

Marketing Your Business With Audio and Video

Source: Andrea Glass / WritersWay

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Teleclass With Penny Haynes and Andrea Glass Free Teleclass Teaches How to Turn Content Into Audio & Video

Entrepreneurs and Internet marketers from around the globe are invited to learn how to repackage existing content into audios, videos, and turning page publications for both marketing purposes and for passive profits at a free teleclass on Wednesday, August 19, 2009 at 6:00 pm PT/ 9:00 pm ET.

Do you have a ton of content from your blogs, podcasts, and articles but haven't done anything with it? Would you like to learn how you can repurpose it and create info-products, like reports, e-books, e-courses, workbooks, and home study courses?

Do you have lots of ideas for books and other info-products but don't know what to do with those ideas or how to get started? Would you like to learn how you could take those ideas right out of your head and record them as an audio file or podcast, then have that turned into an e-book?

Have you heard about the power of audio and video but have no clue how to get started? Would you like to learn how you can record your first audio file or MP3 at the comfort of your own desk in less than an hour? And recording your first video has become so simple that everyone's doing it. Why do you think UTUBE is among the top 10 visited websites?

On Wednesday, August 19, 2009, Andrea Susan Glass, owner of WritersWay, a ghostwriting and copyediting service will interview expert Penny Haynes, a software designer, web programmer, and multimedia producer. "Marketing Your Business With Audio and Video" shows independent service professionals, small business owners, and entrepreneurs how to repackage existing content into audios, videos, e-books, and turning page publications for both marketing purposes and for passive profits.

"A lot of people have no clue as to the power of audio and video in Internet marketing today," said Haynes, a long time podcaster and proponent of audio and video for online marketing and visibility. "That's why I like to bring this information to as many people as possible. They tend to think it's more complicated than it really is. Just about anyone can record their own audios and videos and upload them on to the Internet."

In the interview, Haynes will define multimedia: audio, video, podcasts, etc. She will discuss the equipment needed to record audio and video, the costs, the time involved, and the simple methods. Listeners can then decide if they want to do it themselves or hire a pro like Haynes to record their audios and videos for them.

"It's also important to know that you don't have to start from scratch," said Glass, an award winning ghostwriter of books and e-books. "I've helped people for years take any content they have—maybe from blogs, articles, or podcasts—and create reports, e-books, and e-courses. Anyone can create an e-book from a podcast or some blog posts in just a few hours!"

Haynes will also discuss the power of audio and video to gain more clients, increase visibility, and create passive income. Seeing a need, Haynes recently launched her exciting new service RSSzine which instantly turns blog posts and podcasts into a PDF e-book and turns any PDF into a Turning Page Magazine! The

turning page magazine is like reading a book online with every page turning. For more information visit www.RSSzine.com.

If you've ever said I don't have the time, I don't have the money, or I don't know how to create audios, videos, or e-books, then this teleclass will solve those obstacles. To attend this live interview, dial 724-444-7444, ID 29763# at 6 PM PT (9 PM ET). The host and the speaker will be giving away prizes and will have some special offers.

The free event is being conducted by Andrea Susan Glass, an expert copywriter, copyeditor, and award-winning ghostwriter. For additional information contact andrea@writersway.com. To order a free report and get more information about writing info-products visit www.WritersWay.com.

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