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Using Audio In Your Direct Sales Business

By Annette Yen

If you've been around the Internet for more than a week or so you know that everything is hopping and moving fast and that using audio, webcasting and podcasting are where it's at.

Most direct sales representatives are content building their business using the traditional means and supporting their downline with phone calls and emails. But, let me tell you, if you're not exploring the use of audio with your direct sales business you're missing out not only on profits, but also on FUN!

Here are some quick ideas for making use of audio with your direct sales business:

1. Recruiting – Record a 4–5 minute audio about your career opportunity. Load the audio up on a one page sales letter or onto a voice mail for potential recruits to dial in and listen. You can even turn this into a weekly or monthly podcast and update the general information with specific company recruiting specials, interviews with top sellers in your company or with the company founders.
2. Customer service – Have a weekly audio newsletter for your customers. Do product spotlights from your catalog, talk about monthly specials and have customers call in their testimonies on how your product has worked for them. Do customer contest drawings and get your listeners involved.
3. Bookings – Create a hostess hotline audio series where hostesses can listen to tips on getting ready for your home party and load that up on a password protected webpage. Don't let this replace personal contact with you, rather make it a convenient way to communicate all those things that you always need to tell your hostess and a fun way for her to listen to it uninterrupted at midnight when all her kids are in bed... and you are too!
4. Downline – Do a weekly or monthly podcast meeting for your downline. Celebrate accomplishments, talk about products and specials, update them on any corporate news and do new recruit intros or interviews with top producers. Have a series of audio trainings for new recruits that include how to book a party, how to conduct a party, recruiting ideas, how to use the company resources, etc. Make it fun and involve others in your group as well. This is especially helpful when you have a large group of out of town downline who might feel neglected if you're having only local fact to face meetings.

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This list is just a start of all that you can do with audio for your direct sales business. It really is fun and not too difficult either. You can go as simple as just purchasing an inexpensive MP3 player/recorder up to getting a full system to record via your computer. Help and resources abound on how to take it from recording to the point of getting it to the listener. Start simple, play with it and then expand into more as your time and budget allows, but just do it! You and your business will be glad you did!

Annette Yen has 20 years of direct sales experience and is currently with

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She loves sharing ideas with other direct sales moms. Sign up for her free direct sales audio ecourse at

<http://www.directsalestools.com>

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How to double your sales the easy way

By Aaron Raduly

Is your beautifully designed and professionally developed site helping you in meeting your sales targets? Is your PR 4+ site getting enough signups? No? There is only one reason; your site misses audio. Use audio buttons on your website and keep your sales' graph rising!

Audio buttons are the small buttons that add audio to a web site. They are used on sites, in e-zines, sales letters and newsletters to communicate with customers. Yes, that is the key point: to communicate with the customers! These things are by the way quite simple to add and can do wonders for You. Web audio is such a great marketing tool. More and more webmasters are using it because no web graphics and sales copy can compete with real voice, especially when it comes down to marketing. There are several reasons why you must use streaming audio in your online marketing campaign. In my opinion the most significant are following:

1 – Audio buttons increase sales. Business works on trust and reliability. And nothing is more reliable and guaranteed than your words. That's why web audio buttons are considered an effective sales promotion tool. Greeting message on site, talking e-mails, and audio testimonials ultimately results in new buyers and increasing sales.

2 – Audio messages have more significant effect on visitors than text messages. It has been proven by research that 70% of the Internet users remember audio messages. If your site lacks this feature, it means you are missing sales.

3 – Streaming audio messages are the best way to increase e-zine subscriptions. In online marketing,

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getting signups for a newsletter is a great sales boosting strategy. And audio in your site servers this purpose very well. Get audio buttons to your site and watch your sales rocket.

4 – Audio buttons save time. Writing too much text requires time and the visitors might not even read it. Record your sales message in audio format and people will love it!

5 – The Wow factor. Amaze your visitors with your voice. Currently, only 5% of the sites are using web audio. When a visitor will hear your voice, it will appear new to him/her and will leave a good impact on him.

6 – Audio messages are the best way to keep visitors at your site for a longer period. When a prospect spends more time on the site, he will know more things about you product or services. Thus, he or she is more likely to turn into a buyer.

7 – Web audio is very simple use. In fact, it is even fun to play with it – and yet it takes you business to the next level.

So as you can see there are several reasons why you need to use audio on your website. It does great things to your business no question about it. Start using it today!

Aaron Raduly is the owner of

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Boost your business by using the power of Audio



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