

Video 7: Audio

Okay well I want to welcome everyone tonight to Public Domain Blueprint, this is webinar number 7 of 8 so we only have one more week to go until we wrap this puppy up and tonight we are going to be talking about public domain audio. Hallo Alison I'm glad that you could join us tonight and we are going to get into some good stuff tonight. Audio is kind of those tricky things when it comes to public domain and you will find out why here shortly.

All right, so in tonight's webinar we are going to take a look at why audio must be a part of your product creation cycle. We are also going to look at where to uncover the best resources for background music for your power point and video projects but not only that we are going to also get into where to find other types not just music but other types of recorded audio. We are going to take a look at how one certain audio strategy can double your sales. We are going to get into some of the latest text audio resources and how you can use them. I am going to reveal some of the essential tools that I use and that you need how to get them free. Excuse and of course much, much more.

So why audio content? Well you have heard me say this before and I am going to say it again because it is true and that is that audio is the only media type that can truly go anywhere and the examples that I have given is that you can't drive your car and watch videos or at least you shouldn't. You are not going to walk your dog and read a book but audio can go to both of those places and pretty much anywhere else because it doesn't require that type of visual attention and that is the beauty of it, we can just listen and learn which is extremely valuable. Of course people also learn using different modalities and some people prefer to learn through listening as opposed to reading or as opposed to watching videos and so whenever you are creating your products it is important to keep this in mind that there should be some kind of audio element to them.

And obviously since we are not in the business of creating silent videos, you need audio for video whether you are doing a life action video or mix media video or a screen cast video kind of like what we are doing tonight. You might get some benefit out of just watching a video of the slides but if you remove my voice from the equation, it certainly not going to have the impact that it does with my voice included, so audio really is essential. And of course there is lots of opportunity for us in using audio and we are going to get into this in more detail but of course one of the options that we have is to confer all these mass amount of public domain content that is available to us that we have been learning about for the last 6 weeks into audio because there is not a lot of it converted into audio.

There is more everyday but when it comes to creating products from public domain content, audio is probably at the bottom of the turning pool along with video just because it requires more effort and people tend to be lazy. And from my perspective lazy means opportunity because the people who aren't willing to do whatever it takes those are the ones that sit on the sidelines and bitch and complain because everybody else is making money they aren't. Pardon

my brashness but it is true if you think about it and so audio is one of those elements that yes it requires a little more work in some cases but there is plenty of opportunity available for us when it comes to that. All right there are different types of audio content that is available to us and you would probably would think of some of the obvious ones like music, so music would include songs, or background music, those types of things, just music that you listen to today and of course you can even break it down much further into different genres of music, where it covers not only periods of time but cultures and all of that. So music maybe a tribal dance songs from Africa or native American drum songs. It could be flute music, it could be orchestrations or some of the old dance tunes, it could be rhythm and blues or rock 'n roll or some of the pop music of the day I mean it can take on some of the different forms same with background music.

And then of course there is spoken word, now spoken word can include audio books, it can include interviews, teleseminars anything like that and we are going to get into how to apply some of those to your business and to the public domain as we move throughout this presentations. And there is sound effects, now you might not think about sound effects as being important necessarily but they are. In many respects especially if you are doing dynamic audios like spoken word with sound effects or if you are doing mix media audio, you are always going to need sound effects. I mean think about crowds cheering and bells ringing and little swishes all those types of things that you don't necessarily think about as being there as sound effects but yet they are. Mostly because they are very subtle and we don't think about them being there until it actually comes to us creating some type of an audio product and think something seems like it is missing and I just don't know what it is and it could just be crowd laughing or applauding or whatever and so that is a very critical part of certain types of audio products.

And then there is sound therapy, this isn't something that I am really going to get into a lot of tonight but it can be applicable in different types of healing modalities. Such as the use of binary beats for brainwave treatment or subliminal messages and things like that, those types of therapies that use sound and audio to achieve a certain effect, whether it is healing effect in training our brainwaves or subtle belief system shifts through subliminal messages while we sleep. Each of these have their benefit through sound therapy and of course if you are into that particular type of niche, then certain types of public domain audio maybe applicable to you or some of the quotes that you would find in self help books from the public domain maybe applicable to you. Now the brainwave treatment that is more of a new technology so that wouldn't necessarily be in the public domain but there is excellent software that can help you achieve that. But these the basic types of audio that we have available to us.

Now where do we find it, now primarily what I am going to focus on is public domain audio and I have several sites pretty much most of the tops ones and my favorites and a couple of new ones that you probably have not heard of before. But the first one that I want to share is PD sounds and PDsounds.org is public domain sounds that is what it stands for. It is a combination of mostly sound effects but also includes some music that you can use as well. It is not a huge source of music but it is definitely a place that you can go and where I have gone to get different types of sounds like applause or crowd noises and those types of things that I would

use in certain types of products. This is a site where you probably familiar with (*Inaudible 09:17*) but you may not be familiar with the fact that they have audio that you can download, and I don't know if I still have this particular site up in my browser, I was looking at it earlier today, no I don't, it is actually pretty cool.

Let us see if we can put it up here (*background talk 09:44*) okay they actually have a category on recorded music and these are the choices that they have here now a lot this is classical or in other languages or whatever but there could be certain times where it would applicable to what you are doing. So I am not going to really highlight anything here but like actually I can just for example, we are heading into the Christmas season and if you needed Christmas music, here is I heard the bells of Christmas day just as one example; we wish you a Merry Christmas is here as well. Now the video that I actually recorded for the giveaway tomorrow I used several pieces of public domain music, Christmas songs and I will show you where I grabbed those here in just a little bit. But this is a source that you can actually find some music that you may want to use in certain types of products like as background music or something of that nature.

