

audacious
audio

presents



The Nifty 50 Profit Pathways

**to Blockbuster Audio Products &
Unlimited Streams of Passive Revenue**

**More Than 50 Terrific Ideas to Get
Your Juices Flowing and Your Profits Growing!**

**written & created by:
Robert Schultz**

© 2008 Robert C. Schultz

www.audaciousaudio.com

All rights reserved for the entire book. Reproduction or translations of any part of this work by any means without express written permission of the publisher is unlawful.

You do not have resell rights to this book.

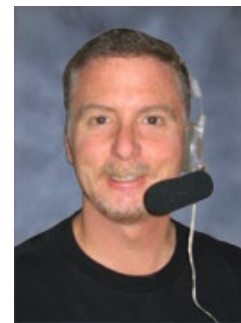
The Scoop on Rob:

ROB SCHULTZ -- the founder of Audacious Audio -- transforms entrepreneurs into Audiopreneurs, coaching leading edge professionals to catapult their profitability and profile with affordably produced, strategically targeted, ingeniously marketed CDs, MP3s and the latest generation multimedia products and marketing.

He offers:

- Live Workshops
- Teleclasses
- Free Business and Production Tips
- Value Packed Audio Products

You can learn more about these cutting-edge offerings at <http://www.audaciousaudio.com>.



To automatically receive free tips, resources and insider info that help you create and market your own profit-producing audio products, sign up for The 5 Audacious Avenues to Your Passive Revenue Product Empire at:

<http://www.TheLatestMoos.com>

This free program includes crucial starter info on CDs, downloadable audio, teleseminars, podcasting, and features a one-of-a-kind 12-point assessment to see if your product idea is ready for prime time!

Rob leverages his dynamic creative background to help clients to create breakthrough products. He learned the art of writing and production while a radio sports director, and a sports reporter anchor at ABC affiliate KBAK-TV. He honed his marketing skills as a concept designer and presentation artist for such major ad agencies as McCann-Erickson. And he maxed out his creative and digital skills working in the cutting edge, highly competitive visual effects field. His work has appeared in major motion pictures, including Vanilla Sky, X-Men, Face/Off, Broken Arrow, Volcano and The Relic.

His talks and classes are always provocative. Rob is a Graduate of Coach University, the founder of Audacious Audio, past host of the West LA Chapter of Coach Inc, and chaired the Speaker Recording Program of the International Coach Federation Los Angeles Chapter.

Rob's Recommended Resource:

If you've wanted to harness your own Passive Revenue tidal wave . . . but didn't know where the heck to begin, this is the day you have been hoping for!

Its "The Five Audacious Avenues to Your Passive Revenue Product Empire" SPECIAL REPORT

This FREE special report - with added email tips and amazing bonuses - a \$107 value - slices through the confusion with the crucial keys you need to produce your own lucrative audio products. Products that can help you to:

- Generate "Massive Passive Revenue"
- Escape the treadmill of trading time for money
- Free you to develop a virtually limitless income potential
- Funnel satisfied product customers into every other service and product you offer. This is the hidden 80% of revenue most audio producers miss!

You will also receive hot off the press info on exciting new avenues of multimedia: viral video, online slide shows and other powerful methods to raise your profile, boost traffic and get your business in front of a worldwide audience!

You can only be in one place at one time. Your audio products can be everywhere at once!

Instant access now at:
TheLatestMoos.com

The Most Crucial Secret . . .

If you skip this important point

You may cheat yourself out of thousands in revenue

Welcome to the Nifty 50 Profit Pathways to Blockbuster Audio and Unlimited Streams of Passive Revenue.

I am always excited to introduce coaches, speakers, information marketers and other solo professionals to the world of “making money while you sleep.” And its doubly exciting you can discover so many profit producing possibilities in less than 5-minutes of your time.

Yes, this report is short and to the point. But do not underestimate its power! In just the few minutes it takes to move through it, you’ll receive specific avenues to:

- Jump-start unlimited Massive Passive Revenue streams
- Create valuable products that help put your business on auto-pilot, freeing you to take on additional projects . . . or enjoy the fruits of your success.
- Position you as a leader in your niche, and up the value of your personal appearances and consulting.
- Give a worldwide market immediate access to your unique expertise.

