

10 WAYS TO KEEP YOUR AUDIO PROGRAM POWERFULLY INTERESTING

- 1) When you are preparing the material, keep the ideas moving. Too much detail will lose your audience.
- 2) Use a tight and powerfully read introduction to hook the listener.
- 3) Less is more; Include less material rather than waffle on.
- 4) Where the program includes live seminar material, make sure it is re-edited to suit the listener rather than the seminar audience.
- 5) Remove elongated gaps where audience members are talking off-mic.
- 6) If you are not a strong presenter get an interviewer to interact with. The content will be quite different.
- 7) Use music to break up sections of material. It pauses the thinking process for the listener, when inserted in the right place.
- 8) Divide your CD into tracks to make material easy to find.
- 9) If you are delivering a monologue, exaggerate your voice and your movements. Wave your arms around and 'talk' to the back of the room filled with 5000 people, hanging on your every word.
- 10) Let someone else, experienced in production, be the final arbiter as to how you sound. When you are not used to your own voice it is almost impossible to judge.

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Please contact Paul on 02 9437 4199 or via email: paul@classoneproductions.com.au