Next we have the library congress, now the library congress actually has in their American memory collection around 24 different projects that include audio or some form or another, some of it maybe music based, some of it maybe interview based but quite a lot of it is actually pretty amazing and excellent there. I think they also have some old time radio shows and all of that, which those really there isn't a huge market for that kind of stuff these days but you may be able to find some snippets and pieces like that depending on the type of project you are working on but the library of congress of course is a great source for every type of content that is available and they are always adding and updating to it.

Now Musopen.org is actually where I went to grab some of the public domain music that I used for my video for the giveaway and this is a pretty cool site because what they are doing essentially is they take sheet music that is the public domain and then they go into different types of bands or orchestras, might be high school or college bands or military orchestras those types of things and have them play and record this public domain sheet music then they take these recordings and donate them back into the public domain which means that we have the ability to download them and use them for however we see fit. And so if you go the site, they actually give you the opportunity to you can search for music styles or whatever, you can look at the music catalogue; you just click on that here. We can browse the music and so here they have by composer, by performer by instrument, period of time, type of music, in other words by form. So like if we needed some piano music for instance, we just click on piano and here are the different, there is actually quite a lot of them, as you can see there is 7 pages it looks like of piano music and then they give us the opportunity where we can just use the first one here, click on that little arrow and that will take us to the page, so we can actually listen to a clip of it and then download the tracks if we want to and they all download in 2 forms normally. Oh I am not registered, I am actually registered at the site but I am not logged in, it is free to register but you can download as an MP3 that is what you would want to do, is download the MP3s and then you can use the music for how I however you see it fit because it is in the public domain. You can see the little logger right there, okay?

All right next we have Ocarina.org and we have talked about Ocarina.org in other webinars and I am not going to there tonight but they have an entire section just on audio and that includes all types of audio, from spoken to music and everything in between. Next is Wikipedia and this is a long URL so if you are writing it down I will leave it on the screen here for a little while but what this particular listing is and it is pretty cool listing I have never seen this one before until just within the last few days, is actually a list of music that is in the public domain that you can find in different places so you can actually go there and download it and it is a very large list. It is a pretty comprehensive, now of course if you don't want to take the time to jot all these down as with all the other webinars you will have access to the PDF of the slides whenever the videos are uploaded. And by the way, I just want pause here just for a moment, I seem to have this congestion that seems to be building in my throat and in my nose so if I stand sounding funny or nasally or whatever that is why, I just noticed since I have been talking it has been increasing. I feel like I am vibrating in my nose or something so I apologize in advance. Let me just take a quick drink of water here.

All right Allison asked what is and as opposed to www, basically Wikipedia.org doesn't use www, en stands for English because the website is available in multiple languages like around 20 or more languages and so if you just go to your browser, whatever browser you use and just type it en.wikipedia.org that will ensure that you gain access to the English version of Wikipedia. Next we have another new site called Ejecta.org and Ejecta is an interesting name if nothing else but it is the newest site, let me just pull that up, Ejecta, there are a lot like the next website that I am going to give you where they are recording public domain works and then releasing the recordings back into the public domain and they have primarily focused on historical works, philosophy works and works that were written by the founders of our country in America. And their collection is growing, they are adding to it all the time but there are audio books essentially and anybody can download them and use them however they see fit.

And that brings us to the last website that I am going to share tonight and that is LibriVox.org and they do the same thing except they have been around a lot longer and I am not sure how many books they actually offer now but these are the recording books in the public domain as audio books and then making those audio books available back in the public domain again. And I think the last number I had, let me see if I can see a difference here, the last number that I remember hearing is that they have over 1500 books now, let us see if we can find under more info. It seems to that that was the last number I had, is that they are over 1500 books now that are in the public domain as audio books that they recorded.

Which is actually kind of cool, I mean because it is all volunteer based and one of the things that I found is that some books what they would do is break them in chapters and then they will sign these out and then sometimes the same person will read the entire book, other times they would have multiple readers for the same book so you might have a female British voice for chapter one and a male American voice for chapter two. It is actually kind of funny listening to some of them but again they are, it is a really cool site they have been around for a while and it is a very ambitious project, you can see here it says to make all books in the public domain available for free in audio format. Well that is never going to happen first of all because there is 85 million books in the public domain and they have got a really long way to go but I admire

their effort for sure and appreciate it a lot because I have actually used some of their audio books to create products from, so there we go.

All right let us keep moving along here, now I also wanted to include this slide and if you have been on some of the webinar some of this is going to be reviewed for you but I felt that it is important for you to also share some royalties free sources, some of these sources are free, some of them are paid. But when it comes to making audio products and this will also apply to video products because what I am teaching this week really applies to next week as well because you are always going to have audio and video at least in most cases. There is going to be times where you can't just find what you are looking for in the public domain. It is just a fact of life and quite honestly the same is true with images and other types of content from time to time that is just the way it is. And so there are other websites that I use specifically for audio and I thought that I would share those with you as well just so that you have as well rounded an offering of content sources as possible for audio.

