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MP3 Sound Stream 1.25 (mp3ss) is a **software package** that creates **high quality 56K streaming audio** from MP3 or WAV files. Select a file and it will create a web page and Flash animations that stream the audio even over a 56K modem. It uses industry standard LAME compression to produce **very high quality output**. These files are then uploaded to your website. The program uses flash 4 technology, which is estimated to be on 98% of computers. It will reduce a standard MP3 file by over 50% with almost no loss of quality. The program is written in C++ and runs on the Windows platforms.

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[Look for the !\[\]\(de95854c7ee024cfadc48187bbb781b2_img.jpg\) in I.E. and the !\[\]\(cef08d8c15d8a8acd5e25ab0d65432c3_img.jpg\) in N.S.](#)
Opens in new window

[\\$39.95 USD](#)



We stand by our Product. If you are not completely satisfied with the program you have a **90 day money back guarantee**, no questions asked.

That's more than a guarantee - it's a promise.



Streaming Audio has always been available to the large corporate sites and techies. Now you can use the MP3 Sound Stream software to produce **your own streaming audio** just like the professionals. With the web surfer becoming much more "**web savy**" than they were a year ago, they are expecting not only information but also an **entertaining web experience**.

What is streaming Audio?

Streaming audio is a method of **delivering audio, in real-time** over the Internet or corporate Intranets, **with no download wait** and no file to take up space on your hard disk. Effectively what happens is as soon as you request a streaming audio file - usually by clicking on a button - the first 2 or 3 seconds of the file is downloaded to your computer.

This immediately starts to play and as it does, the server continues to download the rest of the file. By the time the first few seconds of sound have been played, the next few seconds are ready, hence creating a continuous "stream".

Many of the programs available today that allow you to stream the audio require that you compile the audio file in the correct format first. This can be a very time consuming task as you need to balance the quality to size ration to allow streaming over modem connections. The software we will be using will do all this automatically for you.

MP3 Sound Stream 1.25 (mp3ss) is a **software package** that creates **high quality 56K streaming audio** from MP3 or WAV files. It uses industry standard LAME compression to produce **very high quality output**. The program uses flash 4 technology, which is estimated to be on 98% of computers. It will reduce a standard MP3 file by over 50% with almost no loss of quality.

Notes:



Introduction

In this eBook we are going to take you through a whole **range of tutorials** and examples to help you **create your own streaming audio** from your web site or presentations. This eBook can also be used as a **reference** for future use.

Internet streaming audio is the **most prevalent form of multimedia** on the Internet today according to Creative, one of the leading companies in the sound hardware field. Over the last few years, streaming audio has **moved from being a curiosity to a business strategy** that is adopted by many media organizations.

There are over 100,000 sites that provide streaming audio content and there is a diverse set of available content ranging from music, news, business presentations, sports, talk shows, educational material, religious sermons, radio and company earnings call.

Marketers and business people have always known **that a well-placed audio stream can increase sales and signups** to their products and services. The problem has always been that the average person could not afford the high cost of special servers or programmers to be able to use this technology.

There have been a number of products around that provide streaming audio however as they have grown and developed so have their plugins required for listening to the streaming files.

With the new software available **today anyone can add streaming audio to their sites** without the need for large plugins and complicated software. Simply add your audio file and choose a component to activate the stream and click go. These programs output all the necessary files, which you can then use to embed in your web pages with a quick copy and paste.

These new software programs use Macromedia Flash technology and the LAME compression and resource bits to produce very high quality output from MP3 or WAV files. **The web visitor can simply click and listen**, even over a standard 56K modem.

You've seen them on web sites, you've heard them and thought to yourself, **"Wow! This is really professional! I wish I could have something like this** on my web page!" It's always been too expensive or too hard or too inaccessible... until now.



Applications for Streaming Audio

So now that you're considering adding the sweet sound of your audio to your site, where might you want to use it?

