www.howtogetanythingyouwant.com), where I sell my CD set, my self-improvement CD set, "Five Steps to Getting Anything You Want," I give the first two tracks of one of the CDs away to let people try the goods.

And I absolutely know that this is helping me to sell more of that program, because people get to hear part of the program.

It sucks them in and they say wow, this sounds good.

Now let me give you an analogy as to why this works...

If you've ever been to Sam's Club or Costco or some other big warehouse stores, you've noticed that what one of the things that they do is they'll have people stationed around the store, giving away free samples; everything from coffee... to snack bars... to chicken wings.

And the reason that they do that is really simple.

They know that if they get you to taste it, but they only give you a little bit - if you're hungry, psychologically you want to keep eating what you just tried.

And then they know that people are going to go over to the case, they're going to pull out whatever they got a sample of, and they're going to buy one 'cause they want to go home and keep eating.

It's the same principal with using the audio or the video on your web site, especially if you have an audio/video program, to give them a taste and an exact taste - i.e., you tell them:

*"Hey, this is part of the program. You can listen to Track 1 and Track 2."*

So I know that that works, because I've tested it with it and I've tested it without it, and the test that had it with it far out-performed the test without it.

And that's another thing; I've tested it, so it's not just my feeling that it works.

I know that it works.

Now, next question....

***In your "I Gotta Tell You" newsletter at [www.IGottaTellYou.com](http://www.IGottaTellYou.com), as well as the bonus just for signing up for the newsletter, you give viewers a number of video and audio tutorials.***

***First, why have you chosen to use stream audio and video on your site?***

And there are three reasons why I've chosen to really start using audio and video streaming off of my site; in some cases it's not streaming, in other cases it is.

**Number one**, first reason I've chosen to go this route is the absolutely huge amount of information that I can convey in a short period of time.

You see, when I do an audio or when I do a video, you know, they say a picture is worth 1,000 words.

Well, a video is worth 10,000 or 100,000 words as far as the amount of information that you can convey.

Plus, with audio you are able to give yourself over into the audience and what I mean by that is that they feel like they get to know you.

And that leads me to the **second reason**...

I use audio and video because my subscribers, especially the "I Gotta Tell You" newsletter, or even just people showing up to my web site who listen to my audio buttons who see my face and hear my voice giving them a short message... they feel like **they're getting to know me as a person** much more quickly and much more in-depth than I could ever do just by displaying words on a page and text.

And so using a combination of text and audio and video is extremely beneficial when you want people to feel like they get to know you.

And the **third reason** that I'm using so much audio and video is really, really simple...

It gives me the ability to produce great content fast, because like this presentation that you're listening to right now, it basically takes me as long to make this as it does for you to listen to it.

So you're getting valuable content... you're getting something that you're going to learn from, that you feel like you're getting to know me and trust me, really believe what I have to say like you are right now.

And so those are my three biggest reasons for using audio and video on my site.

Now, another question...

***What are some pros and cons of putting audio on your web site?***

Well, the pros are **number one**, people get to hear you and understand what you're all about much faster because we all know that more than **93 percent of all communication is non-verbal**.

Now if they can see you *and* hear you, then you're able to use more of the communication stream and style that people are used to.

If they're just reading text on a page, they're not even hearing your voice... they're hearing their own voice inside their head.

So by being able to hear your voice - at a minimum - and look at a picture of you on a page, it really helps you to get your message across.

The **second pro** is that to you don't have to be a great writer to create great audio content.

So by using audio, it allows you to be more creative without feeling restricted, like "Oh, I'm not a writer" or you're having these terrible flashbacks to eleventh grade English class where your English teacher was standing over you with a ruler and you didn't feel like you were qualified to put two words together.

Now, using audio and video, you are able to create really compelling content and you can do it faster and you feel more creative.

And the **third pro** of all this is that it's still so new and innovative that people are blown away by it.

And so when you use audio and video on your web site, people are impressed.

You capture their attention and especially in very competitive marketplaces, if you can capture people's attention quickly, you have a much better chance of actually making the sale, as opposed to someone who cannot grab people's attention.

Now, it isn't all a bed of roses; it isn't all just peaches and cream.