So the first I got to and this website actually offers more just than audio it is 1.5.com and 1.5.com you can actually find audio and images and video and (*Inaudible 22:34*) after effects projects and all kinds of fun things, it is a great site and one of the things that I like about it is that their pricing isn't bad it is very reasonable and certainly less than certain other sites that offer similar content. Another site and this one of my new favorite sites is Jubee and if you are not familiar with Jubee you need to be and I am going to show you why, let us go there. The reason why Jubee is such an awesome little website it is because all the background music that you can download is 99 cents, 99 cents each that is it. Or you can go for the whole shoot match and buy 35000 audio tracks for 400 bucks which is insanely crazy because those audio tracks that I have some of my projects that I have paid \$30 or \$40 or one track and I will tell you because I have downloaded several of their pieces now their music is awesome. They have a really nice diverse collection of all types of styles and all of that, you can see here they have different categories of all types and as they say their clips are 99 cents apiece. So this is defiantly a website that you want to consider in your audio arsenal.

Another really cool site and this is another that I access on a regular basis is SoundJay and SoundJay is another awesome site because, actually spell it correctly because they offer sound effects, primarily sound effect they do have some music tracks but everything here is free, there is no cost. Now it is not in the public domain but it is still royalty free and you can use it. And I don't know, they don't have a huge amount of music tracks just a few, but they have some great sound effects that I have used on multiple occasions. Another website that I use a lot is Stackmusic.net and Stackmusic.net is probably one of the sites I have used for audio more than anything else just because it is perhaps the most comprehensive site on the internet for finding different types of stack music, whether you are using to create video projects or as background music for audio projects or whatever the case maybe. Now their tracks are very expensive they are \$39 a piece but the key to buying music here is to buy their collections because then in that case you can get maybe 10 or 12 audio tracks for say 130 bucks or something like that. And then the cost per each drops pretty dramatically but it is a great site. The thing that I love about this site is that they allow you to filter your results through such a

broad variety of options; it is certainly most broad out of any other one that I have visited. So I will just pull it up quick and keep moving on.

As you can see here you can sort by genre, by mood, instruments, vocals, strength, length and what is cool I actually use mood a lot, so do I want a type of music that sounds disturbing or dreamy or epic or whatever it just really and they have a lot of moods as you can see and so you just chose like if you are interested in something that sounds really emotional. Okay we can just choose emotional and quick go and then it will give you all the results and then you can play demos, you can download the demo and if you want to buy you can add to cart. Now let us say that you really like this piece and you notice a number of the pieces that you like are a part of a series and you can see like this one here is in documentary edge emotional and this one is in documentary edge emotional and you notice the individual track price is 39 bucks but if we click on documentary edge, you notice for \$129.95 now we can get 12 pieces for 129 bucks roughly 10 bucks a piece which is a lot cheaper than paying 40 bucks for it, so that is what I normally do is if I find a collection that has several pieces that I really like then I will just buy that collection and I have done that multiple occasions.

Okay now Thomas asks a really good question I am going to answer here just because it is applicable, you said you mentioned you keep finding new sites in general terms, what process do you go through to find all these new sites, the question does not only apply to audio and it is an excellent question. I am a research addict that is something you need to know about me if you haven't figured it out yet, I research heavily all the time and that is how I stay on top of my game because there is constantly new websites being developed in any and every type of media and direction that you can image and just because you have a site that you love like starkmusic.net doesn't necessarily mean that there isn't a new kid of the block somewhere that is offering the same thing for better or a lesser or a bigger selection or whatever the case maybe.

So if I am looking for public domain content, I might just go to Google and type in something as simple as public domain music or public domain audios or public domain magazines or something like that or royalty free music, royalty free whatever and I do those types of searches multiple times a week, every week. That is how I really stay up with what is happening out and about, now you can cheat because and I will show you what I mean by cheating, let us go to Google, well actually you know what we have a Google search here. So let us type in say public domain music, okay so here we have PDmusic.org which you can see and there is other websites here which we went to, here is one in Wikipedia which we didn't look at and so you can see all these different choices that you have up here. But one of the things that you can do actually is take this same search that we just did and copy a key word phrase and then go to google.com/alerts and type, paste our search query there and what it will do is actually based on our choice like if we want result type we can choose everything news, blogs whatever. I usually go with everything, then what it will do is it will send you out like best results or all results once a day or as it happens and deliver to whatever email you address you give it and it will search the site for you besides the entire internet and as new stuff is added or changed it will send you an alert based on your search key word phrase.

Now I use Google alerts in a lot of different alert respects, I use it to track specific authors, to track specific key word phrases like public domain whatever. I use it to track URLs to my products to make sure that people are posting them on forums; I use it to track my name to make sure that people aren't out there spreading nasty stuff about me. I use it to keep tabs on my competition to see what they are up to, I used it for all kinds of stuff and it actually makes it really easy to discover stuff really quickly especially public domain, I have multiple public domain Google alerts and so if there are something new that somebody is talking about related to the public domain I know within the day without even going to search. If it is released and Google index say through their news, through the blog, through the web or through blogs in any form I know about it within the day and so that is one of the primary ways that I keep up with a lot of these new websites as you mentioned it, is I cheat heavily but I also it is good cheating, it is smart cheating but I also do love following rabbit trails and following research that way and so in other words I may say I may see something like a 5 public domain Christmas songs. And then just kind of follow that and see where that leads and it just goes on and on from there but that is how I discover a lot of what I discover. So I thought that was a good question.

