

121

Chapter 6 - Encouraging Communication
 Web site should build rapport with new prospects
 + introduce existing customers to new p/s
 Adding communication tools to site will help
 turn it into a sales + efficient leads + sales producing ^{machine}

I. Perfecting Your Form

Forms allow people to do things

A. Choosing the right contact form

= most important utility web site can have
 can inspire someone to contact you
 can be set up to write contents to back-up file

Key components of forms

122

1. Form field headings - be descriptive
2. Form fields - to the R or directly below
 similar to newsletter opt-in form - but
 provide larger text box for comments/questions
3. Submit button - test different wording
4. Backup file - write to a data file + access it daily
5. Form processing program

123

- a. Custom - set up by programmer
 Web server - Linux or Windows
 Programming language - PHP or ASP
- b. Freeware - will need to customize
 phpjunkyard.com = good resource
- c. Third party - wufoo.com
 copy code + paste in to page

B. Exploring opt-in form types

What's the difference? ^{one-to-one} contact form - initiate conversation
 opt-in form - premises content of value

1. Newsletter subscription form

More than 80% + buy product or call

But might show enough interest to opt in

2. Free e-course registration

Use sequential auto-responder software

aweber.com

Ishoppingcart.com

3. Squeeze pages - to promote conferences, higher + intense
 opt-in to get the detailsThen Adding a Tell-a-Friend Function to your Pages

ex. ultimate dreamguide.com

Add a script to Web site

Search "free tell-a-friend script php" Linux

or "free tell-a-friend script asp" Windows

Use commercial e-mail package

constantcontact.com

III. Considering Online Chat

Steps to follow

1. Find an online chat provider

"free online chat software"

"free support desk software"

providesupport.com \$15/mo.

2. Setup an account

a. Craft a description page that details what online chat is

b. Customizing graphic header - like site

c. Develop custom exit survey

for instant feedback + gaining list subscribers

d. Create mechanism for emailing chat

3. Add code to your web site - on every page
copy + paste code for image

4. Monitor your computer

click Accept Call - must type response!

5. Gain valuable user behavior info about visitors

IV Creating Audio for Your Web Site

Differentiate yourself by being vocal

1. Choose the right equipment

a. Good quality condenser microphone \$300
Boom stand \$20-40

b. Sound editing software

Sound Forge Audio Studio from Sony

c. Sound card mixer EBYROL UA-25
from roland.com - \$300

2. Seek step-by-step instruction

Watch video tutorials - internetvideoguy.com

promotes a package with a, b, c above

3. Decide what's worth recording

Let visitors know process is simpler + faster than they think

130

B/C 6-4

4. Prepare your editing software for recording
5. Edit your recording
delete ums and ahs
replace selection with new content
6. Save recording for publishing on Internet
MP3 format - set for 44,100 Hz
Clear sound but + too large file size
7. Publish audio file to Website
InstantAudioGenerator.com - upload raw MP3
produces code to copy + paste to Website
allows visitor to play audio w/o downloading

IV.
131

Adding Professional Homemade software Video to Your Website

The best way to communicate is face-to-face
Video is the closest substitute

Gives viewer a chance to evaluate you

Are you a real person

Can you be believed and trusted

Video can also do much more

demonstrate a product

interview an expert

introduce a special offer

lead an instructional course

provide simple entertainment

And it's easier than ever - YouTube popularity,

technical advances

lower hardware prices

} no reason to
overlook it!

A. Getting started with video

132

1. Develop your online audio skills first
Audio is fast to learn + easy to create
2. Purchase the right equipment
 - a. Video camera
 - b. High quality microphones that connects to computer that you can walk around with
Never use built-in!

audiotechnica.com Pro = \$178 15ft. cord
wireless lavalier

c. Video-editing software Vegas Movie Studio 9-\$99

(d. Good lighting - \$300 for 2 standing lamps)

3. Get training - seek it on video!

internetvideoguy.com - also sells package

4. Start simple - master process with small ones
YouTube is free ^{upload of video} - then download copy + paste code
only allows 100MB - which = 5/6 min.

133

Use editing software to change size + format

B. Editing Video

1. Import raw recording file to computer or ^{external} HD
2. Open video-editing software + then the file
Use external hard drive - 500GB for \$130
Can get 50 hrs. of raw video on it
3. Edit your video - focus on a few things to start
 - a. Center it - crop, enlarge or reduce main image are so main feature takes up most space
 - b. Audible - adjust normal speaking level

133

c. Viewable - lighting is the most difficult
can lighten or darken it. But

134

Best Results - experiment & lighting before
d. Fluid - if you forget what to say, just
keep shooting, & edit it out

e. Natural

Capture 1 of scenes from video to be first scene

Remove any dead space at beg. & end

4. Render the video as an AVI file - for Windows
can be transferred to DVD

Use FLV formatted video for more popular,
faster & least expensive approach.

5. Convert AVI video file to FLV - Flash Video
Needs an FLV player - most popular format
Before needed multiple formats
mpg for windows

QuickTime for macs

search for "free flv converter" and
"free flv player creator"

flvproducer.com = \$97

135

6. Create the video player

Embed prepared video file into its own player
using same FLV Producer software

Select style choices

HTML code will be produced

136

7. Upload converted files to Web site

Add FTP user name & password to software