World Internet Experts Series

Creating Audio-Visual Products For Your Website

Featuring Mike Stewart

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Ted: Good morning, Australia. Good night, UK. Good evening USA, and welcome all points in between. Welcome to another World Internet Experts interview, brought to you by the organizers of the World Internet Summit. Myself, of course, your host, Ted Ciuba, as well as Brett McFall, Tom Hua and Allen Forrest Smith are welcoming you today.

Again, it is a webcast. So basically, what that means is you can listen in and participate on the telephone. If you're here, you've got that number. You can also dial in to the internet, World Internet Webcast, and you can listen live.

So let's get right to it. What is it that we're doing at World Internet Experts? Well, real simple. We're bringing you experts for a purpose.

What kind of experts? Well, the world of internet marketing is broad. Like, for instance, our guest tonight is specializing in internet audio, internet video. He also understands and incorporates a lot of the other things that we've talked about – e-zines, broadcasts, relationships, copywriting. But everybody – everybody – has their own area of expertise. So that's what we're doing. We're bringing this parade of experts through, so that they can give you the lowdown.

So our purpose is real simple. Every time we get someone on the phone, we do, of course, want to let you know who they are so you'll see us doing that today. But the real purpose is to get good, solid, actual information that you can use and that you can use sometimes within the next 30 minutes

– but certainly within the next two or three days – to increase sales on your site. Or, if you don't have a site, a lot of times to get it up.

I know you'll be delighted with our guest tonight. By the way, I say that knowing we've got guests from all over the world. But it is tonight, in the USA, where we're both located.

It's no secret, folks. You have been seeing audio more and more on websites. This is one of the guys that's been the creative genius, the creative push behind this whole movement.

A lot of you have heard about this program or that program. Be it known that Mr. Mike Stewart was involved in getting some of those people going. And I'm not going to say that he did everything, of course. Nothing happens single-handedly. But I'm telling you, Mike Stewart is a leader in internet audio and he has been moving into internet video. And I think you're going to be impressed with today's event.

We used to say the ideal scenario is where we are both enlightened and entertained. Mr. Mike Stewart, welcome to World Internet Experts.

Mike: It's so great to be here, Ted. Thanks, buddy.

Ted: Hey man, we're so glad to have you. Just to let us know where you're at, can you play a few bars of something for us?

Mike: I'm going to play my theme song, because one of the things I recognize, this is a teleseminar, which is a nice word for a lot of people listening in on the phone call. But quite honestly, this is a radio show. So I should play my theme.

Ted: Yeah.

Mike: I'm going to play my theme.

Good evening, ladies and gentleman. I am the Internet Audio Guy.

Welcome everybody interested in the World internet Summit, and most importantly how to create audio for the web, teleseminars, and how to make audio products. That's what this is all about. It's not that difficult. It's not that difficult to know how to manipulate these tools of the trade.

If you pay attention to radio and television, that's been my model for many, many years. And the internet is just a huge broadcast antenna, and we're going to talk about that.

Ted: Very cool. Hey, I loved your intro. You know what? Speaking of radio, that's exactly how they introduce a lot of these shows, with just a brief maybe 10, 12 seconds long, a brief clip.

Mike: The whole thing of it is talk show radio has been around for many, many years. They're obviously very popular. And the way to make it entertaining, the way to make it informative, and the way to make it sound

really professional are these little production techniques. They're really very simple to do.

I listened to a lot of teleseminars three or four years ago. And basically, what they were was just two people talking and two people talking.

So my mission and my passion is to say, "Hey guys, it's never been easier, it's never been more inexpensive to learn from your predecessor, radio and television. They use these techniques, and the public is accepting of it. And I've actually got some more examples I'll show later.

Hopefully, that was a good start here. I want you to ask some questions, because I want to get information to the listeners tonight, to where they can get something out of this that they can use tomorrow.

Ted: Great. And I'll tell you what, Mike, I do have a lot of questions. And I know we're going to be a jam-packed hour. And I'm going to get back to how people can do it and how it's never been easier.

But not everybody knows who you are. Can you give us a brief rundown scenario, so that everybody can kind of get caught up to speed?

Mike: Alright, I'm going to give a two-minute history of Mike Stewart.