There are some drawbacks to putting audio up on your web site; and the first one is that **you better know what to say**.

What I mean by that is you *can't* just jump on and throw an audio button up on your web site and just ramble on and on and on.

You've got to convey a specific message with a specific point that you get to relatively quickly, so that people aren't sitting there drumming their fingers, going "Come on, come on!"

Because that's one way to really alienate them fast.

The other drawback – and it's not really a drawback – but it's something you need to be aware of, is that there is a learning curve.

And it's not steep, but it's there and you better learn exactly what to do and the right way to do it, or you're not going to be as successful as you could be.

But the great thing is - I've come out with a new course on how to do multimedia; I'm sure there will be other people as the learning curve comes up.

I would imagine what will happen first is people will come out with courses on audio and then people will start coming out with courses on the types of videos that I've been doing for a year.

But I mean, there's plenty of education available now and I'm sure that there will be massive amounts of it available in the future.

The thing I would just caution you about is make sure whatever education material you get – make sure you're getting it from someone who actually has done it, as opposed to what normally happens with this.

When something gets hot there will be plenty of people who will jump on the bandwagon and regurgitate what other people have done, and they'll usually miss the nuances.

But enough on the soap box.

Onto the next question.

***Have you been able to compare such things as sales conversion rates on sites without audio versus sites with audio or even video?***

And that's a great question, because what happens is when you have something like this happen, especially stuff like with web site audio, web site video, people just automatically assume that it is going to make you more money, and that's not the case.

In some cases, it will and in some cases it won't.

So what I did with my web sites, and if you go and look at all my web sites, you will see that I don't have audio on every single web site.

You'll also see on some of my web sites I have audio but I don't have pictures.

And that's the result of testing.

Because what I did was I put up an audio clip on all of my web sites and then I watched to see what would happen.

And on the sites where I had an increase, I left it up.

And on the sites where I had a decrease, I took it off.

And the ones where I left it up, I then tested having a picture versus not having a picture.

So I've got some web sites where adding multimedia to the web site increased response, and by multimedia I mean something like screen capture video where I added that to the website and actually increased my conversion rate.

People were able to have a very complex operation showed to them in just a few minutes, and they were able to understand the purpose of a particular product I was telling them to buy or showing them the advantages of buying, rather.

So in this case, if you are going to put audio and/or video up on your website, you need to test, track and measure.

***The next question is, I am sure that putting together these programs is a pretty fun thing to do, but other than that, what's the reason for it? Does it build a different kind of value for the end run customer or subscriber?***

And I truly believe that it does build a different kind of value in that it allows people to mentally form a bond with you, and it allows them to get to know the real you or the persona that is you, and so the value comes from being able to present better content.

Now there's a double-edged sword here because you can create excellent content, but with at least double the value of anything in text.

I believe that.

However, you also run the risk, if you don't know the right stuff to do and the right way to do it, you run the risk of really alienating people, chiefly because you're gonna bore the hell out of them.

So you need to learn how to create the content in a certain way that's gonna keep people interested, it's gonna keep them going, it's gonna keep them able to view your content or to listen to your content, especially over slower dial-up connections.

***Next question, at least on one of your sites you have a lot of audio and video information? How do you draw the line between doing enough and overdoing it?***

And that's a great question too.

Basically, the answer is it comes down to the promise that you're making.

What are you promising people they are going to get from your information? Whether it's something you are selling, an audio/video product that you can get more money from most of the time than you can from Ebook, in my cases you can sell it for a lot more money than you can in Ebook, the same information just packaged differently, or if it's a newsletter like [www.igottatellyou.com](http://www.igottatellyou.com) where everything's published in multimedia.

It all comes down to what your promise is.

It's not a question of too much, because I believe in constantly and consistently over delivering.

But if you ask most people, they're gonna tell you that they never get enough and that many marketers, newsletter publishers, ezine editors often fall very short of giving them enough let alone too much.

They promise the moon and they never deliver.

So don't worry about giving people too much.

Worry about delivering and hopefully over delivering on whatever promise you make them.

Even if it is a promise for something that's free because nothing is free.

Even if people don't pay you with money, they pay you with time, and if you ask somebody to pay you with time, especially with audio and video, you must over deliver on the promise that you make because their time is actually more valuable than their money.