Depending on your website's content and theme, **there are a variety of ways** to **incorporate your streaming audio** into it. For example:

- ✓ You might place **a welcome message** on your front page, summarizing your site's highlights, informing visitors of what they'll find, and thanking them for stopping by.
- ✓ If you have an "about us" page on your site, you might want to record **a brief message to accompany your background info**. This will help people feel as if they're actually meeting you.
- ✓ Since **testimonials** are a great enhancement to any site imagine if you actually added them in your customer's own voice.
- ✓ If your site has been featured in an online interview or radio show, imagine including this audio in your site. **Just think of it as your very own live pressroom.**

ASIDE - One thing to consider is the quality of your voice. If it's not all that pleasant to listen to, you may want to employ the help of a friend, or you could hire a "professional" voice-over service. Do a search at Google and you'll find plenty of options.

Features

There are many features that these new programs provide the user.

- ✓ Produce as many files as you like.
- ✓ No need for expensive programmers. Host them on your own server - you're in control.
- ✓ Greatly reduce the size of your audio file.
- ✓ Streams over most modem connections
- ✓ Easy to use interface Added components for more variety

MP3 Sound Stream is one of these products that enables anybody to add streaming audio content to their website.

MP3 Sound Stream 1.25 (mp3ss) makes high quality 56K streaming audio from MP3 or WAV files. Select a file and it will create web page and Flash animations that stream the audio. It uses LAME compression to produce very high quality output. The program is written in C++ and runs on the following platforms: Win95, Win98, WinME and WinXP.

There are many benefits to utilizing MP3 Sound Stream:

- ✓ Audio streaming **establishes credibility** to your site visitors.
- ✓ **No more plugins** for your visitors to download. **Just click and listen!**
- ✓ It **builds trust** by personalizing your voice and bringing you closer to your customers.
- ✓ **MP3 Sound Stream is so simple to install** on your computer and add audio to your web pages. This web site contains complete instructions and tutorials for full, easy-to-follow step-by-step instructions. **It's as easy as 1-2-3 with MP3 Sound Stream software.** (See the menu on the left for full instruction and a free fully functional demo download.)
- ✓ **MP3 Sound Stream software does all the hard work for you** behind the scenes. It creates the html web page so you can copy and paste the code with the associated files.
- ✓ **With over 100 controller button sets** and many colours to choose from, MP3 Sound Stream is easily customizable.
- ✓ Play audio on page entry, continually loop audio, play once, wait until clicked, match the background colour to your web page. Just a few of the **options available** with MP3 Sound Stream.
- ✓ Marketers and business people have **always known** that a **well-placed audio stream** can **increase sales** and **signups to their products** and services. The problem has always been that the average person could not afford the high cost of special servers or programmers to be able to use this technology. **That's now changed with the development of MP3 Sound Stream.**

- ✓ **For the busy webmaster** who doesn't have a lot of time on their hands, **MP3 Sound Stream is the solution** to creating audio files and codes in an instant. Just enter the sound file name, choose the options and select the controllers and colours to use. Easy!

People remember something 5 times more when they see and hear it over just seeing it alone!

A study published by Cognitive Science shows that people retain 10% of what they read, 20% of what they see, 30% of what they hear, and 50% of what they hear and see. One example of this retention by medium can be observed in distance education. Students that see a lesson consisting of only text and visuals will retain less than half compared with a lesson where they hear the teacher's voice while reading the text and seeing the illustrations.

Streaming media consumers represent an increasingly important segment of the Internet audience. They are also a highly desirable advertising target:

Streamies, those users who watch or listen to webcasts online, represent 44% of all Internet users and 27% of Americans overall. By far, streamies are the most valuable consumer group on the Internet. Streaming media consumers are far more interactive, are more oriented to e-commerce and spend more time online compared with Internet users who don't stream." (EdisonMedia Study, Jan. 2001)

An online study conducted by DoubleClick in the Spring of 2001 showed that exposure to streaming media increased ad recall by up to 118%, increased recall of key message points by up to 197%, and increased the likelihood of a purchase by up to 25%. The study further showed that elevated brand awareness from streaming media exposure remains high for 30 days.