Okay the next site I want to share with you is music bakery and music bakery is another really cool site for finding variety of free music as is music to hues and I am recommending the ones that I have here on the list because I have used them all. All right I have purchased or downloaded content, audio content from all of these sites so those are the ones that I can vouch for. I am sure there others out there and if you do a little searching you might find some that you like better but these I am familiar with and have invested my own personal money in them so I can speak for those. Okay so working with audio, now this is the important part obviously if we are going to work with audio or use audio as a product or with our products we need to know exactly what to do with it. And so if we recording on audio, we are going to need a microphone, that just stands to reason, like for instance we want to record audio book and you want to do it yourself or you have a family member or a friend who has a great speaking voice and you want to use them, you are going to need to be able to record their audio and obviously a microphone is a first choice to do that. The first two choices here, audio Technica AT2020 USB and a Blue Snowball USB, these are both excellent mikes and actually I am giving one of these away. You can also use USB headset which is what I am using right now to record the audio I am talking through my phone for the life part of this but then I also have a USB headset on that I am using to record the audio directly to my computer through (*inaudible – 36:09*).

You can also use your phone, now the quality is going to be as good necessarily because it will sound like you are talking on the phone in most cases unless you use a lot of high end hardware like JK audios and Kepers or something like that then you can get a better quality out of it. But you can use your phone by using that in conjunction with a like a free conference call type of website where you can have you and other people or just you, jump on and make a phone call to your account, I use conferencetown.com that is the one that I prefer just because I like their behind the scenes controls more. But I have used other like freeconferencecalls.com and some

of those sites but so you just have your number that you dial in and then you can start to record and they will record it for you and save it as MP3 that you can then download.

Now another thing that you can use and I have actually used this quite a bit for coaching calls, actually, since we are talking about recording audio, is Google voice. You can sign for a free Google voice account and have your person like say that you are going to interview somebody or you want to record an audio of you reading something from the public domain, just call your Google voice account hit the number 4 which will begin the recording and then whenever you are done, the recording will be instantly available to you as an MP3 in your Google voice inbox and I have used that method multiple times to record audio, coaching calls all kinds of stuff like that and so those are several options that are available to you. You also need some sort of recording device, stands to reason, you can't just talk to a microphone you have to have to plugged in to something, that something may be a digital recorder, it could be your computer or an online telephone conference system like I just mentioned. Now I tend to record directly to my computer because I seem to get the best quality like using this one types of mikes and it is just fast and easy to do but I also have a digital recorder that if I am travelling on the road or something like that I can plug my mike into and capture my audio that way.

Next an option that you have and I want to kind of mention about this because there can be some applications for it, and that is to use text to speech technology, so if you have like a book or some content that you want read and you don't want to take the time to read it yourself, you have this technology now, I use both of these, I use natural reader more than anything just because I like the quality but Read-the-Words is a new site and they actually have a lot of options as well and as we come over to that site, I will just give you a quick tour. Once you log in and everything you can simply, let us type in text to, I just have a free account that I am logged in right now.

So let us say, let us see if we want to read this little thing and I am going to get to this page, just a minute but we have this little statement from create space, okay and we want to read that and so we come over here and we paste that in there and let us go with a British female voice and click create audio file. So it is doing its thing and now we can listen to it or download it or whatever we want. Now the free version only does the first 30 seconds, you have to have a paid account but their prices are cheap like to do unlimited is like 60 bucks a year or something like that. So we can play it, you won't be able to hear the whole thing, okay so she is talking, look at her following my cursor, watch, see her eyes rolling? How funny is that I never noticed that before, little things, it doesn't take much to amuse me. Debra asked is this like Sitepal. I am actually not familiar with Sitepal so it maybe. There is a lot of different technologies like this out there now, so this is virtual people, well if it does audio, the other site that we are on Read-the-words is primarily focused on audio. So I don't know I have to investigate that one, it looks kind of interesting.

Okay let us keep going here, next we need audio editing software, now these are the ones that I use now am I am on Mac so if you don't have a Mac or Garage band and is not available to you but I recommend I prefer Sony sound voice just because I have it but you don't need it. You are probably familiar with Audacity and if you are not you need to be because it is free and not only

is it free, it is an excellent easy to use software. If you are not familiar with where to find it you can just go to Google and type in Audacity and the first result should be the website, yes the audacity.sourceforge.net and you can just download the latest version, you also want to make sure they have a separate MP3 feature that you want to download if you want to save your files as MP3s which you definitely want to do that but it is available on Mac, on Windows and Linux and other platforms and it is actually an awesome program.

Now Cathy asked do all three work on a Mac, Audacity and Garage band do also new products are only available on PC for whatever reason, okay but Audacity is available on both and I have it here, let me just open it up real quick so you can see it, it's a very straightforward easy to use program like I said, so here we are I mean the is the interface you can see here where I can choose the audio source that I want to use to record which in this case it is my headset, so this is for the speaker, this is for the microphone so I have that chosen that for both and if I wanted to record my talking, if I hit record you can see where this is me talking right now. So the program is actually recording me talking right now, hallo. See you can see here this is when I paused and that is it. So if I wanted to create an MP3 right then I already have that little additional software thing installed I can just come here and choose file, export and choose MP3 files type in my name or the name of the file and hit save and that is it. So it is very easy to work with, to record you an audio.

Alison says with a natural voice, are you saying that a computer generates a voice that reads texts? Could you have two voices read a book? Yes you really could, you would have, you could break up the book so that the computer voice, one computer voice would read one section and the other computer section could read the other. Gary says the problem with the levelers is there is a lot of noise that can definitely be true because the way it picks up sound, that is why if I a recording to my computer I much prefer to use like a large diaphragm microphone which is what both mikes I mentioned earlier are the directional they have a large diaphragm and they give you a very clean sound much like what you would see in a recording studio for people who perform who are singing for an album and those sort of things. Cathy asked what is an Ex Clear mike is. An Ex Clear mike, essentially Ex Clear is the type of plug that it has, normally it's a plug with 3 little prongs inside it, it is kind of round with 3 little prongs in it but it is just a different type of connection.

