

eBooks: Not the Only Game In Town (Part 2)

By Kevin Smith

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In Part 1 of this article I discussed using Video Seminars as a way to package information. In Part 2 I will be discussing using Audio Seminars as a package for information.

Packaging is sometimes more important to the sales process than the content of the package. For instance, marketers know that some types of information will sell better in an e-book than as an e-mail course. Other types of information do much better as an e-mail course. So, the same information, if offered as an e-book and as an e-mail course, will produce different sales statistics. Why? Because the packaging of the information makes a difference.

#2: Audio Seminars

Just as we are a visual society, we are an aural society. We listen to radios, tapes, and CD's everywhere we go. In the car, at home, on the job, we are listening to something all the time.

Why not package your information as an audio seminar. Simply record the information with a cassette recorder, or record it directly into your computer. You do not need expensive recording equipment for this. All you need is a reasonably good microphone (you can get one at Radio Shack),

and a means of recording.

I hosted a daily talk show online for just over two years. When I began the show, I was broadcasting from a war zone where we could not get equipment. I used absolutely cheap equipment to record into my laptop computer. The show was successful and built an audience in 26 countries.

Once you have recorded your seminar, upload it to your site and sell it as an online audio seminar. You will need to be able to "stream" the audio, so check with your host to make sure you have streaming capabilities.

If your host does not provide streaming capabilities, you will need to convert your sound file to RealAudio format. Their player will do pseudo-streaming. In other words, you can upload to a non-streaming server and the audience (using the free RealPlayer) will not be able to tell the difference. The audio will stream anyway.

Direct Sales Is Not the Only Use

Direct sales of your video and audio seminars is not the only way to go. You can also use these packages to support and motivate your affiliates.

A monthly audio seminar by the founder of the company (you) can be highly motivational to affiliates. Offering that kind of support in your affiliate recruiting package can also help you rake in far more affiliates.

Innovative packaging of information is neither difficult, nor effortless. It does take some effort on your part, but it is not really difficult. It does take a bit more time than producing an e-book. On the other hand, if your e-book sales are waning this may just be the answer.

Bundling adds value to the package and power to the marketing.

The term "bundling" is a term with which we are all familiar. Hardly a computer is sold anywhere on earth that is not "bundled" with software. The bundled software adds value to the computer because it makes the computer immediately usable. You need only plug it in and turn it on, and you are ready to go to work.

Bundling your latest e-book with an online audio seminar, or a downloadable audio seminar will add value to the book and make it possible to sell at a higher price.

Bundling your e-book with an audio seminar can make your package too hot to resist. Of course, the content must be genuinely useful and not filled with hype. Your e-book and audio seminar can be produced in such a way that together they deliver a knock-out punch. Do that and word will get around that you are delivering some of the best info packages on the internet.

About the Author:

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