

Video Broadcast Yourself Online and Get Prospects to Tune In

From the time Alexander Graham Bell's little invention first allowed man to speak to others across the miles, it's been pretty much a given that nothing is as strong a tool for communication as the sound of the human voice . . . not newspapers, not magazines, not even the knowledge-stuffed texts on the Internet. Seeing may be believing, but seeing AND hearing motivates people to act!

Human beings are all emotional creatures and because we're so intensely influenced by those emotions, external stimuli via our five senses play a very important role in how we perceive others and with whom we choose to do business. It seems logical that the more senses used in gauging something, the truer the evaluation. A simple inflection of the voice from an audio book can take the listener through emotional twists and turns that speak volumes over a comparative text-only version.

Obviously, reading offers one advantage the auditory version in that the reader can have a "pure" experience through his or her own imagination and perception, rather than listening to a voice that through its inflections and tone conjures up an image for them. But, as a business owner, marketer, or sales manager, do you really want your Internet customers to judge your product or service strictly by what they read, or think they read? Wouldn't you really like the opportunity to "talk" to them directly to personally point out the benefits of your product, and let them hear the pride of workmanship in your voice?

Through the earliest days of worldwide newspaper communications, through the era of radio that brought a faceless voice through a simple speaker, and on to the invention of television that literally changed the world . . . each medium as its turn came, gobbled up large percentages of the market. We can compare these three powerful mediums; newspaper, radio and TV, to the transitional phases of the Internet, which went quickly from obscurity to a household "must have". Now with the onslaught of audio and video to enhance it, we're well on our way to a new age of sight AND sound in our everyday online experience.

Prepare to dazzle and be dazzled as a witness and participant in the next generation of online communication and marketing: audio or video testimonials, quality assurances, FAQ's . . . all confidence-building messages of value from business owners directly to their target market, and all heard by potential customers. You never know if your web site visitors are actually reading all the sales text that's available on your site. But if they listen to the audio or watch your video, you know they'll hear all the facts that are important to their decision-making process, and that can make the difference in helping you close the sale.

As business owners recognize the swaying power of using broadcast media to communicate the value and quality of their products and services online, the Internet will come of age in a big way. Just as radio and television provided the sights and sounds that

newspapers lacked, wooing whole families to become an eager audience, broadcasting one's business on the Internet will draw in its own new generation of eager potential customers. It's a theory that follows history and just makes sense . . . and good sense is something every prospective client can appreciate!