One that quite honestly most of you would never have need for, what I recommend these days and there is more and more options available these days, is just to buy a microphone that has a USB connector already built into it that way you can plug straight into your computer and no questions asked. Now one of the benefits of using that approach, I would just say this I didn't have this in my notes but one of the benefits of using that approach an Ex Clear mike in your computer as opposed say plugging in a microphone into the audio input into your computer like through a sound card is that sound cards in the audio ends when your computer tends to be a lot noisier. So you might get static or background noise, those kinds of things, as opposed to plugging straight through your USB port by passes all of that and gives you much cleaner sound.

Okay let us see Ron says I know this is a technical question but how do you add an MP3 audio book recording on your website page that people can play? Would you do any tutorial on how

to do that and then add it to the members' area? Actually it is not that difficult at all and I already have a video recorded that shows how to do that and so I try to discover and definitely put that in the members areas, there is a plug in that you can use that makes it really easy. You just record your MP3, you upload it to this particular plug in and you are good and it puts the player right on the website. So I will definitely find that audio piece and add that video and include that. Cathy says the last part about cleaner sound just made my night I'd never heard that before. Yes a good friend of mine Linnet Paterson was having a lot of trouble with audio as well and she was plugging into the sound port on a computer, and she called me up, actually she sent me some audio files and she said these sound like crap, what do I do with them? And I try to cleaning them up for her and all of that and it really wasn't that much better and so I finally convinced her to go out and buy a USB headset and once she did that, the sound difference was night and day, I mean it made such a huge difference in her sound quality so I definitely recommend it.

All right let's keep moving along we got about 25 minutes yet, okay working with audio we get into the process here. Ron asks what USB headset you recommend, I am using an Altec Lansing myself it is like 3 years old so it is not even that new but if you are going a USB headset do yourself a favor and don't buy one that is less than 50 or 60 bucks because you get what you pay for. So don't be afraid to spend a little bit of money on this. Now you don't have to go crazy with it, I wouldn't spend over 100 because you can get high quality large diaphragm mikes like the AT2020 that I talked about it is under 100 bucks and the same with the snowball mike it is under 100 bucks so you don't need to spend a lot of money for a decent sound through your microphone and the same is true for your headset, so you can get something like Logitech but I wouldn't buy one that is less than say 40 or 50 bucks but in the 50-100 range pretty much anything that you buy should give you excellent quality.

Okay let us look at the process of working with audio a little bit because there are some specific steps that you want to keep in mind specifically if you are creating certain types of audio. So you would need to record yourself if you are the one doing the recording and let us just say for the sake of discussion here we are talking about making an audio book, recording an audio book so you find, it doesn't necessary even have to be an audio book but let us say you find some great public domain content maybe it is on the government side or maybe it is actually from a public domain magazine or magazine series or a book or whatever. So you find it is a great content and you want to turn it into an audio, you have a couple of choices; one is of course to record the audio yourself, you want make sure that you have a clean speaking voice which I don't and I know that, years of acid reflux I have to thank for that but fortunately that is all gone now. But to record audio yourself I would actually as matter fact this is part of the homework assignment is I want to record if you have a computer microphone at all, I want you to record some sort of an audio we will get to the homework much later. It seems easier than it actually is believe it or not because it is like whenever it is you start reading something in the microphone you become conscientious about it and before you know it bam! You know you said something stupid or you read it wrong or whatever and then you have to start over.

Now I have read a couple of audio books and it is definitely a process, now the alternative is that you have use voice over talent and the voice over talent that I have worked with has

primarily come from two places; voicetalentnow.com is an awesome site and I have used them a couple of times their prices are a little higher than what you would pay at Fiver obviously but they have an awesome selection of pretty much any kind of voice you can imagine. And you can listen to samples of them doing their thing and all of that many of them are radio announcers and those types of people and just a lot of excellent choices that turnaround time is super fast and they will give you variations on the theme depending on what you are looking for. More recently I have started Fiver.com and of course do stuff there for 5 bucks and if we go over there to the site, you know what you may want to do is just come up here to the search and type in voice, how do you suggest it, it is a voice over and you are going to find a wide variety of options. Usually I sort by rating which will give you the highest ratings first, there is 292 right now best matches and so you can see here that in this case they will record 60 seconds which obviously is not going to be an audio book but if you need to record, say an audio open like someone introducing your website, welcome to the so and so show from www.whatever you might want a hire a voice talent to do that. So here is a couple for 60 seconds, here is a girl who will record up to 10 minutes for 5 bucks.

Now one of the things that is cool about some of these folks is that if you find somebody and you like their work and their style, you can actually contract with them on the side to do more. So if you wanted to record an audio book or something like that, this is a great place to scout talent. Here is somebody who will voice over 500 words or less, narrate a short story or book for 5 bucks which is amazing and so you can see there is a lot of different choices. And now you have to be careful, one of our students here just used Fiver to create some videos with background music and Facebook wouldn't let her post them because of the music even though and she had sent me a copy of the letter. Even though the music that was used in this particularly case came from Animoto.com which of course is royalty free and Animoto even sent a letter, it still didn't make a difference to Facebook. I am not sure why that was an issue for whatever reason it was, and so she just didn't use it but there are some caveats to working with the people but if you are just looking for voice over talent and I have had multiple gigs done here on Fiver, mostly for what I needed I was mostly using women but every single time I have been extremely pleased with the results that I have gotten in working with voice talent on Fiver.