According to Carton-Donofrio Interactive, streaming media has a 70% response rate for content, a 60% response rate for advertising information and a 49% "buy" rating for online merchandise. (Streaming Digest, 2001)

Notes:

What you will need!

Microphone, sound card and speakers.

In order to create a sound file you need a recording device, most likely a microphone and a sound card in your computer. If you already have a sound file saved to a disk, you are ready to proceed with turning this file into something you can use on the web.

I personally use a headset I bought from Tandy, which cost \$25. This equipment does not have to be top of the line. Most computers these days come with a sound card, which is more than sufficient.

Obviously if you can get a quiet area and your mic is directional then this would be perfect. Lots of schools and colleges also have sound studios, which will produce the best audio file.

You will also need some speakers or headphones to be able to listen to the audio you produce.

Notes:

Recording Software



Audacity is a free audio editor. You can record sounds, play sounds, import and export WAV, AIFF, and MP3 files, and more. Use it to edit your sounds using Cut, Copy and Paste (with unlimited Undo), mix tracks together, or apply effects to your recordings. It also has a built-in amplitude envelope editor, a customizable spectrogram mode and a frequency analysis window for audio analysis applications. Built-in effects include Bass Boost, Wahwah, and Noise Removal, and it also supports VST plug-in effects.

- **Audacity** is free and the source code is available under the GNU General Public License.
- No limits on the number of tracks or the length of any track, except the size of your hard disk.
- Import almost anything: WAV, AIFF, Next/AU, IRCAM, MP3, and MIDI files are supported natively, but **Audacity** will also open just about any uncompressed sound file and automatically deduce the format (using the [Import Raw Data...](#) feature).
- **Audacity** not only includes many high-quality effects built-in, but also lets you use plug-in effects in the industry-standard VST format. There are dozens of free, shareware, and commercial VST plug-ins online that do everything from Reverb to Noise Reduction.
- **Audacity** acts like a non-destructive editor , providing multiple levels of undo, but it also writes changes made to the audio to disk, eliminating the need for complicated real-time processing.
- Label tracks allow you to annotate waveforms (for example, transcribing speech) and later export the waveforms to a text file.
- Powerful spectral features allow you to view waveforms as spectrograms or plot the power spectrum of any region of audio, and even export this data to a spreadsheet.

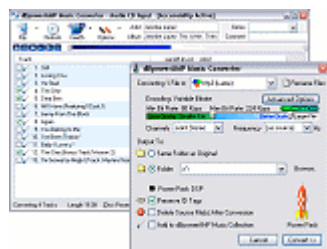
Sound Converting Software

This is not necessary however if you have real audio files or in fact any sound file you want to convert this program is indispensable

[dBpowerAMP Music Converter](#)

<http://www.dbpoweramp.com/dmc.htm>

(dMC) - "must have audio tool" - [Download](#)



BpowerAMP Music Converter (dMC), is one of those must have utilities, indispensable for converting audio files from one format to another:

Often called a Swiss army knife of Audio, **dMC** is able to:

- **Rip digitally** sound from **Audio CDs** and store in a multitude of formats, dMC is the [Fastest CD Ripper](#) and **now AccurateRip Compatible**
- Convert from one format to another, just about every audio type is supported: mp3, mp4, Windows Media Audio (wma), Ogg Vorbis, AAC, Monkeys Audio, FLAC and many others [[Codec downloads](#)], whilst **preserving ID Tags**,
- **Volume Normalize** audio files,
- **Windows Explorer Integration** - right click **Convert To** & popup useful information on audio files (such as bitrate, length).
- ID tag editing [Power Pack Option],
- Record from LPs or anything [optional Auxiliary Input install],
- **Fully compatible** with Windows 95/98/ME NT4/2000, **Windows XP** and Linux (using Wine).
- **100% Free, No nags, popups, hidden spyware or bundleware.**
- Record from LPs or anything,

The add-on for dMC called Power Pack is Shareware, dMC is 100% free.

