

Create Your Own

ALEXA FLASH BRIEFING

*Grow Your business with alexa
flash briefings no tech skills required!*

JENNIFER LEHNER

TABLE OF CONTENTS

Welcome Aboard.....	1
What Is an Alexa Flash Briefing?	3
Choosing Your Topic.....	5
The Title.....	7
Your Logo.....	8
Let's Find Your Intro/Outro Music	16
Frequency.....	18
Recording Your First Briefing.....	20
Publishing Your First Briefing and Submitting for Approval	28
Publishing Your Briefing in Other Countries	45
Day to Day	54
Show Notes	57
Where to Find Your Analytics.....	60
Repurposing Your Briefing	63
Tell the World about Your Briefing	83
Conclusion	89

WELCOME ABOARD

Thank you for picking up this book. I am glad you did, because by doing so it means you're someone who recognizes a good opportunity when you see it—and I don't just mean the opportunity that I am presenting to you now. What I mean is the opportunity the new technology of Alexa brings you as it relates to upleveling your business. Alexa has been one of the single greatest things I have introduced into my business, and I honestly would not have predicted that a year ago when I started creating my flash briefings. Now, I actually have listeners of these briefings who convert directly into clients and members of my Facebook group. In this book, I will show you how you can get the same great results in your business, all through learning to harness one of the best new technologies out there, in my opinion.

As Seth Godin said, "How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?" I'm not saying the success you will get will be immediate, but if you put in the time to do flash briefings regularly, you will start to see the results. You can expect to start getting messages from people telling you, "I listen to you every day as I drink my coffee." You'll look at the people's profiles and realize you have no mutual friends and no mutual Facebook groups, and you will realize they came to you directly from the flash briefing. Then more and more people will come and connect

with you the same way. Before you know it, you'll have a whole community of followers to serve. And best of all, it doesn't require tons of your valuable time.

In the rest of the book, I'll show you exactly how to do your own flash briefings, giving you the tips I've learned to make it a simple yet effective process.

WHAT IS AN ALEXA FLASH BRIEFING?

An Alexa Flash Briefing is a short audio clip people can listen to through their Amazon Alexa devices. The user “enables” the briefings they want to hear through the Amazon Alexa app, or at [amazon.com](https://www.amazon.com). To hear the briefing, the user says, “Alexa, play my flash briefings.” Whatever flash briefings they have enabled is what they will hear.

A flash briefing could be a joke of the day, a daily tip, a favorite quote of the day, or even a daily meditation. The truth is, a flash briefing can be anything you want it to be.

This form of communication presents a unique opportunity for you to get your message/brand to a whole new audience in a whole new way.

Consider this: 80 percent of smart devices are placed in the common areas of a person’s home. When they listen to your briefings, they are listening daily, usually in those transitional, in-between moments in their day: while making coffee or lunch, or brushing their teeth.

This sort of content consumption is habitual in nature. Plus, once your briefing is enabled, it’s actually sort of a pain to remove it.

Alexa usage is not only growing, but it also seems to be a trend that is sticking. In fact, as of the printing of this book, seventy car models are including Alexa as a standard feature already.

Flash briefings are short, easy to create, practically free, and the right platform for anyone who has a message to get out there, a product to sell, or a brand to promote. That includes business-to-business businesses and business-to-consumer businesses.

CHOOSING YOUR TOPIC

Great. You're convinced. You are ready to create your flash briefing. The first thing you want to do is decide what you want to talk about. How do you decide this? Your flash briefing is something you want to do consistently to reap the rewards you are looking for. However, you likely won't be consistent with it if you don't love what you're talking about. When choosing your topic, give serious thought to what you are passionate about and what you think your audience needs to know or will enjoy.

Let's say you're in the health and wellness space, for instance. You can share health tips. Or even better, share health tips with people who are struggling with Type 2 Diabetes. Instead of health tips, maybe motivational quotes would be even more popular.

Perhaps you are a subject-matter expert in a certain industry, like real estate, and you know some industry secrets you can share on a daily basis.

You can also share industry news, which is what I do. My briefing, *The Front Row Entrepreneur*, is all about the latest news in social media and online business. Every industry on earth has daily news: you can be the one who compiles it, condenses it, and then delivers it in short two-minute daily segments.