Okay so once you have your recoding done, whether it is you reading or voice talent or whatever, you may want to edit that audio, especially if you are recording it yourself, so there may be a pause or some kind of issue like that that might want to edit or delete out if you get into a pattern of using a lot of ums or uhs, you may want to try at least remove some of those and of course you can do that using Audacity. And so once you have your audio edited I was reading questions, once you have your audio edited then you are ready for the next step which is to add intro and outro music and this is where going to one of the sites that I mentioned early for royalty free music or public domain music can come in handy. You may have heard other audios like a podcast or something like that where there is a little jingle at the beginning and a little one at the end. Same is true for the video and it called intro and outro music. Intro obviously is at the beginning and outro is at the end very often it can be as short as 15 seconds or maybe 30 second and it just fades into the background so that the voice it doesn't

overpower the voice but it is just part of the process, part of the creation process, after you add that, just a little reminder here is if you are recording something say an audio book or a podcast and a podcast is simply the MP3 audio that people can subscribe to through your website or subscribe to through your iTunes or similar podcasting directory.

You want to make sure that you include your web address and you can do that in multiple ways. It can be a part of the introduction to your audio piece or in the closing of your audio piece but one of the things that I like to do whenever I am recording audio is just say it right at the beginning. Hey this is Tony Laidig from publicdomainblog.org and today we are going to talk about whatever. So it can really be that easy to just add that but again I mean they are listening so they can't see you type it out, they can't see the website itself so if you don't say it they won't know it. So that is why it is important and just throw it in there and throw it in there as many times as you can get away with without it sounding stupid. So in other words you can use it as an open the way that I just said whenever and on today's scene we are just going to talk about, yes this Tony Laidig from publicdomainblog.com and today we are going to talk about using audio form the public domain and so I gave my spill and then whenever I am done with my spill, I will end it with well thank you for joining me today, this was Tony Laidig at publicdomainblog.com and next time we are going to talk about video and how you can use it to increase your sales, so bye for now. So it is really it can be that easy.

And then after you record all of these and you have everything together the way you like it, then you want to save it as an MP3 and this is pretty much the accepted standard to the point where most digital audio players are now called MP3 players, so you want to save it as an MP3 and then that's it then it is ready, that is the basic blueprint or process for creating your audio. Now as you would imagined and as you would probably wondered or guessed, I am going be including more bonuses related to tonight and I am going pulling some pieces out of my create audio product course and include that in with this course, just because there is a lot of elements that I have included there that I am kind of glazing over here. You know I don't need to completely re-teach create audio products here in this course because I already have that so I can just pull you that for your benefit in there so that you have additional instruction on how to do certain things related to audio that I can't necessarily demonstrate tonight due to time. So that is going to be your bonuses elements from the create audio products and the piece that Ron had asked about.

Okay so now that you have an audio, we will say theoretically that you have an audio, now what do you with it? Now what? And I want to just mention something briefly about books because audio of course is something that I recommend but there is a problem with them and that problem is that they are extremely difficult to get distribution for online through some of the normal market place like iTunes or Amazon MP3 and there is a specific reason why and that reason why is because the company Audible, Audible.com which is now owned by Amazon has a strangle hold on audio books. They have the market cornered to the point where pretty much nobody else can distribute audio books on any of those audio channels like iTunes or Amazon MP3 or any of the others because Audible has an exclusive license.

Now you can become a publisher of audio books with Audible however even though they say we are great listeners too, there is a certain element of bullshit to that just so you know because I found and a few other friends of mine like Daniel Hall has found that they are not so fast at responding to you regardless of what they say. Now they tell you here if you want to be a content partner with them and it says here if you are an audio publisher which you would be who has at least 5 audio programs which will appeal to a wide audience and you would like to offer audio content in Audible online store contact us at this address, in your email please describe the content, the audio programs and let us have know how many you have now and how many you publish in the next 6 months. Now they have that there and they tell you to do it but getting them to respond is another story. I don't know if they just ignore that address or if they just take forever but I have yet to hear from them and it has been months and months. So they don't make it easy that is my point.

Now there are other options of course with audio books and of course we going to take a look at those. So you can sale the audio books on your own site and I have done that successfully and it works out fine and one thing that I would recommend is that you include instructions on how people can download your audio book and then install it on their MP3 player like through iTunes or something like that. It is a straightforward kind of process but one of the things that I found is that the simpler you can keep instructions the better off you are going to be and the less customers hustles you are going to have through your support, okay so describe every process as clearly as possible. You can also sell it on eBay, now I was reluctant to say this at first about selling on eBay but I decided just to do a little bit of research here and I was actually kind of surprised at what I found.

I did a search for audio books on DVD and of course several options that were from the public domain came up like the very first one Mark Twain 7 full MP3 audio books on DVD. Now we are going to look at this option in just a minute but I want to point out a couple of things; a) he is selling them for 5 bucks, free shipping and it is a buy now the best offer, I don't that I would do. But let us take a look here and you can see where pretty straight forward, he describes the books that are included, I am assuming it is a he it could be a she. Now it was on sale for 5 bucks the price is now 10 but I want to point something out, first of all they have a 100% feedback rating which is pretty awesome after 50 hundred feedbacks. They have sold 97 of these which ain't bad I mean that is not bad at all. Now if we take a look at this person, this seller and we click on their feedback rating, we can get an idea of what they are selling or actually what is selling rather, so let us see here. And we can see what they sold it for, so they have children's kids books, Jane Austen, Spanish Bible, the Korean, Charles Dickens, Jane Austen again, one of the thing I wasn't to show you though, is that they are offering free shipping and they are selling it for like 4.50-5 bucks or higher of course, there is not a lot of profit margin there I mean the discs and all that kind of stuff and the shipping.