NEW Release 9 [3rd July 2002] **NEW** [download](#)
Streaming Audio Software

This is the only software that you will have to buy and is a powerful software program to convert your audio files.

MP3 Sound Stream 1.25 (mp3ss) is a **software package** that creates **high quality 56K streaming audio** from MP3 or WAV files. Select a file and it will create a web page and Flash animations that stream the audio even over a 56K modem just like the ones you see on this page.

It uses industry standard LAME compression to produce **very high quality output**. The program uses flash 4 technology which is estimated to be on 98% of computers. It will reduce a standard MP3 file by over 50% with almost no loss of quality.

For complete information on this product [Click here](#)

Bonus



[Download 691kb](#)

Smarter marketing is simple: marketing powered by clear relevant and actionable insight and more than likely the richest source of that insight today comes from analyzing the ability and behavior of customers and prospers visiting your web site.

And whether you spend none some or most of your marketing efforts on your web site isn't the point - its likely most of your prospects and customers are visiting your site as their first or next point of interaction with you.

And their activity on your site will deliver a wealth of actionable insight or insight that will demonstrate what actions you must take to increase the success of their web visits-for you as a business and for them as a site visitor. Studying their web site ability and behavior is simply known as web analysis.

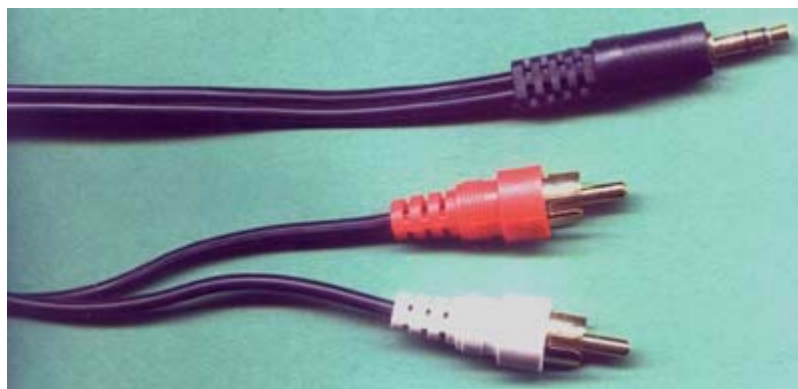
Cable connections

The last thing to consider is the various cables etc you will need to get sound onto your computer from a different device.

You can pick these up from most music or computer outlets.

From bottom to top is a joystick port, line-in jack, mic jack, and two line-out jacks (speakers/headphones). Your sound card may have only one line-in/mic jack and one line-out jack.

To record from videotapes, television broadcast, or anything with RCA jacks, you need a cable with a plug that plugs into the microphone/line-in jack of your computer on one end, and RCA plugs on the other end to plug into a VCR or television. Match up the red (right channel) and white (left channel) plugs with the appropriate jacks on the back of your VCR or TV--make sure to plug them into the ones labeled "out". If you have a mono audio VCR or television like I do, then just plug in the white plug and leave the red plug unplugged. Alternatively, you can also get a cable that only has one RCA plug on one end, for recording from mono VCRs and TV's.



The red plug is for right audio, the white plug for left audio, and the 1/4" plug goes into the line-in or mic jack of a sound card.

A naive method would be to record through the air by holding up the speaker of the source to the microphone of the recording device, but outside background noises invariably creep in. Sometimes this may be the only choice, especially for low-end or older electronics.

Phone Recording - Telephone Recording Adapter

Connect your telephone or headset to a recording device such as tape recorder or your PC to record telephone conversations.

Note: There is National and State legislation relating to the recording of, and listening to, communications in your country. Compliance with these standards should not be taken to mean that any subsequent use of this equipment complies with the relevant legislation. For further information on Privacy Guidelines refer to government website.