I'm a musician. Just played the piano there. I am a composer, and I wanted to write music. And the only way I could get hired at recording studios when I moved to Atlanta, Georgia in 1979 was build my own studio

and always hire myself as the musician. There were only so many musician positions here in Atlanta. And I thought, "Okay, if I build a studio, then I can always hire myself as the piano player.

Ted: Very ingenious.

Mike: Quite honestly, that worked from 1979, for 20 years, to 1999. I did that. I did radio and television ads. I did what's called corporate training videos, on-hold messages.

There are so many uses of creative audio that we take for granted and really don't even think about. Somebody created that. Somebody had to build that. And we did it back when it was just tape recorders. PC's didn't even exist in 1979. So it was multi-track tape recorders is what we worked with.

I got to do my dream at 25 years old. I wanted to write music and make a living writing music, which everybody in my home town of Bristol, Tennessee said, "You can't make a living writing music." Well, I did from 1979 to 1999. I wrote music for ad agencies and corporations, and just all kinds of different fun projects.

But the internet came along, and I said, "You know what? That monitor is a television set, and there's speakers with it." The same principles that work in broadcast, in television and radio, will work on the internet. And that's why I fell in love with the power of the internet. Because basically, it levels the playing field. Everybody can become a television station and a

radio station for just pennies, compared to what it would have cost 15 or 20 years ago.

So my history is those 20 years of broadcast productions, meaning working with the ad agencies, seeing how audio advertising and how subliminal – not even subliminal – underscoring with sound effects and music, how powerful that was to make a marketing message happen.

So when I got introduced to internet marketers and started understanding all the perspectives that they had, such as copywriting and shopping carts and headlines and bullets. It just goes on and on. Search engine optimization and pay-per-clicks, all the others.

"The wonderful part about that," I said, "They're missing audio! They're missing this oral element," and that's what inspired me to become the Internet Audio Guy is to explain to people that this same technology that can take a credit card and sell an e-book or sell a product can also transmit an auditory message to help convince a person to do business with you, to build that trust level.

I've gotten to witness, in the last two years, of how powerful and how effective that is. So we're still out there trying to teach people that it's not too late. There's still a competitive edge, if you learn to use these techniques and these tools.

Ted: That's great, too. But one of the things I don't want our listeners to overlook is the fact that you were doing something, which happened to be writing music. And when it came time to you saying, "Hey, I ought to get on the internet," you really just went into your own experience to what you were doing. You didn't reinvent the wheel.

Mike: No, not at all.

Ted: And that's what I tell people, a lot of times. I say, "Hey, the first thing you ought to do when you're thinking about getting on the internet, before you go off and buy somebody's reprint rights package that you may or may not have a real affinity with, what is it that you do in your life, what is it that you've been doing? What is it that you're good at? What do you like? Where's your passions? Could you convert that to an internet income stream? And you're a walking, talking testimonial on that one.

Mike: Most definitely. The thing that amazes me, and I pinch myself every day, I get to do what I used to do 10 years ago, for people across the world. It's a blessing and I don't take it for granted, and I'm very grateful for it. But I did know not to get out of my passion. My passion is audio development and music creation.

When you get inspired by all the great people that come to events like the World Internet Summit, there's always some people that go, "My gosh, I can apply that to what I love!" And I've done that, and I've seen the results of it. I've made money as a result of staying in my passion and

applying new technologies and new-fangled ways of thinking things, but sticking to what I do best.

I'm not going to write an e-book about how to train your dog. I'm just not going to do that. I don't have an interest in that. But I will create products that enhance my passion. And I think that everybody should learn from that.

Ted: And, of course, speaking of writing e-books, you've redefined what writing an e-book means, too. Haven't you?

Mike: Well, that was all inspired from the fact that I can't read. I've had this difficulty since I was in high school. I really didn't discover it until many, many years later, but it's like I couldn't read novels. I don't know why. I can read technical books, because I guess I'm so fascinated with it. But if I read fiction, I fail at it. And the only way I could get through high school was watch movies of the books and then do a book report on it, and then I would get an A.

So I was an A student. But when it came to reading certain text, my comprehension level was extremely low. That was actually proven on my SAT scores. I had to take a remedial English course in college to get into college. But I made straight A's in music and math.