However, if you are a realtor, it would not be a great idea to do a flash briefing that is all about your latest listings. Even if it is interesting to some of your audience, eventually they're not going

to be shopping for a home anymore, so your content won't be relevant to them. That means you won't be able to grow and sustain an audience.

A better idea is to position yourself as the expert for the town you live in. For example, you might share about new exhibits that have opened up at your local museum, a new restaurant opening, or other local news. You'll continue to have lots to talk about and an audience to follow you because you share about the happenings in your town. You can brand this at the beginning in the intro and maybe in the outro by telling them who you are. For example, "This flash briefing has been brought to you by Sandy Smith, Cleveland's favorite realtor." When it is time to buy or sell a house, your listeners will think of you first, because you've been in their ear.

The first topic you choose for your flash briefing might not be what you stick with forever. Say you choose a briefing topic and you find out a week or two later that you just don't like talking about the topic or you don't feel you've picked the right thing to talk about. This is no big deal. You can easily set up another flash briefing feed, or you can have several different ones going at any given time.

THE TITLE

Once you've selected your topic, next you need to come up with the title. I suggest picking a title that is very literal. This is not the time to be cute, cryptic, or clever. You want your title to reflect the content of your briefing, as much as possible. If your briefing will be about what is going on in your city, like in our realtor example above, you might call your flash briefing *Cleveland Today or What's Happening in Cleveland?*, *All Around Cleveland* or *Cleveland Events*.

If you are a public speaking expert, for example, and you are going to teach people public speaking tips, the name of the flash briefing might be *Public Speaking Tips for Success* or *The Public Speaking Coach*.

Right now, before you move on to the rest of the book, take a few minutes and start jotting down what you think would be the perfect title for your flash briefing.

YOUR LOGO

Now that you know what you are going to call your flash briefing, you can make a logo for it. A lot of people just choose to upload their existing business logo or a headshot, and that's fine. The most important thing is to make sure your image is the right size and quality.

If you don't already have a logo, it is easy to create one yourself, which I will show you now. If you don't have some sort of design software you are familiar with, I suggest using Canva.com (fig. 1).

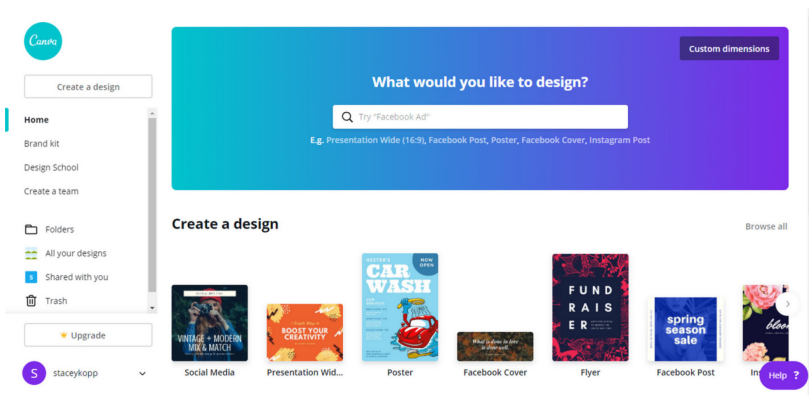


Figure 1. Canva homepage.

There's no need to purchase a subscription; you can use a free account for this project, and you will have all the tools you need to create a simple logo. I will walk you through the steps for doing so.

In the graphic below (fig. 2) in the top right-hand corner you'll see Custom Dimensions (1). We're going to need two different sizes

for our logo. The first one will be 108 x 108, so click Custom Dimensions and add those dimensions into the fields in the box that pops up (2). Then you want to make sure px (pixels) is checked, which means your design will be 108 x 108 pixels. Once you have that entered, click Create New Design at the bottom of the box (3).