Most people don't realize it.

Maybe they don't realize it on a conscious level, but more of them realize it on a subconscious level that their time is more valuable than money, and if you ask them to pay you with time, you need to over deliver.

Now, next question.

***How hard was it for you to learn some of the techniques and tools not coming from an audio production or radio background?***

And the answer is, it was tough.

I am not gonna make any bones about it.

When I first came out with the first issue of igottatellyou.com, that issue took me almost a week and a half to make, and it was a bear, and it was from 6:00 in the

morning to 10:00 at night trying to figure out how to do this stuff just trying to figure out how to get one little audio thing up there so it would stream over the web the right way to people who were on slower dial-up connections.

And it was a long and hard and arduous learning process, and all I can say is that over the last year and a half, I have made some major discoveries, at least for me, as far as how to make this stuff work.

Now, a year and a half later, we look at things like the igottatellyou.com newsletter, and my tech support for that site where I'm doing some cutting edge stuff is absolutely zero.

I never get tech support emails from people, and the reason for that is because we figured out how to deliver the content and how to package the content and how to plan the content so that it works for basically everybody who can get on the internet who has a pair of speakers and a monitor can view the information.

Now, next question.

***What's the best way for someone just starting out using audio and video to make money fast?***

Well, I would say, number one would be, get an audio message up on your site from you and start testing its effect on conversion rates, and it doesn't matter whether it's on a site with a product that you sell that's your own product or from a site that you're selling as an affiliate.

Start testing different messages and measuring what effect they have on people's behavior on your site, whether it's getting them to read your whole sales letter, whether it's getting them to click specific buttons on your website or click specific links on your website.

Whatever it is, you need to just start doing it and testing it.

So what your purpose for putting the audio up then in the first place, and then measure its effect on the traffic that you get.

The second way you can start making money relatively quickly is to start using multimedia at the same contact with your subscribers.

Even if you only have ten subscribers, do stuff like put up little audio buttons where you give them tips and tricks.

If you want to try something like the *igottatellyouthis* letter, go for it.

I would tell you that if you try and do something like the *fridaynightsmackdown.com* you might become the victim of a Friday night smackdown, but the thing is, I guess the world is always open for a Saturday morning rant or perhaps even a Tuesday night I'm a little pissed off at the world.

Whatever works for you.

But start using multimedia to stay in contact with your subscribers, and the third thing would be to start incorporating multimedia into your products immediately because you continually charge a lot more money for it, and they have a much higher perceived value than just straight text products.

So if you've written an ebook, or if you have a collection of articles, or you have a mini course, or you have any other content that you have created, you need to incorporate multimedia into it because by incorporating multimedia into it, you can massively increase the value and therefore what you can charge for it, or you can create something like an audio ebook of your other ebook.

Burn it onto CD-ROM.

Do some other things that we can teach you, and you can make more money from the backend than you do from the front end.

Or, if you've got a \$29.00 ebook and you'd sure like to convert it to say a \$39.00, \$59.00 even a \$97.00 downloadable product, you can do that with audio and video.

Now, two-part question.

***Number one, can people get started without spending a fortune, and number two, does all this multimedia, like you're doing, require a special server?***

And the answer to **part one** is, well, you can get started without spending a fortune, but you also can't get started without spending a dime.

Okay? **Number one**, you need to get a good microphone and some basic software, and you can get started for a few hundred bucks.

But this is not something that you're going to learn from an ebook, and if you're serious about multimedia, the sky is the limit.

But this is not for the casual dabbler.

This is for the person who's serious about using multimedia to make money, especially by creating better quality products that they can charge more for and give more value but create them in far less time and enjoy much higher perceived value in the eyes of the marketplace.

So the point that I'm trying to make is it's not going to cost you thousands of dollars to get started with online audio and video, but I would severely caution you against thinking that you're gonna go down to Wal-Mart, you're gonna buy a \$9.00 microphone that hooks up to your computer and start turning out professional quality stuff, at a minimum you must get a high-quality microphone, and a high-quality microphone and the low end, low, low end, the very minimum is gonna cost you about \$50.00.