Tip: To record a phone interview use the same method as for a normal recording however make sure you have any call waiting or distraction completely removed so the call will not be interrupted. Unlike producing your personal audio file you usually only get one chance at a phone interview.

Notes:

Preparing to record your audio

The first audio we will look at recording is a talking file. We will then look at recording or adding a music file.

Preparation

In making recordings, the goal is always to get a clear, undistorted speech signal with as little noise as possible.

Noise that will detract from or ruin signal quality for acoustic analysis can include:

- Any kind of environmental noise
- Speaker movement, especially if movement impacts the microphone or an object close to the microphone
- Voice overlap between speakers
- Noise from the computer system during transfer to computer

The best way to minimize environmental noise is to record in a sound-proofed or sound-treated room. To reduce the effects of noise in an ordinary room:

- Choose a quiet location
- Cover large reverberant surfaces with blankets or cloths
- Unplug electrical appliances
- Close doors and windows
- Turn off lights and fans or air conditioning
- Remove anything that ticks, buzzes, bangs, rattles, squeaks, hisses, or otherwise makes itself heard
- Always make a one minute black recording to see if there are any noises you have missed.
- Make sure you log off any software application like chat programs etc. There is nothing worse than almost getting to the end of your recording and

your mail or chat program pipes in with a ding or what ever.

When recording speech from texts it is usually possible to satisfy all, or most of the above conditions. However, to record speech in "natural" situations, speakers often must be allowed to move around and interact with other people, with objects, or with their surroundings. This makes it substantially more difficult to get optimal recording quality.

10 Tips For Successful Public Speaking - [Toastmasters](#)

Feeling some nervousness before giving a speech is natural and healthy. It shows you care about doing well. But, too much nervousness can be detrimental. Here's how you can control your nervousness and make effective, memorable presentations:

1. **Know the room.** Be familiar with the place in which you will speak. Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
2. **Know the audience.** Greet some of the audience as they arrive. It's easier to speak to a group of friends than to a group of strangers.
3. **Know your material.** If you're not familiar with your material or are uncomfortable with it, your nervousness will increase. Practice your speech and revise it if necessary.
4. **Relax.** Ease tension by doing exercises.
5. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear, and assured. When you visualize yourself as successful, you will be successful.
6. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative, and entertaining. They don't want you to fail.
7. **Don't apologize.** If you mention your nervousness or apologize for any problems you think you have with your speech, you may be calling the audience's attention to something they hadn't noticed. Keep silent.
8. **Concentrate on the message -- not the medium.** Focus your attention away from your own anxieties, and outwardly toward your message and

your audience. Your nervousness will dissipate.

9. **Turn nervousness into positive energy.** Harness your nervous energy and transform it into vitality and enthusiasm.
10. **Gain experience.** Experience builds confidence, which is the key to effective speaking.

I have a couple of things I do.

- ✓ I write down my talk and then crop it back. When you write it down and practice saying it out loud you will find you can get rid of a lot of useless stuff.
- ✓ I make sure I speak a little slower than I would normally speak.
- ✓ I separate my talk into sections so I can edit it more easily.
- ✓ I try and do it in one sitting and then go back and edit the audio file for example: if I make a blunder (I make a lot) then I just do that bit again and keep going. When I have finished I can go back and edit the audio file deleting all the blunders.
- ✓ I also try and get a good piece of music to put in the background to take some of the emphasis off just my voice. Be aware of copyright laws with this.
- ✓ When I am talking I try and think happy thoughts so the feeling of the talk will have the right flow and feeling.

Tips on delivery:

- ✓ Make it conversational rather than professional. What some people consider professional often resembles theater type acting (which seems fake). Where as conversational speaking resembles movie type acting (which seems real).
- ✓ Be you. That doesn't mean you remain where you are without making improvement. But optimize what you presently possess. Most of what people consider detriments (poor voice, not funny, etc.) can be developed into advantages.