So years later, when I started developing the Internet Audio Guy, I did a little bit of research and I started realizing a big percentage of the

population are auditory-only learners. No matter how much they read, their brains cannot comprehend what they read.

But for me, if I hear it once, I've got it. So I'm sitting here looking at all of these internet marketers creating information products as text-only. Basically, that's what an e-book is. It's just another delivery of text mechanism. I thought, "My goodness, they could replicate that same content in an audio format faster than they could enter it in." I was thinking they were sitting at their keyboards and typing. And, of course, what we've discovered in the last couple years, it's actually better to record your thoughts in an organized format and get it transcribed, and then you get both. You get the audio book and the e-book from the audio recording.

So audio recording has just so many applications to help people create products to sell online.

Ted: Well, you were talking earlier, too, speaking of audio. You made the comment that the public is accepting of it. Actually, and I want your comment on this, I think it's gone beyond accepting of it. It's come to the point where they are demanding of it. And if you don't have it, they are beginning to devalue you. It's just like, in another sense, your mail order marketers. They can't say – anymore – "Send in your check or money order," which is what they were doing in the 50's.

Now, they're saying, "Send in your check or money order or order conveniently with your credit card. Send it here, fax, e-mail, whatever I want.

So, in other words, the whole bar has been raised on all of the society, whereas people now look at a product that doesn't have audio or look at a website that doesn't have audio and it can actually be a question that they judge value negatively is you don't have production in your audio. Not only audio, but now a little bit of production with it, too.

Mike: I think that what we should all do is be open to raising the bar. The standards of audio quality, the standards of video quality are determined, what we listen to in the car, on local radio and national television shows, that is the production level. And anything less than that, even though people may not sense it directly, they will go, "There's something amateur about that."

The biggest issue, too, with audio, one of the inspirations for me, too, was I bought an audio program that I paid quite a bit of money for. I was so distracted by the poor quality of it that, thank goodness, the content was so incredible that I overlooked the poor quality.

But, like I said, why – when it's so simple to raise the bar on your quality – accept less than perfect quality? You can choose and there are successful people who choose not to raise the bar on their quality, and I'm not going to mention names. It's not about that. It's about there are options and

when you're out there getting started or you're being competitive, I want every ace in my favor that I can get.

So learning to do it with the most pristine quality and the most professional quality you can used to require going to professionals, because it was impossible to do it at home or in the convenience of your home, because the kind of equipment was larger, it was more difficult to administer and run, it was all done on analog tape, video and audio, and the investment for the equipment…

It's interesting about electronic stuff. My mom and dad bought a black-and-white TV in 1954, and they paid $550 in 1954 for it. And I saw a TV in Wal-Mart not too long ago for $39.

Ted: Yeah, and it was color.

Mike: And it was color. I don't know about that. But the point being is the cost of the equipment and because of the advent of the power of the computers, it's just far superior and less expensive than it's ever been.

In 2004, $100 is a lot less money than something from 1954. Or 1954 money is a lot more expensive today.

Electronics is one of those things that seems to keep getting more and more affordable and more and more powerful.

Ted: And it really is, just to underscore what you said. You're the one, of course, who turned me on, for not very much money. I'm creating stuff, I'm putting music on the front and back of it. I'm breaking it up into tracks, so that it records well.

All this blows my mind because until I met Mike Stewart, I was working with hopelessly outdated and expensive equipment and I could never, ever get it right. And I hope that wasn't my product that you wanted to return because the quality was so bad.

Mike: No, of course not. Once again, content is king. And equipment and techniques are never going to make something that people are not interested in sell. I was very close to going, "If they don't care any more about their production value than this, how good could this be?" But I wanted to learn the information so bad, I was willing to tolerate it.

Why have that work against you when you're creating an information product? It's like doing an e-book that's just full of misspelled words and poor English. There's going to be a point that it's going to be frustrating to people if they don't understand what's going on.

So, to me, poor production quality is a choice. Good production quality is an easy solution nowadays, because the equipment is just so simple to get up and running in a quick, short learning curve.

Ted: Cool! Mike, at the World Internet Summit, you're going to be doing, in addition to doing all of the recording there, in addition be being a featured speaker – and, by the way, that's both USA and across the world in UK, which never would have happened if it wasn't for the internet, us knowing each other – you're going to be doing an internet audio day.