The shipping is going to be under a dollar and the disc to buy is probably a quarter 50 cents so they are probably making \$4 profit which isn't bad I guess. But just know that you probably not get rich doing this but this guy has a nice little business I mean you can see for today so far he has 14 sales so far today and it looks like probably at least that many for yesterday. Yes about that many for yesterday, not many the day before that but all in all not a bad and obviously not

every sale there is going to leave feedback but it is kind of a nice little business going. So there are options available is my point in showing you this particular site and what I would encourage you to do if this might a direction you are interested in or even it isn't it would be good research for you, just go to eBay and type in audio books and DVD and study some of the sellers and what they are using and the methods that they are using.

Alison DVDs not CDs, yeah what they are doing is they are selling MP3s okay and so you can get a lot more content on a DVD than you can on CD that is why they are doing it plus it is a perceived value thing. So in other words they are not recording a CD that you would necessarily put in a CD player unless your player reads MP3s but they are selling them on DVD because ultimately what these folks would do is then and I am sure that they have instructions on how to do this, is they will take these MP3s and then dump them on MP3 player, so that is why they are selling them that way. I mean in this case you are talking about 7 books, there is other stupid people in here that are selling collections of thousands of books for next to nothing. Like here is, well this old time radio I will say this there is a lot of folks selling old time radio MP3s on Amazon and they don't sell, they are a waste of time so don't even go there, I mean yes it is in the public domain, no it doesn't sell so just don't even waste their time.

But their people who are selling huge numbers of audio books like here is 390 plus audio books on 3 DVDs and if we click on that you notice that it doesn't reference any sales. They probably never even sold this one, so you can also use this as research to determine what is selling and what isn't. Now to me this is a British seller so it is \$8.97 it's not dollars it is pound but it still is not a huge amount of money. So there is a delicate balance in there when it comes to price points and all of that. Ron asked can you sell digital (*inaudible – 1:11:45*) items on eBay, no you can't. But you used to be able to but you can't, actually I think you can through the classified section, you could for a while I don't know if you still can or not but you can no longer do that you have to have it on some kind of medium whether it is CD or DVD. Or you can actually you can even use like a USB stick or something like that, you can deliver it that way too, it has to be some kind of a physical product. Mike shared a source for public domain, I don't know that I have heard of this one, let us check it out real quick, it is amblingbooks.com, free audio books online, well it looks like they have some non free ones too! But this can be a fun website to explore, so that is another potential site for you, amblingbooks.com.

Ron asks what is the name of the company you use to make CDs and DVDs. The company that I use is called Kunaki.com and essentially they cost you a buck to produce those. It is very straightforward, very professional. The website that they have itself is nothing to speak of but their quality is excellent and the prices are really good or you can of course burn them yourself. Ronald asks actually a really good question when does music become part of the public domain is it the same as with books, no actually it is not and I am glad you asked that I was going to get to that anyway but the rules regarding music is a little bit different than any other type of public domain content. With any other type of work whether you are talking about books, magazines or images etcetera, movies even they are governed by the same copyright laws, the federal copyright laws but for whatever reason when it came to audio and I think some of these came about because of radio and importance of radio back in the day but whatever reason audio is primarily governed by state law not federal law. And as a result different states have different

rulings regarding the copyright of audios so it is a very localized kind of thing and so whenever you are checking copyrights and whether an audio is in the public domain, you actually have to check state law and a lot of those laws are written in a way that can actually prevent many music styles from falling into the public domain even some were recorded in 1923.

And so one of the points that I wanted to make here in working with audio is you do have to be careful, which is why I shared the sites that I shared but certain other sites because the audio sites that I shared with you tonight that does include audio that they say this in the public domain, they have done that research and either because of how they are releasing it whether it is a government site or how they are handling it like with Museopen for instance where they are specifically re-releasing that audio back into the public domain you are safe with those but just because you come across say an audio recording from 1930 or 1923 or whenever, doesn't necessarily ensure that it is in the public domain because of how the copyright laws is reading and quite it is pretty damn confusing so I kind of just avoid all together, it is just easier that way.

Okay I only have a couple more slides left I think so let us just get through this quick since we are at the end of our time. Okay so can sell on Amazon but there is a trick, you might remember that I said you can sell you audio books yourself directly on Amazon or any other site with the exception of going through Audible which really isn't an option. There is a way to side step the process and I don't have time to show you how to go through it but you can through create space sell audio books, now they do state here that they do not have a platform for audio books, they only have programs for music content but if you take your audio book and break it up into chapters and those chapters become audio tracks and then when you are uploading your audio and you have to choose a category you choose miscellaneous and part of the miscellaneous category is spoken word you can release it that way and so for each chapter you have to sell for 99 cents or a total album price for whatever that ends up being so there is a way to get the audios onto Amazon MP3 but it is not a perfect world scenario but it is doable.

