

How To Make A Professional Audio Information Product

Summary: One of the biggest keys to creating a quality audio information product is to have professional equipment. You also need the correct tools and software.

The difference between a pro and consumer product is the following;

1. Microphones
2. Recording techniques
3. Environment
4. Mixing in music and sound effects

Pro Microphones Verses Consumer Microphones

The most efficient and convenient way to create an information product is to use a microphone compatible with your computer. Your computer is not the important issue here, but the recording microphone. The other important piece is the computer software you use. The big secret is to use a USB microphone. You don't want the kind of microphone that you plug into your microphone jack, because it is not provide professional quality.

If you are going to make information products that you will sell and make money, you don't want junk. You don't want to give paying customers reasons to return your product. You certainly want customers to purchase over and over from you. If your audio information product is poor quality they will not buy from you again. The exception is if your content is so good that they can't live without it.

A good professional quality microphone is the [AT 2020 Pro Microphone](#).

Microphone Techniques

Make sure you stay consistent. If your voice fluctuates from clear to far away you will frustrate your customers.

Environment

Do the best you can to keep your environment quiet. It is possible to have professional results in a room in your house. Obviously recording in a soundproof room is best, but it is not a must.

You need computer software to make your audio product. You can find both free and software that cost. The free software will not have all the whistles and bells. For free software consider Audacity.

How To Set Up Your Recording Area

Sit comfortably in the chair or stand. Be careful about using a paper script. Many internet marketers recommend you have two monitors. While you are creating your product on one computer you can be reading from the other monitor. Smile when you speak. Make sure you have a quiet room. Be close to the microphone and speak with enthusiasm. Use a Scissor Boom Stand so you can use it hands free and easily position it anywhere.

Making Your Audio Information Product

Use Kunaki at, www.kunaki.com to outsource your physical production and inventory.

Another suggestion, if you have an ebook is to use a transcription service. Pay someone to convert your written product into an audio product.

Here is a tip that might be gold to you and will make you stand out. Make audio CD's about your business or product to hand out to people. There is a good chance they will listen to your audio CD on their commute home. Use this the same way as you would a lead generation. Give them tremendous valuable free content, and then pitch your offer at the end.

Tips on how to make an audio product is do a question and answer session. You can do this by yourself. Read the question yourself and answer it. It may work better to have someone else ask you the question. Test to see what method works best. Sell both or give away both and see which one has the best conversion.

Answer 10 to 20 questions that you can intelligently talk about off the top of your head in detail.

Packaging Your Audio CD's

Package your audio CD's in a DVD case and not a CD case. Packing your audio information in a DVD case makes it look more like information than music. Another option to manufacture and ship your product other than Kunaki is createspace at www.createspace.com.

Audio And Video Podcasting

The basic reason to use audio and video on your website or blog is so people can connect with you in many different ways. Reading is not always possible for your customers. Many people have small portable internet devices. Reading on them is not always convenient because the wording is small. They will appreciate it if you give them an option to listen to your content. Also audio testimonials are more powerful than written testimonials.

If you have a Wordpress blog the plug for a pod cast is podpress.

Conclusion: How to make an audio information product is more than being a subject matter expert in your field. You need the right equipment, tools and coaching.

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