And I do want, later on in this hour, to talk about that and find out what the specifics are. But I do want us to realize that the majority of people listening to the call today will not be able to attend either one of those events. It's just the way life is.

So tell us, what's new and how do we do it?

Mike: What's new? It's been pretty much proven in the last year and couple of years that just pure audio, audio clips of pretty much any length, will broadcast. The technical term is stream over the internet.

But what I see is flash multimedia, the reason audio works so well on the web.

Flash is much more than just sound. It's the synchronization of visuals, still images, bullet points, text, animation. And ultimately, video can be converted to flash and be functional. Not very much on dial-up connections, but pretty much broadband is really penetrating the world. And video clips and especially multimedia flash, multimedia is using still images and using bullet points to make really compelling presentations.

Software like Camtasia has been an incredibly powerful product. It's called screen capture video, that can be converted to flash.

When you can create audiovisuals to teach, inform, entertain, whatever, and you can do it yourself for pennies and put it up on the internet and then make it available as a product on a CD or make it available on a membership website, the opportunities are really wide open right now.

So the future that I'm seeing and the future that I think people need to at least get familiar with now because – it's going to take time to get accustomed to it – audiovisual creation and ultimately DVD video creation is a huge one.

The people that are making info products right now have done extremely well. Some of our friends, Armand Morin, who is going to be speaking at both Nashville and London is a product king. He realizes that he needs to start making more and more DVD productions. So you can kind of follow those kind of leaders in product creation and realize if they see the value in it, then that's pretty much a testament to my belief system.

And I just see it. There's no reason that anyone, with the way television cameras are now. Small camcorders are just super high quality. The software and the hardware to create that kind of content, whether it be screen capture video, whether it be flash multimedia, whether it be actual what I call full-motion video, the internet is another antenna that can

broadcast all of that, and that can be either compelling messages to sell products or services or it can actually be the product or service that is sold.

Probably one of the most successful launches this week was pretty much DVD videos and Camtasia multimedia. It was probably one of the most successful product launches in a long time.

Ted: Speaking of which, why don't you give us some of the facts on that? And this is illustrative of what you're talking about.

Mike: Can I mention names, I guess?

Ted: Mention names, mention dollars. Because that's a pretty monster achievement.

Mike: Well, a good friend of Ted and mine, a fellow named John Reece, is a brilliant, brilliant marketer. Learned a tremendous amount from John. He knows testing and tracking left and right.

He had a seminar that was a private teaching session with just him, for three days in Orlando, back in March, and he videotaped it. He really didn't videotape it, he had a video crew that went directly to a digital video system that captured all of his motion.

And then he created like eight or nine DVD's from that seminar, just teaching what he knows. And then he created about another seven or eight Camtasia's, which is another software that does the screen capture, teaching

what he knows. A couple of audio CD's and a couple of workbooks, and it was a $1,000 product that he launched this week.

Last I heard, he sold over a million dollars in 24 hours is what I heard.

Ted: Yeah, that's what I heard, over a million in 24 hours. He did some other things to make that happen (i.e., he knows how to market).

Mike: It was a hell of a product. Excuse my French. But it was a great product. He has established himself as an expert beyond experts for the last couple of years, and he got some testimonials and recommendations from some powerful people with huge lists.

And, of course, that gets into one of the things I'm sure we're going to be talking about – affiliate marketing and joint ventures – at the World Internet Summit.

Ted: You bet.

Mike: He took all these principles and proved that, once again. I can't take a claim to a million dollars in 24 hours, but I can say that those principles make me a great living day-to-day. Having a great affiliate network that keeps referring business to me, building relationships with great people all over America and all over the world, that we can do business together.

Learning all of these principles and tools and techniques is what I try to teach a lot of my local clients. One of the guys on the call tonight, I'm going to mention his name, Dr. Bill Lampton, every time I learn something from you, Ted, and all our other friends, I go to Bill and he just says, "I've got to do that! I've got to do that!"

So it's a combination of all this information. You just can't say any one thing is going to be the one thing. But, at the same time, leaving out any of it is one little piece that could maybe improve your business, improve your sales, help convince that stranger that shows up on the internet to make that action to either call you or e-mail you or order something.

