



Ebook - How To Prepare And Have Great Audio Interviews

This eBook is for authors, entrepreneurs and professionals planning audio interviews to boost their online presence and want to make the right impression.

LONDON, GREATER LONDON, UNITED KINGDOM, August 6, 2013 /EINPresswire.com/ -- Audio Byte – The Audio & Podcast Consultancy, today released it's first eBook – 'How to Prepare and Have Great Audio Interviews – six essential secrets' for entrepreneurs, authors and professionals who are preparing for their next audio interview.

Last week iTunes celebrated the milestone of reaching one billion podcast subscribers, proving podcast consumption is growing, as more people become independent broadcasters.

Audio interviews, podcasts and professional podcasting are gaining popularity as part of content marketing strategies because of its relatively lower cost production compared to video and it's ability to reach consumers directly.

This means there are more opportunities for Entrepreneurs, Businesses and Authors to secure audio interviews on popular podcast channels to promote their expertise and create good online content. Covering topics like – Research your Host and Sell yourself, the eBook highlights six key steps to ensure interviews deliver a great interview and enjoy the experience in the process.

Audio Byte founder and creator, Viv Oyolu says the six essential secrets she shares, come from her experience as a radio host of her show, Dream Corner having covered over 200 audio interviews. "Audio and podcast interviews are a great marketing and PR tool for anyone and if time is taken to fully prepare, the rewards are clear. The interviewee makes a good impression: clearly articulates their expertise, comes across as confident, making it easier to connect with listeners."

Audio Byte is offering the eBook as a free download (without registration required); so it is more accessible to as many people as possible. The eBook can be downloaded here – <http://www.audio-byte.co.uk/how-to-prepare-and-have-great-audio-interviews>

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More information about Audio Byte

Audio Byte is an audio and podcast consultancy, with a focus to prepare, produce and deliver professionally edited and polished audio interviews and podcasts for Authors, Professional Service organisations, Businesses, Entrepreneurs and Event organisers to reach, engage and build trust with their audience. Find out more at – <http://www.audio-byte.co.uk>

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This press release can be viewed online at: <http://www.einpresswire.com>

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