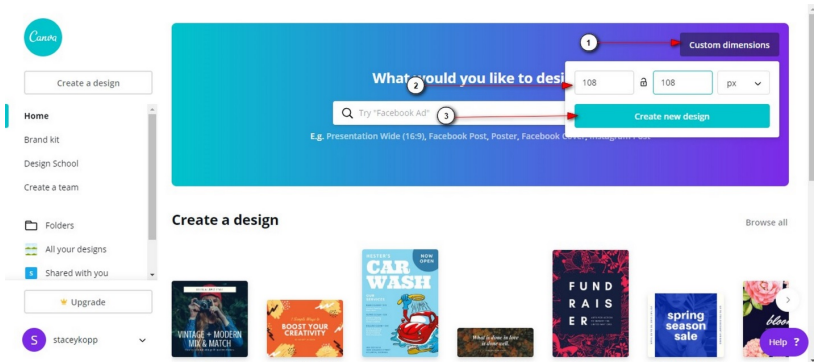


Figure 2

You can browse what premade elements Canva has available for you to use (fig. 3). At the far left of the page, there is a bar where you can choose from their stock templates, elements, fonts, and backgrounds, or you can go down to Upload and upload your own stuff and add to it.

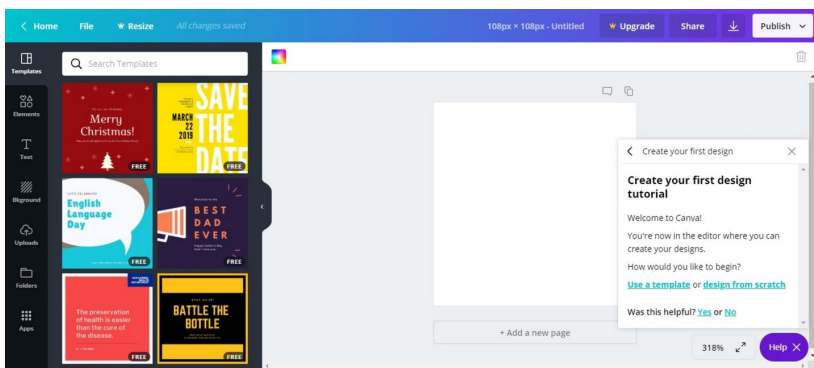


Figure 3

I'm going to choose a simple blue background (fig. 4):

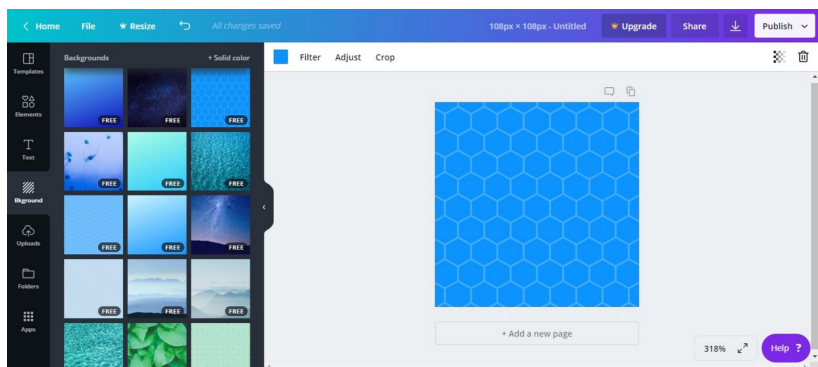


Figure 4

Then click on Text in the left column and Add a Heading (fig. 5). A text box will pop up, and you can use the horizontal bar just above the image to change the font and font size, color, orientation, etc. I'm simply going to make mine say Flash Briefing. I know this doesn't look pretty, but it gives you an idea what you can do, and you can easily play around with the software and design something that fits your business.

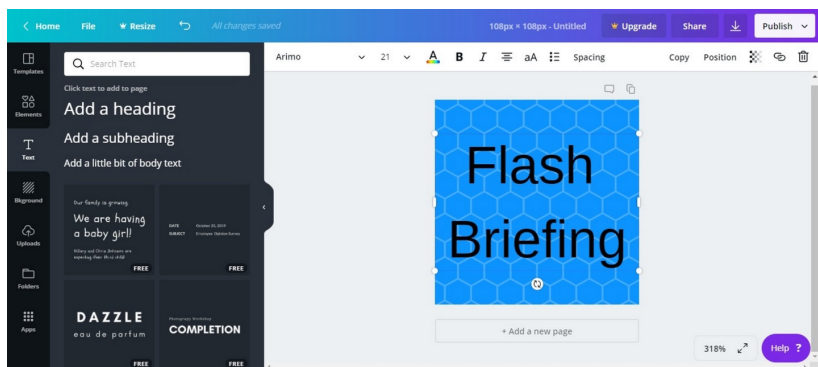


Figure 5

Once you have it the way you want it, click File (1) in the top left-hand corner and click Save (2) on the dropdown menu (fig. 6). On the same dropdown, click Download (3).