On the upper end, it's gonna cost you a couple hundred dollars.

But you cannot do this with a cheap little Penny microphone that basically sounds like you're screaming into the end of a soda can that has a piece of string tied to it, and your buddy's standing over behind the tree with another soda can with a piece of string.

It's just not gonna work.

The answer to the **second question** is, does all this multimedia you're doing require a special server? The answer is, no.

You do not need a special server in any way, shape or form.

In fact, the way I figured out how to do all this stuff, it will work on a Windows server or a Linux server, and I have both types of servers, and it works great on both.

So you can do this with a regular hosting account.

It doesn't matter if it is on a Linux box or a Unix box or a Windows box.

This stuff works, and you don't need to go spend \$150.00 loading up with some sort of an expensive server that you just don't need.

You can do it with a regular old hosting account.

Now, next question.

***Does website audio and video a passing fad, or is there real future in continuing to use streaming audio and video?***

Well here's my answer.

It's here to stay, and I'm gonna tell ya that most people are gonna use it incorrectly.

They do that with text now.

So why should audio and video be any different? People think they can just buy a software program, hook up a mic and start making money, and that's not the case.

But think about it.

Everybody, virtually everybody, that has a computer has a word processing program, and they can go buy Adobe Acrobat.

So turn it into a .pdf where they can buy something like Armand Morin's Ebook Generator and turn it into an .exe file.

Now, they have a word processor, and they've turned it into an ebook.

Does that mean they know how to write a great ebook and sell it for a lot of money? No.

They don't.

But the thing is, audio and video is only gonna get bigger.

From here on out, audio and video is gonna do nothing but become more and more pervasive, more and more prevalent, more and more evident in its ability to help people do three things: create outstanding products and incredible value that they can charge more money for; develop and maintain a relationship with their subscribers in a way that printed text will never allow you to do; and the third, help you to sell and convey your sales message much more effectively and much more quickly and much more evidently for the people who are listening to you than you can do through straight text.

So audio and video is here to stay.

Okay, last question.

***What advice would you give somebody who's looking to get started with audio and video on their website?***

The advice I would give you would be this.

Number one, just do it.

Just take the plunge and do it.

Don't worry about if you're thinking, oh I gotta have a professional-quality voice.

Have you been listening to my voice? You do not have to have a professional-quality voice.

Another thing people worry about is, oh, I gotta have a special server.

Nope, don't need to have a special server.

Okay, we've covered that already.

Another excuse people throw up is, oh well, you know, I don't think people really want to listen to it, or they don't want to watch stuff.

Baloney.

What is the thing that everybody spends hours and hours a day in their home? The boob tube, the idiot box, the television.

People love to look and listen because it's passive.

People love to look and listen because it's a way to absorb information faster without having to think.

When people read they have to think, whereas if they listen and they look, they can absorb as much or more information than they can from reading.

In fact, the US Military has done studies and has demonstrated that people when learning in a multimedia environment, i.e. not just text but including audio and video, have an increased retention of up to 80 percent over text alone.

That means four out of five people, when you use audio and video, are going to absorb and retain whatever information you're putting out to them in audio or video, than they will from straight text.

So I would encourage you that if you are thinking, and you're interested, and if you're wondering whether audio and video's gonna work for you on your website, I can tell you this with complete authority and with complete confidence, it's a fact.

If you want to sell more, if you're wanting to have a better newsletter, and if you want to have higher priced products, audio and video can help you do this faster than any other type of product creation method or marketing methods delivery.

It can help you better than anything else going on the web right now.

So I would encourage you to learn how to use it.

Just get started.

You make mistakes, it doesn't matter.

If you need to, get some help.

Buy a home-study course.

Do something though to at least get started so that you don't feel like you're getting left behind, that you're out there in the playing field.

The opportunities for using audio and video on the web are so wide open, it's almost scary, and the people who jump on it now are the ones who are going to be so far ahead of their competitors that they'll never be able to catch up.

So, I'm Jim Edwards.

Thank you very much for listening.

Check out my audio and video newsletter at [www.igottatellyou.com](http://www.igottatellyou.com), and also check out my affiliate program at [www.ebookfire.com](http://www.ebookfire.com).

Thanks a lot for listening.