Most of my business is because I have enough information on my website in audiovisual format. What I want is I don't expect people, the first time they go to my website, to put a credit card in and buy something.

In fact, Ted, I think you're one of the few people that did that for me. I get an order one night from Nashville, Tennessee, and I go, "Where did that come from?" But it was because of a personal referral.

Ted: Exactly. Armand Morin, he just told me exactly what slot I needed to fill in, and I just bought it.

Mike: God bless him for that. That's wonderful.

But the reality is most of the time I want people to call my 800 number and then they talk to me and get a few more questions. And pretty much, that's

what I want to happen. My website is a lead generation tool and a percentage of the time, people buy. But most of the time, it does exactly what I want it to do.

But I don't get people to that website if I didn't learn these other marketing techniques. So, like I said, the World Internet Summit is where some of the best of the best, most of the best of the best get together and tell you all of the pieces of the puzzle.

I just think that audio product creation is just another important piece of the puzzle.

Ted: And you know, Mike, there's a really specific reason why we have you as a featured speaker, not to mention, of course, the quality of your work and production because you're there as a recording engineer.

And I'm saying this so everybody will know this. Whenever I had my interactions with you, first off, Armand Morin made the reference and said, "You need this." And I said, "No kidding! I've been searching for this for six years!" I zipped over there, ripped out my credit card, slammed it down, and I started waiting for the package to arrive.

Now, that was step one. And that was actually the easiest part, because when it arrived, I said, "Oh, crud! I've got these pieces, I don't even know how to hook them up!" And I called you up and you answered the phone.

Mike: Yeah.

Ted: And you said, "Ted, you do this, you do this, you do this, and there's an audiovisual presentation on the website at this URL. You go do it." I looked through that like five or six times and it solved my problems.

I'm like you. If I'd had had to read that, I might not have got it. But you just kept going through it and I would just backspace. And I got it.

I saw you as being knowledgeable, helpful, your information was good, accurate and right-on, and I even had one little or two little emergencies that came up in my early days, just because I didn't know what was going on, and I was able to get you.

So those things, again, as a promoter, I have to think about. Anybody that I associate with, certainly as a speaker, is going to reflect back on me.

Mike: Most definitely.

Ted: And I said, "Not only is this guy top-notch as far as being a wiz, but he's helping people with the product, he's helping them, he's available, he's accessible.

Mike: Well, you just brought up another issue. By creating support that's electronic or multimedia, or whatever you want to call it, the fact that you can go to a website and see and hear how to do something enables me to cover more ground.

Lots of times, I tell people when they call up, I say, "Did you watch all the tutorials?" "No, I didn't."

Not that I want to shoo them away or anything. It's not about that. It's about that it puts the burden on them and it's like, "Hey, I've provided you with some great customer support here that's electronic, and you can watch that over and over again. And then, if you have some more questions, please call back."

And I think that every business can use the story captured. If you catch yourself saying and doing the same story over and over again, why don't you record it and make it available via the internet, via CD?

A lot of people I know, a lot of MLM people, have you call in to a number and listen to a clip.

The internet is everywhere, and everybody has access to it. That kind of content can be readily available, instantly, to help your customers. And they're going to appreciate the fact that they've got that kind of content.

The equipment is readily available all over the web.

Ted: Wait a minute. I've got to interrupt you there. Yes, there is a ton of equipment there. Now, I already shared how I had gone through years of trying and buying or buying and trying. It's the knowledge that goes behind it.

When I came to you, you said, "This is the package you need." I got it, got a little bit of help, and it was working perfectly. I've never had that experience before, even though I was drowning in equipment.

Mike: See, that's my point is that the choices on the internet, the choices in a music store are overwhelming. And rather than make it overwhelming for customers, I'm about the support, to teach people how to make it work.

In fact, in my presentation, if you'll recall, I tell people that the first step is a microphone. A good quality microphone determines the quality of your product. Who cares if there's 50 manufacturers making 100 microphones each? It just doesn't matter. What matters is you want to know a microphone that works.

What I discovered is a great model for me is I feel like I'm the guy going to the store and saying, "Look, are you hungry? I'm going to bring you back a great meal. Don't worry about what it is, you're going to love what I get for you because it's going to work. It's going to satisfy your needs."

