

A Subtle Benefit of Adding Audio - Why Bother?

We live in a multimedia age and we are multimedia creatures.
Listening is part of life for everyone that is fortunate enough not to be deaf.

One very good reason that you might at least want to test adding audio out for yourself is that it may well increase your conversion rate.

So you'll get more sales for the same cost.

I'm not saying it will, I'm saying it might.
You'll have to test for yourself to see whether or not it does.

I mentioned quite recently some tips and ideas about using YouTube to video clips on your website. Well, if you're an ugly bugger like me then maybe adding audio clips is the next best thing!

There are various bits of software and things you can use to add audio clips to your website. Many of these use FLASH to create buttons and then streams sound.

Perhaps it's just me but I don't really like them.

Personally, I find it just as easy to make a little animated GIF image, record whatever it is that I want to record, save it as an MP3 file and link it up directly.

Anyone who wants to listen to the clip will be able to play, pause rewind or stop with whatever software their PC uses and is involved when clicking on the image.

If I visit a site that starts playing someone's voice or audio straight away without asking me first to click a button, I almost always leave the page straight away as it can annoy not only me but also the person sitting next to me.

(Again - your customers may well be different from me so don't take my word for it - you'll need to test this for yourself)

However, one bit of software that won't cost a bean and is fantastic is [audacity](http://audacity.sourceforge.net/) it's available at <http://audacity.sourceforge.net/>

This will enable you to edit your recording by getting rid of background noises, coughs or splutters or indeed increase quiet parts of the recording and generally cleanup your audio. There's a few special effects as well and it's fun to have a play with it.

Selling AWAY from your Website.

However, the main reason that I like to add audio to my website and make some sample seminars available to visitors is that life is very hectic these days.

Consequently, I don't really expect everyone to be listening to me at work or even read

my website at work. You can listen to a CD whilst on your way to work or walking along using your IPOD...

How useful would it be for you to be able to sell to your clients when they are AWAY from their computers as well as when they're on your website?

And when I say "Sell" I don't mean a 20 minute list of how marvellous your product or service is. I mean simply letting potential customers know all the things that your product or service can do and listing the benefits.

It's simply another dimension to helping yourself by helping other people. If you help them they'll want to listen to you. Conversely, If you're just selling without helping then they won't. Not surprising really.

So, here's a thought.

Get a microphone (they start at less than a fiver) - or just use an existing webcam.
Download the Audacity Freeware.
Give your potential customers some useful tips and benefits of using you.

Why not give it a try?

Mike Knight