You can also offer your audios as podcasts on iTunes now the primary benefit in doing this, you can't sell them on iTunes because you can't sell podcasts but the primary benefit of that is that it gains exposure to your audios which can be huge because you can sell in those audios or offer a website or whatever so it can be a great traffic generator or you can do like a snippet of an audio book and have that available as a podcast on iTunes and then use that to drive traffic to a website, where they can buy the full audio book. Now one of the videos that I am include in as a bonus for this actually shows you how to do this, how to set it up on iTunes and all of that so I am not going to spend time on that tonight. You can also and I recommend this include your audio as a part of a larger product, so in other words have a video version, an audio version, a tax version so on and so forth.

And last but not least you can take your audio and turn into a presentation video so in other words if you record an audio book or any kind of audio say you are reading something that you found on the website on how to save money, you can take that audio and then put together a power point presentation and just go through it with the audio already so that you can reverse engineer it into a video just by recording the audio first. Okay so that is all I have for tonight, next week we are going to be talking about video. So what I would love for you to experiment

with is creating an audio from a public domain work and it can be anything, a book, it could be from a magazine article, it could be from a public domain website like a government site and I want you to play around with creating an audio and then saving it as an MP3 whether you use Audacity, download that and they have excellent instructions. One thing that I will say here too is that if you have questions on using software programs like Audacity or even commercial programs like a software or something like that, if you go to YouTube and just type in the program name, you are going find massive amounts of free tutorials on how to use it. I do that all the time for Adobe products and all of that. Like I have been teaching myself Adobe Premier and I have been working on that quite a bit, I just go YouTube I will go to well Apple, well not Apple, Adobe has Adobe TV so they have a lot of tutorials there but YouTube is a great source for those tutorials.

Okay Alison says that people may not realize that public domain music say classical is in the public domain but the performance is not. That is an excellent point, now with Museopen those performances are in the public domain but you can take a piece of public domain music and if you record it that is applying creativity and by law they would have the right, the legal right to copyright that which is why with the sites that I shared like Museopen they are dedicating those recording back to the public domain. Which is why they are in the public domain, so in other words, just because you find a song that you know that song is in the public domain and you find the recording of that song, doesn't necessarily mean you can use the recording because the recording itself can be copyrighted even though the song itself is in the public domain.

That is correct Melisa and I have shared that, if you use Audacity you have to download an additional free plug-in to export the files as MP3, it is called Lame MP3 so you have to download the Lame plug-in. I don't know why they name it that but they tell you how to install it and you have to do that whether you are PC or Mac I did that on my Mac and it is easy to use. Bob says the military has several bands and orchestra performances that are in the public domain, yes that is absolutely the truth and actually in the resources I am going to be sharing as bonuses I have many of those website locations listed. Debra says that is exactly what happened to her and her video on Fiver, the song was in public domain but the performance was not in and Facebook wouldn't let her post it. Okay Bob says that is cool, Bob said that he used to play in the US Air force himself, so what instrument did you play Bob? I was a drummer in school, I didn't play in an Air Force band but I was drummer in high school, still love them but don't play much. Bob was a trumpeter that is good to know.

Alison says you have encouraged us to record audio to add value to our public domain products but now I am hearing it is next to impossible to sell on Amazon am I right? Without jumping through the hoop that I mentioned earlier about selling it with the tracks through miscellaneous that is the only option that you have right now with the Amazon unless you can get Audible.com to listen to you. So yes that is correct, however, one of the things that I love to point out is that what I like to do is a multiple prong approach. Like for instance you could have say an audio, not an audio, a kindle in a print version of your book on Amazon to sell and then in the back of the book have an ad for the audio version of the book which you have on your website. So there is a lot of different ways that you can approach audios because many of those

people may still want the audio so you can make a big deal about it, if you would like an audio version of this book please visit us at www.whatever and you can handle it that way.

Okay so are there any more any questions, if not we are going to wrap things up, it about 20 to 11 my time. Then we are awesome, okay I want to just point out again, last week I mentioned a success track coach and it is a 10 week program that I am going to be starting in January after this is done, I think it starts January 9 and there were 10 spots that I had available in this program, there is one left. That is all there is and so if one of you were on the fence about whether or not to join me because you are in the public domain blue print course you get a discount so you can get it for 4.20 instead of 77 and this is the URL that you would use to do that.

So if you are thinking about it I would strongly recommend you taking action sooner than later because I said that I was going to mail my list today about this if these final spots weren't taken and I didn't get chance to do that. Now there is a chance that I may run a second program simultaneously, they will be the same just on two different nights but I will need at least 5 people to do that so one to fill the first one and then 5 more and I can probably pretty easily get that from my list my larger list but there is quite a large group in public domain blue prints, so that is why I wanted to roll it out to you guys first because public domain blue print is kind of like required reading or watching I guess in this case for the program because we are going to be actually be putting into play what we have been learning in blue print in a success track because we are going to be actually creating products in success tracks. So if one of you, any of you are interesting in jumping on board with this, probably tonight is the time to do because like I said there is only one spot left I have 9 of them filled.

So that is it from my little pitch about that. Thank you for all the Merry Christmases I appreciate it. Jack asks could you put your audio sales website in the Amazon description for the book, I would really actually not recommend not putting URLs in your description. I would just put it in the book itself because Amazon would probably make you remove them. Merry Christmas, Merry Christmas and Ron says he is looking forward to the how-to videos and have a wonderful Christmas so same to you, I guess Christmas is the day before our next get together which is Monday night so I hope that all of you have a happy holiday and I will see again next Monday night.

[End of Audio][1:28:32]