That's my business model. It's not about, "There's a million choices, now what do you want?"

Like I said, I do want to admit to folks that I'm not saying this is the only way to do it. This is the way that I've tested and know works. And I can be anywhere in the world on a cell phone, and I can visualize that

equipment and help you say, "Did you flip this switch?" We even had that experience together.

Ted: Yep.

Mike: "Did you flip this switch? Did you turn that?" "Oh, I didn't turn that." "Well, there's your problem." "Oh great, it's working."

It's a different sort of store. If I wanted to be a music store that sold equipment, go get a brick-and-mortar place and put a big sign on the road and stock it full of this stuff…" But that's not what I'm about.

I'm having a blast teaching people how to create products to sell.

Ted: You talked about internet audio, you talked about internet video, and you used the term internet multimedia, which I'm assuming is audio and video and presentation all mixed together. Is that correct?

Mike: Pretty much, yes.

Ted: Okay. So it's not a scientific term, and we all understand it.

Mike: It's an overused term. It's pretty much anything on a computer that talks or moves and isn't idle would be considered multimedia. If it involves sound or motion or movement, or animation or video or anything like that on a computer, then that would be considered multimedia.

Ted: Cool. We've just got a question come in, in the mailbox at AskNow@WorldInternetSummit.com, from Bob Cavanaugh.

Mike: Okay.

Ted: He wants to know if you created a multimedia and you put it up on a membership site or it could be anywhere else, how do you do that without fear of it being pirated?

Mike: Flash multimedia is pretty much impossible to copy. SWF files can only play back on a computer. And I would venture to say that most people don't have the computer savvy to know how to capture it and then be able to redistribute it. They could never redistribute it as an SWF file, especially if it was protected by a membership website system.

Ted: Wow, that's good. I didn't know that. The question is legit, because that's a big problem with PDF files. It's just an e-book, and people download it and they send somebody else and to somebody else.

Mike: See, when you have systems that are membership website files, I mean membership software that password protects directories on a web server, if you've got things like streaming MP3 files and you've got things that, like the multimedia files, are called SWF files, they can play back on a computer and it would really take somebody with a lot of computer savvy. And they couldn't make it in a format that would be able to be redistributed. They might be able to capture it with something like

Camtasia, but they couldn't make it in such a way that it would be sellable again.

That's the beautiful part about digital information protected by a membership website. If somebody pays to be a member of your website, the chances are what's their motivation to go to through all of that aggravation and technical restriction to be able to give it away to their buddies?

A PDF, you download it and you can send it to 100 people with one click of a mouse.

But an SWF file only plays back from the server. Plus, you can hide things so that they'd never know where the source files are.

So multimedia information is a lot more secure than downloadable files such as a PDF.

Ted: That's cool! In other words, they can listen to it but capturing it is a whole different story.

Mike: Most definitely. Quite honestly, I know how to capture audio off the web, but it's a pain.

Ted: And you're way more advanced. You're good at breaking it down simple for all of us, but you're way more advanced than the average duck using the internet.

Mike: And I just think there's an ethical thing. I'm not going to steal something.

I had a guy call me earlier tonight and he said, "We sell some comedy CD's for a friend of mine here in the south." And he actually admitted it. He said, "I want to buy a CD so I can burn some copies for my friends." And I wanted to say, "You're robbing the creator of this product by doing that?"

Ted: As a musician, you would be very, very attuned to that.

Mike: Very sensitive to that. So if I don't want it done to me, I don't want to create it very easy for somebody else to do it. And I don't want to do it to someone else.

But the great thing about macromedia SWF files is that you can't look at the source code. I can create a link embedded in flash, and there's no way to figure out where it's at. So to download it and steal it is just virtually impossible.

Ted: That's cool. Let me ask you another question. Earlier, you were talking and you said that this new technology – specifically, you were talking about video but I'm assuming it applies somewhat to audio also – was now doing just absolutely ___ with broadband connections, high-speed internet connections. But there are still a number of people on dial-ups.

Is there anything that we can do to put a five-, 10-minute video streaming thing up that is accessible by dial-up?

Mike: Well, for dial-up, flash multimedia, when you're using still images, bullet points and what's called Vector animations, that works well on dial-up.