Pace Tip

- ✓ Develop awareness. You should be able to feel your pace and sense when you're going too fast or too slow. Feel your breathing and your heart rate internally as you speak.

Last but not least is vary your tone so people will stay interested. Exaggerate your voice a little and it will sound so much better. This means increase and decrease the volume a little and be a little expressive in your talk.

How is sound recorded?

A microphone consists of a small membrane that is free to vibrate, along with a mechanism that translates movements of the membrane into electrical signals. (The exact electrical mechanism varies depending on the type of microphone.) So acoustical waves are translated into electrical waves by the microphone.

Typically, higher pressure corresponds to higher voltage, and vice versa. A tape recorder translates the waveform yet again - this time from an electrical signal on a wire, to a magnetic signal on a tape. When you play a tape, the process gets performed in reverse, with the magnetic signal transforming into an electrical signal, and the electrical signal causing a speaker to vibrate, usually using an electromagnet.

How is sound recorded digitally?

Recording onto a tape is an example of analog recording. We will be dealing mainly with digital recordings - recordings that have been sampled so that they can be used by a digital computer, like the one you're using now. Digital recording has a lot of benefits over analog recording. Digital files can be copied as many times as you want, with no loss in quality, and they can be burned to an audio CD or shared via the Internet. Digital audio files can also be edited much more easily than analog tapes.

Notes:

Microphone Techniques.

If you do a search on the web for this topic you will find thousands of pages and it can become very confusing and complicated so I am going to make this very simple for you without any confusion.

Plug it in and do some tests.

I suggest a head phone mic for a couple of reasons. Firstly if you want to read off the screen it gives you hands free to be able to scroll through your text. This means no scuffling of paper in the background. Secondly you will always be the same distance from the mic so you wont have to worry about volume variations so much.

Now the fanatic audio guys will say you can't get a good sound from them but from my experience you will get a good enough sound and if later you want to get more technical then go out and get the more expensive mic etc.

Notes:

Recording the Audio

[Download your free copy of Audacity](#)

I know how difficult learning a whole lot of new software can be when you are just starting so I have produced a video where I can show you exactly how to do it. Because of constraints of time I will use two audio files I created earlier.

[Click here for the live flash movie.](#) (broadband)

[Download Movie as Windows Media file](#) (954KB)

Here is a complete tutorial for Audacity.

Basics

- [Digital Audio](#)
- [Rules of Audacity](#)
- [Setup, Audio Import and Playback](#)
- [Recording with Audacity](#)

Common Editing Tasks

- [Quickies](#)
- [Editing Vocal Tracks](#)
- [Cutting up long Tracks](#)

Selecting and Aligning

- [Selecting](#)

Editing for Beginners

- [Introduction to Editing...](#)
- [Cut, Copy & Paste](#)
- [Silence, Duplicate and Split](#)
- [Splitting and Submixes](#)

Effects for Beginners

- [A virtual room with Reverbs](#)

Notes:

Creating the streaming Audio Files

In this section we will take you through the whole process to show you how simple this is. While we have made it as simple for you as possible in the background are some pretty impressive computations going on.



[Tutorial 1 Creating the file Fast Connection](#)

[Tutorial 1 Download Windows media 1.1 mb](#)

Open your program:

Once you open the program (mp3ss.exe) you will be presented with this window. The first thing to do will be to choose your audio file in either MP3 or .wav.

You can assign a controller to the output so your visitor can control the sound. We provide a library of over 100 controllers and are continually looking for more. If you can use flash then read the short description in the help file to create your own. If you do then please send us them so we can post them on our site and we will credit you with the design.

In the options there are 5 main windows you will use. Output, Bare, Controller, Instructions and colours. Interface just controls the look of the program when you start it.

Output:

Here you can choose to save the files to your desktop or a folder on your hard drive. The program produces three files. The audio, the controller and a html file. The Next Output file number will name the files for you. For example the next file will be named mp3ss14.



