

## **Improve Your Audios Using Idea Formulas (script)**

Creating your first audio product can be intimidating...even without the technology issues. Many people often have questions about how to start, or what to say. One of the BEST strategies I've seen to help you formulate what to talk about or where to begin is using Idea Formulas. Idea Formulas are focused, attention-getting headlines designed to capture the reader's attention. You can discover them simply by studying magazine and tabloid headlines. Here is a story title example of what I mean from the January 2010 issue of "In Style" magazine.

**"145 No-Cost Ways to Improve Your Look."**

To create an Idea Formula from this headline, simply remove, the defining elements in the headline. You will end up with:

**"\_\_\_\_ (number) No-Cost Ways to Improve Your \_\_\_\_\_."**

Let's say that you want to create an audio product or podcast for your gardening niche. Using the Idea Formula we just created, you could come up with something like:

**"7 No-Cost Ways to Improve Your Tomato Yields"**

**"10 No-Cost Ways to Improve Your Soil Quality"**

Or a further variation without the word "Your"...

**"5 No-Cost Ways to Improve Insect Control"**

Let's look at another niche...model railroading:

**"7 No-Cost Ways to Improve Your Scenery-Building Skills"**

Now this is just ONE idea formula from one magazine issue! There are hundreds of other ideas out there waiting for you to swipe and turn into Idea Formulas. You can easily string together a series of new Idea Formulas inserting your niche topic to create ideas for dozens of audio podcasts and audio products. Use your imagination! Oh, and if you don't feel like taking a trip to the bookstore or grocery store, buzz over to [Magazines.com](http://Magazines.com) to access all the latest magazine covers.

Try this one:

**"7 No-Cost Ways to Improve Your Audios Using Idea Formulas"**

Now, this “Idea Formula” strategy will work for more than just audio creation. It also serves as a great method for creating blog post and article titles as well as ideas for video. Have a Blog Talk Radio show? This strategy is perfect for developing show ideas to grow your audience.

Here is another great Idea Formula from a recent issue of “Woman’s Day” magazine:

“10 Myths That Can Harm Your Health”

The headline, turned into an Idea Formula, becomes:

“\_\_ (number) Myths That Can Harm Your \_\_\_\_\_”

Here are some sample uses of this new Idea Formula:

“7 Myths That Can Harm Your Affiliate Sales”

“3 Myths That Can Harm Your Baby’s Development”

“6 Myths That Can Harm Your Homesteading Efforts”

To use this Idea Formula for your audio creation, simply reveal the “7 Myths That Can Harm Your Affiliate Sales.” It’s that easy! I hope you see the power in this strategy! Why not see how many Idea Formulas you can produce, and then use them to create powerful audio products and podcasts!