There's a product that converts PowerPoint with your voice, to dial-up-friendly presentations.

What's interesting, I've had clients say, "That's video." No, it's not video.

What it is, is it's still images that move. It's bullet points of text. And it's what's called Vector animation. So it gives the illusion of being video, but video is actually 30 frames of pictures per second.

So that's the problem. When you have a movie where you actually shoot something with a television camera or film camera, you've got so many frames of pictures that have to go per second to create that motion, that it's possible, it's just people look at a very, very small screen, it's very jerky, it's not very clear.

I've heard somebody has created a technology that does improve it. But when you move up to the broadband, you get closer to what's acceptable television, even though it's not full-screen.

When you're comparing quarter-screen broadband video to full-screen, pristine DVD video, people go, "Why doesn't it look as good as my DVD?" Well, it's just because the speed of the connection is just not there yet. When data can move as fast as a DVD player sends data to your television set, then that's when full-screen video is going to be a reality.

That's also a good thing. That's a reason why learning how to put video products together, I think in our lifetime very shortly, full-screen DVD-quality communication is going to be able to be sent down the internet pipe.

Ted: Very shortly, as in two to five years?

Mike: I wouldn't want to predict, because I don't know. I don't know any data about that. I know that if it was up to the backbone providers, if Blockbuster had their way, they'd love to be able to rent you movies through the internet. I know that's how some of the hotel movies and movies-on-demand are working, that they have the connections fast enough to actually put full-screen, digital television down the pipe.

Ted: Sure. I'm on broadband connection with my satellite TV connection, and that's exactly what they do. You want to watch this movie? Click okay. It's $3.82, which is cheaper than getting a video and it's infinitely more convenient.

Mike: Right.

Ted: Plus, it's on my own time schedule. I have spent more – honest to goodness – I've spent more on late fees on videos than I ever spent for the videos themselves.

Mike: Right. It all just boils back to as the technology allows the delivery of the content, you've got to either hire someone to create the content, or my motto is why don't you learn to create the content.

What's usable for dial-up people right now? Flash multimedia, audio, membership websites that contain audio and flash multimedia, Camtasia, screen-capture video, all of those functions will work on dial-up.

Jim Edwards, who's a good friend of mine, is definite proof that that works, because he has a big audience in Australia that can't get on broadband, even though they'd love to. But they're able to hear and see what he creates.

So if you don't know about these tools, that's what we're going to talk about. We're going to show you what they look like. We're going to demonstrate that they're real and it doesn't take a programmer to be able to manipulate them and control them and create content with them.

Ted: Cool. Listen, as you well know, of course, because you're also aware of the clock, we're running into closing up pretty soon. What else is it that you want to get to our people who are listening in on the internet or on teleconference right now?

Mike: What do I want to get?

Ted: Yeah, what do you want to communicate? What is that I haven't asked, that you know they need?

Mike: Well, I think I'd want to leave everybody with the fact that beyond a shadow of a doubt, websites that try to sell products or services or generate leads for businesses do far better using oral or auditory elements and audiovisual elements.

I can't tell you, if you go to one of my web pages and I talk about how a microphone sounds, there's no copy in the world that says, "Listen to this microphone, now listen to this one. Which one sounds better?" You can't write that in text.

I think there are literally thousands and thousands of nuances with people's business, that if they hear the emotion of their voice, if they hear that person, that all of a sudden that cold website that was just black text on white background becomes more humanized. And people do business with people that they know and trust.

So I think that that's the power of using the internet and the human voice, and auditory messages and audiovisuals.

When I show you a picture and I talk about how wonderful that vacation is or how wonderful that cruise is, or that trip, or that golf club, or can you feel that golf club in your hand, it doesn't matter what the product is if I

hear the emotion of the person who's trying to present it, I'm convinced that it's for me.

Even though copywriters are some of my best friends – you're a great copywriter, Ted, and David Garfinkle and Michael Forten, these are all buddies of mine, I listen and I try to learn from their copywriting techniques. But there's something about the human voice. There's something about being able to say, "This is an incredible deal! You're not going to believe how wonderful it is! I could say that with emotion or I could say that, "You're not going to believe how good this is." Even though it's the same copy, using that auditory element is what every marketer should not ignore and at least be open to learning about.