This fact-filled Special Report lays out more than 50 incredible passive revenue product possibilities to take your business to the next level. Whether its a simple CD, a downloadable MP3 program, or a sequential subscription audio course, the best ideas are all here!

The Product Revenue Pipeline:

Before we get to “The List” . . . I want to offer you something I have never shared in any of my newsletters, blog posts or products. It’s the secret to literally writing your own revenue ticket in the months and years ahead. Its one of those “hidden in plain sight” mysteries that most entrepreneurs miss.

If you truly understand its power, it will open the gates to a whole new horizon of possibility.

Here is the key: In order to generate the full power of passive revenue, you must fully understand the dramatic impact even a single product can have on your bottom line.

The biggest mistake so many solo-professionals just like you make is believing they have to crank out a boatload of products to make a financial difference in their business. Nothing could be further from the truth!

A single product, crafted to deliver specific targeted nuggets of value to your customers and clients - specific tips that have a powerful bottom line effect on their lives - can create a cascade of profits and opportunities that build upon each other.

On the next page I have listed a very conservative estimate of the added revenue you can expect over the course of 12 months, even with a smaller sized mailing list of 800 to 1200 people, and an inexpensive \$35 product:

12 Month Revenue Projection:

Product sales at speaking gigs and live events (2 gigs per month)	\$1200 to \$2500
Product sales on the internet	\$1100 to \$2500
Product sales by affiliates (folks who sell your product to their mailing list for a percentage of the profits)	\$1500 to \$3000
Folks who hire you for coaching / mentoring because of the value you provided in a product or because of the expert status having a quality product lends you	\$5000 to \$10000

That's a five figure difference in your business!

Can you see the impact even one inexpensive product with a smaller mailing list can make? Imagine what these numbers would be with a higher ticket product, and a larger mailing list?

The Kicker:

This doesn't even scratch the surface of the additional, higher profile speaking engagements you will be able to book (many meeting planners for desirable venues will not book you without a saleable product).

Can you begin to see what NOT having a product is costing you?

Are you understanding the HUGE difference one quality product can make in your bottom line?

Can you see the time is NOW to start creating your own windfall?

Good! Lets move on the Nifty 50!

Here They Come: The Nifty 50

A Hit Parade of Incredible Ideas To Boost Your Bottom Line

1. Streaming & Downloadable Audio: The Holy Grail of Passive Revenue

- Record your phone forums and teleclasses for distribution as CDs or streaming audio.
- Record speakers at your Association or Networking Group for later resale via streaming audio access at your website.
- Craft a weekly/monthly audio course delivered via streaming audio.
- Record a streaming audio session with an actual client (or role-play) to demonstrate how you work.
- Record 5-minute streaming audio messages for your eZine.
- Create a monthly subscription service that delivers a monthly 20-minute streaming audio program to customers who sign up for an entire year.
- Create a multi-week teleseminar led by you and two other experts in your field. Record it and make it available on your website as an 'elite-level' program with a specific objective: lose 50 pounds / double your income in the next six months.

2. CDs: The Easiest Way to Get Started

- Sell CDs of edited highlights from your live workshops and speaking engagements.

- Record entire speaking engagements for sale on CD.
- Audio Articles: Create an audio "Best of" compilation of your most powerful eZine stories.
- Develop one of your eZine stories that strikes a nerve with your market into a full CD.
- Re-edit your teleseminar recordings into a "Best of" CD.
- Compile several of your recordings on similar or complementary topics together. For example, combine a snippet on marketing with one on spirituality to illustrate unique ways how spirituality can help boost your marketing.
- Make your streaming audio workshop recordings available on CD
- Build a CD library of guided visualization offerings targeted to specific issues.
- Build a library of meditation offerings targeted to specific issues.
- Develop a solution-oriented CD series around the ten biggest challenges your clients face.
- Re-edit multiple recordings into a CD on a single topic.
- Use your CDs to beta-test & refine your new idea, eBook, or teleclass.
- Create a series of dramatic, inspirational or humorous stories or narratives that illustrate the concepts most pivotal to success in your niche.
- Record a variety of meditations geared toward the solution of a single specific issue.
- Combine a provocative interview with an expert, along with important tips on a single tape or CD.
- Record a panel discussion at a presentation or workshop (where YOU are one of the panelists!) and market it as a CD or tape