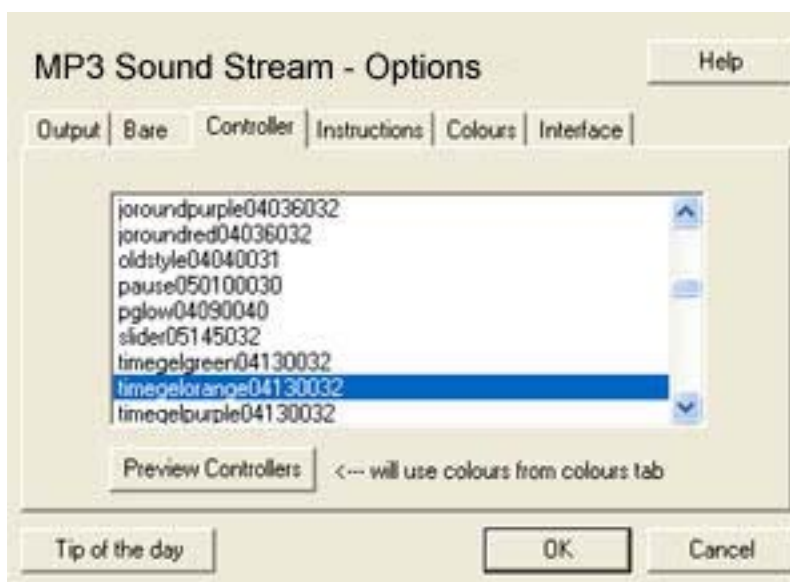
Bare:

The bare output is how your sound will play. If you choose a controller then you will choose one in the next section. If you want it to load when someone enters your page then you will choose the next two options. Do you want it to play once or keep looping.



Controller:

The controller section is where you choose one of the many buttons to associate with your sound. There are currently over 65. By choosing the preview you can look at the attributes of each controller.



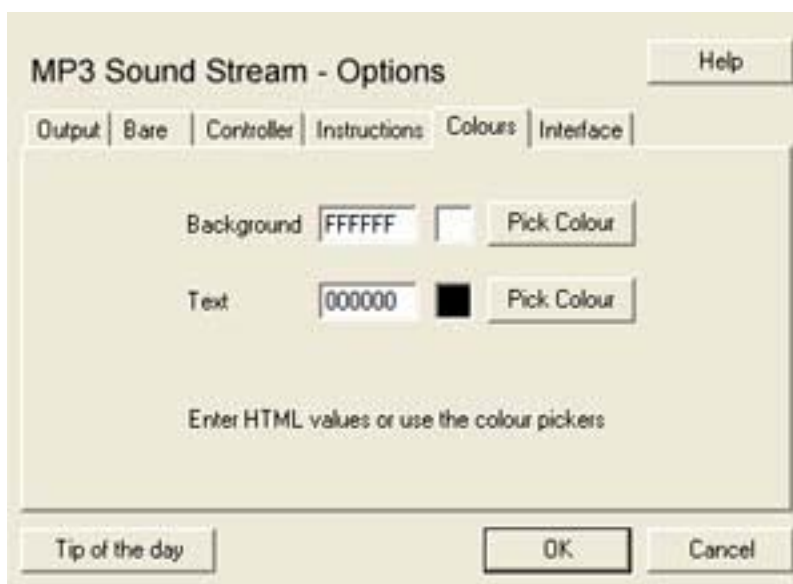
Instructions:

The instructions will determine how your controllers will work. The most common is "D" which means the visitor will decide when to play the clip.