Ted: No kidding! I heard somebody, one time, talking about the power of audio in contrast to the power of the spoken word. Excuse me, in contrast to the written word. And basically, I'm not sure I agree with the phrase they chose, but what they were saying is, "I didn't say John shot his wife." "I didn't say John shot his wife." Okay, that means something.

But then they did – and I've seen you do similar deals – "*I* didn't say John shot his wife," or "I didn't *say* John shot his wife." Or, "I didn't say John *shot* his wife." "I didn't say John shot *his wife*."

You're just so natural in audio, so difficult in print.

Mike: Sometimes. I think it's a combination of the power of the voice. Because you never know who that suspect is going to show up, at 3:00 a.m. your time. When I'm sleeping, somebody in the UK is up and could be looking and going, "Who is this guy?" And that's why I try to use every technique electronically to say, "I'm real, I'm a person, I care."

Every website in the world, I think, can use an auditory element to prove that they're real. If you're not real, then what are you in business for? This is about helping people prosper.

Ted: We're in the concluding notes here. But not only are you talking about using audio to prove you're real, but we've talked at great length about using audio and video as products and delivering customer support.

In addition to the marketing messages, you've got the products and you've got the customer support, and you've got it at a level that is professional – with your equipment and your instruction is easily accomplished by the average Joe today.

Mike: I've got to mention one quick thing. One of the things that I'll be launching, that people on this call can take a sneak peak at, is InternetVideoGuy.com. It's not really there, but if people want to take a look, I think this is the future.

We're going to be launching how that works with some special DVD presentation in my presentation. So I think people will get a lot of

explanation; things like what's a three-chip camera and lighting. Easy ways of DVD creation I think is the next step. We're going to talk about that for a good portion of the new presentation.

Ted: Hey, it is. For anybody who's listening who still thinks VHS is it, I'd better tell you it's now DVD and you'd better jump onboard.

So Mike, what's happened is you're no longer just the InternetAudioGuy.com, you're now the InternetVideoGuy.com.

Mike: When I bought the name AudioGuy, I said, "You know what? The future is going to be video," so I claimed that the same day.

Ted: Oh, cool. Cool.

Mike: Not knowing exactly what that was going to look like. I figure, "You know what? You better plan for the future."

Ted: Well, I'll tell you what, one last bit of information I want to get from you. Of course, everybody who's listening knows we've go the World Internet Summit UK coming up October 28th through the 31st. World Internet Summit USA coming up September 16th through the 19th. You can get both of them – look at the website – from the person who sent you to this call. Refer back to that e-mail. If you want to go direct, WorldInternetSummit.com, please tell us who referred you. So we've got that.

But special tonight, Internet Audio and Video Guy, what was your offer again, briefly?

Mike: My offer, again, is to go to InternetAudioGuy.com/WIS. It's got a picture of my broadcast studio I'm working on tonight.

But the main thing is if you go to the World Internet Summit, you can come to my $1,000 workshop that includes all the software and microphone that you need to start creating products. It's a $1,000 workshop that I will give you free, if you sign up through that link on that page.

Ted: $1,000, folks. That's incentive!

I'll tell you what, Mike, thanks so much for being with us and sharing your expertise and your enthusiasm this evening.

Mike: Hey, I love it. I think we better close with our theme.

Ted: World Internet Summit theme.

Mike: That's the instrumental version that we can speak over.

Ted: That's great. Mike, of course, created this for us. I love it!

Mike: See, a teleseminar, you can use music, you can transition. It's like learn audio. That's what I'm going to leave you with. Don't pass up the opportunity to learn how to use your computer and audio.

Ted: Hey, one other thing. Since you've got so many buttons there, do you have the How To Get Rich On The Internet theme?

Mike: Of course, I do.

Ted: The Quantum Internet Marketing. Let's hear some of that. I love it!

Folks, I told you when we got started, this would be an interview that was a little bit more entertaining than most. And what do you expect from a guy who looks upon a teleconference as a radio broadcast?

Mike Stewart, thanks for being with us today.

Mike: Thank you, Ted.

Ted: Folks, thanks for tuning in. And believe me, we're doing everything we can to deliver the best, the hottest, the most profit-taking information on the internet to you.

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