3. Leveraging Your Website to Offer High-Value Audio Content

- Offer sequential streaming audio courses on your website.
- Record 5-minute mini-talks to post on your website as a way to give people a taste of you.

- Record 2-minute solutions to common client situations to post on your website.
- Make your entire eZine available in a streaming audio edition.
- Set up an audio greeting card system your clients can use to send email greetings as a value-add.
- Offer clients and eZine subscribers password protected access to a portion of your site with a downloadable MP3 library of tips.
- **Downloadable digital audio advice column:** Ask clients to write you with questions about issues they are facing, and post weekly downloadable audio solutions / answers. You can charge for access, or simply provide it as a value add that lends tremendous distinction to your website.

4. Money Boosting Strategies

- Record a monthly subscription audio series.
- Record an audio companion / addendum for your eBook.
- Record an audio companion for your live workshops.
- Record and sell your step-by-step processes and meditations.
- Offer voice digitization as a value add for clients websites (digitizing/encoding old audio tapes to digital audio format.)
- Combine your audio products with other services to make them more attractive and increase sales. For example, help sell your new eBook by bundling it with access to a password-protected area of your website featuring a library of streaming audio resources.
- Offer voice-over introductions for other people's CDs as a side business.
- Set up a voice-over studio as a side business.
- Use inexpensive, downloadable royalty free music to create musical intros / extros as a side business for others who haven't discovered what you have: that it isn't all that hard to do.
- Offer free CDs as a premium for those signing up for your courses.

- Bundle one of your old recordings free as a bonus for the sale of a new book.
- 'Retire' a workshop series you're no longer interested in giving live, yet still make money off it by recording and selling the entire recorded workshop.
- Sell specifically targeted, highly niched CD products at a premium price point. (You can charge more for products if they are highly unique and deliver focused result-oriented material).
- Build a library of audio programs containing interviews with folks your target market is highly interested in.
- License your instructional programs through CD or downloadable MP3.
- Produce an audio anthology of inspirational stories or successful case histories that illustrate several success principles you work with regularly.
- Create a weekly streaming audio e-Course. Simply send an email to subscribers with a link to that week's streaming audio lesson.
- Develop audio offerings at a variety of price points to sell at your speaking engagements and workshops. Make at least one offering accessible for every budget.

5. Marketing strategies

- Interview a strategic partner and create a CD for them from the interview in exchange for referrals.
- Market your services with a free giveaway CD.
- Market yourself as a speaker with a CD or downloadable MP3 of your best presentations.
- Make your complete speeches available to perspective venues and meeting planners.
- Offer to record others' talks as barter for their services.
- Ask enthusiastic, grateful clients for a streaming audio testimonial you can use on your website. You can record their testimonial live or over the phone -- with their FULL permission, of course.

Disclaimer and Terms of Use Agreement: The Legalese

The author and publisher of this Workbook and the accompanying materials have used their best efforts in preparing this Workbook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this Workbook. The information contained in this Workbook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this Workbook, you are taking full responsibility for your actions.

Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques.

Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions.

Materials in our product and our website may contain information that includes or is based upon forward-looking statements within the meaning of the securities litigation reform act of 1995. Forward-looking statements give our expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as "anticipate," "estimate," "expect," "project," "intend," "plan," "believe," and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

Any and all forward looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody elses, in fact no guarantees are made that you will achieve any results from our ideas and techniques in our material.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided “as is”, and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this eBook.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This Workbook is © (copyrighted) by Robert Schultz. No part of this may be copied, or changed in any format, sold, or used in any way other than what is outlined within this Workbook under any circumstances.