Colours:

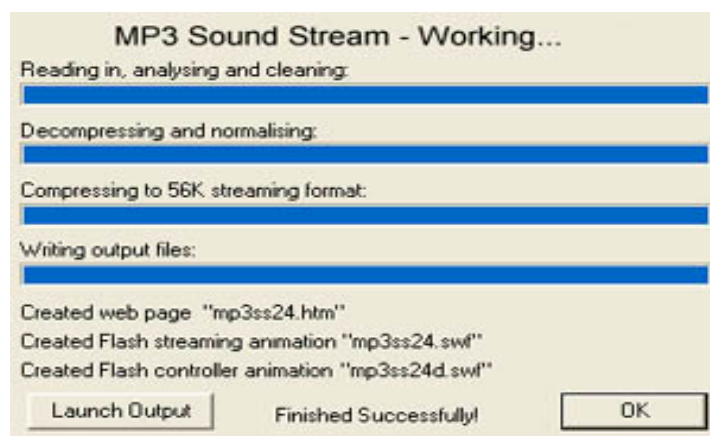
This is fairly self-explanatory. The background will set the colour behind the page and the text will determine the text colour of the output. When you insert into your page you can change these.



Compiling the Project:

This is what the program looks like once you click "Go" and it starts compiling your files. As you will notice it creates three files.

- A htm file - The actual htm
- A streaming animation file - the largest which is your sound
- A Controller file - the button controller you chose.



Inserting into a web page:

[Tutorial 2 Embedding
Fast Connection](#)

[Tutorial 2 Download
Windows media 979 kb](#)

If you open your htm file for the audio you created you will find it contains some code like that below. The **red highlighted** text will be changed according to your output.

```
<p>
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash
/swflash.cab#version=4,0,0,0" width=100 height=30 align="absmiddle">
<param name=movie value="mp3ss21d.swf">
<param name=quality value=best>
<param name=wmode value=transparent>
<param name=bgcolor value=#FFFFFF>
<param name=loop value=true>
<embed src="mp3ss21d.swf" quality=best wmode=transparent
bgcolor=#FFFFFF
loop=true width=100 height=30 type="application/x-shockwave-flash"
pluginspage="http://www.macromedia.com/shockwave/download/index.cgi?P1_
Prod_Version=ShockwaveFlash" align="absmiddle">
</embed>
</object>
countdownfrom10_wild
</p>
```

Simply select the area of your web page you would like it to go then copy and paste this code into that space and you will end up with a look like this. (Sample graphic only)



You must make sure the two swf files are in the same root directory as the web page. If not then you need to adjust this and direct the player to the correct location.

Well that's how simple it is to put sound on your site using the MP3 Sound Streamer. You can add as many as you like and of course there are ways you can manipulate the files by renaming and moving them around.

Additional Resources:

Who's that voice:

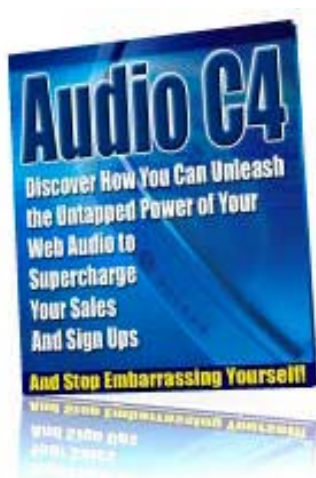


Ever wonder who does the voice for the MP3 Sound Stream program and our web site.

Introducing Jeremy Daley. Jeremy loves music and works for an AC music Christian Radio station. He has been a great help in providing a whole range of audio voice over files for both this website and the program itself.

If you need that professional touch without the high expense [contact Jeremy](#) for competitive rates and excellent service. Thank you Jeremy.

Just to Be CLEAR...



[Audio C4 is not another audio service.](#) It teaches you how to maximize the service you currently have. It's a resource that includes an ebook, audio examples, video, templates, message script examples, and step by step instructions on how to create the best messages before your record a word.

As one Audio C4 client, Sha Brown puts it, "I was just talking to another internet marketer the other day. He commented how he had some audio on his site, but it hadn't changed his conversions. I said back to him that just doing audio isn't enough. What you say and how you say it matters a lot too. And you've got to test it. And that is just what your message is. You're on target."