

Hi

Rather than me prattle on, I thought you might be interested in a little experiment I tried last week . . .

. . . and complimentary access to a closed door teleseminar worth - ooh - thousands at least! ;-)

If you are on the usual lists for online business opp gurus, then you will have noticed a massive upsurge in offers focused on adding audio to your website.

The theory goes that having some kind of audio element on your website can boost credibility, response and ultimately profit.

In the last week I've received emails heralding the benefits of using audio from Nick James, The 2 Neils, Jason Diner, James McConnell and others.

Well, I have no reason to disbelieve the claims, though it would be great to hear from anyone who has done any scientific testing.

Anyway, back to my experiment . . .

I have been promising myself to 'get with it' and try some form of audio presentation. Now rather than kick off with some shameless sales promotion, I wanted to give something with as much value as I could to my long-suffering readers. So, I decided to have a chat with my friend Charlie Wright about a subject that is close to both of us - e-letters.

I have been involved in e-letter publishing since 2000 when I launched The UK version of The Daily Reckoning. Since then I have launched a couple of dozen e-letters and generated around £10 million in revenues.

I'm not bragging. I was just lucky enough to be in the right company at the right time and soak up the skills and strategies that really work.

Anyway, I think I've learnt quite a bit over the years about e-letters. So much that I have now help others to launch their own e-letter empires.

Enter Charlie Wright.

You know Charlie Wright from his Bizopp jungle website and his regular e-letter.

(If you don;t check him out here).

<http://www.bizoppjungle.com/>

Charlie has been publishing his e-letter for a year now and has learnt (and earned) a lot! He has become such a dab hand at this e-letter stuff that he is now passing on his knowledge to individuals and businesses!

So what better way to kick off my adventure in online multimedia presentation, than a 2-way interview with Charlie about e-letters.

Ok, I'm getting to the pay off don't worry!

So, just click on this link

<http://www.whatreallymakesmoney.com/articles/20070319>

This will take you through to the WRMM website when you can listen to our 45 minute indepth chat about e-letters and how you can get started.

Note: Yes, I know we are supposed to sell something at the end of these teleseminars, but Charlie and I got so carried away with talking about our publishing passion, that we almost clean forgot!

So, listen out for a really feeble QVC-like upsell at the end of the interview. It's for Charlie's brilliant e-letter publishing manual - The Inbox Tycoon. If you don't last the full 45 minutes, you can check it out here:

<http://www.bizoppjungle.com/mybook/>

But I hope you do listen, we have tried to share as much as we could in that limited time. We had a lot of fun and hopefully that will come across. To listen to our impassioned ramblings, just click on this link and follow the simple download instructions:

<http://www.whatreallymakesmoney.com/articles/20070319>

And do let me know what you think of our audio debut!

