

# 10 simple ways

## to lift the impact of your website with audio

You can see examples of this on my site:

[www.paulbuckingham.com.au](http://www.paulbuckingham.com.au)

- 1** Record testimonials or case studies with your favourite clients. (Make sure you do it in a quiet space.)
- 2** Keep the material short. If it's too long the listener will tune out. (When you're listening, ask yourself: is this boring?)
- 3** Have a picture of the person speaking and identify them.
- 4** Master the use of a service such as Audio Generator. You can research it by visiting [www.classoneproductions.com.au](http://www.classoneproductions.com.au) and clicking on the bottom right-hand box.

This is an incredibly powerful sales, marketing and information tool that enables visitors to play tracks but not download them.  
**FREE OFFER:** If you sign up to use audio generator through my website, I will coach you through the uploading process **FREE**.
- 5** If you cannot use Audio Generator, then use MP3 files on your site. These can be downloaded, copied, emailed around. However, you may need help with a web-builder to load them.
- 6** Keep the story simple. Don't waste time with chats and waffle.
- 7** Email the audio link to your friends. Audio Generator is fantastic for this.
- 8** Record your own welcome to the site so it plays automatically when someone logs on. This is a great way for people to understand a lot more about who you are.
- 9** When you speak, keep the tone natural and friendly. If talking into a microphone is not natural for you, practice several times and have a trusted friend, coach you.
- 10** Use a quality recording device. Your audience has been educated by high quality sound and pictures. If you use a poor recording, your impact will suffer.