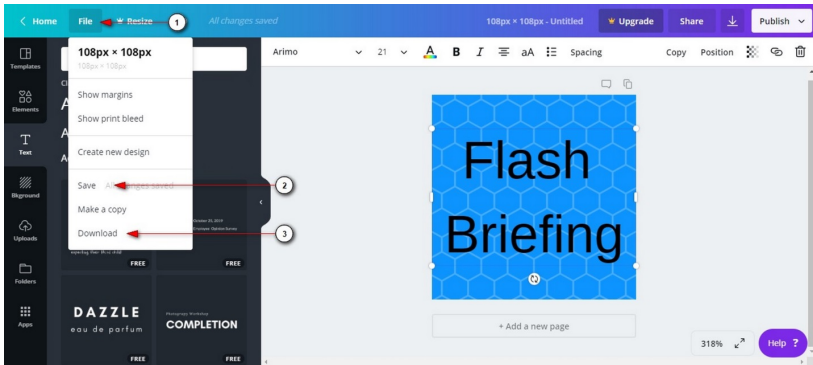


Figure 6

To the right of the page a download box will open, where you can select your file type (1) and whether you want a transparent background (2), and then click Download (3) to download it to your files (fig. 7).

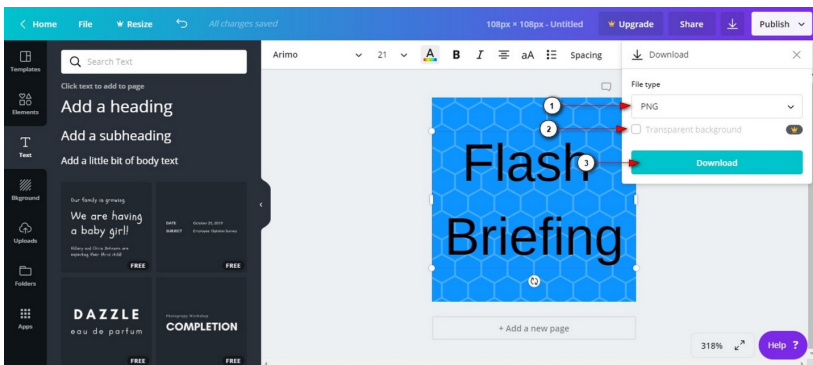


Figure 7

Don't forget, though, that we still need that other size. Instead of starting from scratch, just go over to the top left and click Resize (1) and then Custom Dimensions (2) in the dropdown (fig. 8). In the Custom Dimension field put in 512 x 512 (3), and then click Copy & Resize (4).



Figure 8

It will change the graphic to the new size, and you'll want to download that one as well (fig. 9). Simply click the Download button (1) in the upper right-hand corner (the arrow pointing down to the line), and then choose the file type (2) and a transparent background (3) if you like and click Download (4).

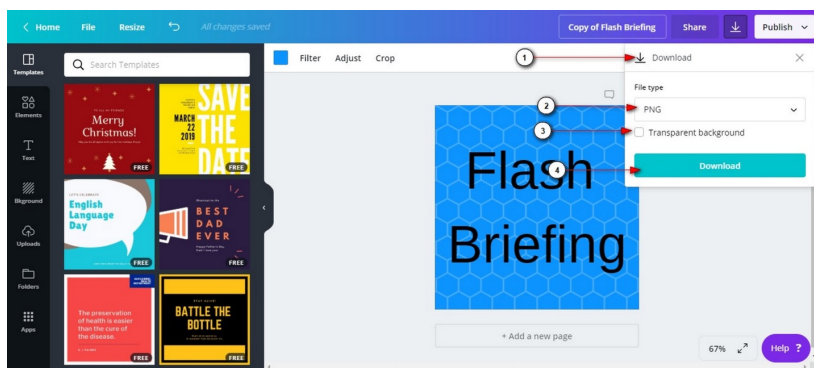


Figure 9

If you are having trouble designing your own logo and you need some inspiration, the best thing to do is to go over to [Amazon Alexa Skills](#) on Amazon (fig. 10). There, you can see all the different niches on the left-hand side of the page, so you can click on yours and see what other people are doing to get ideas.

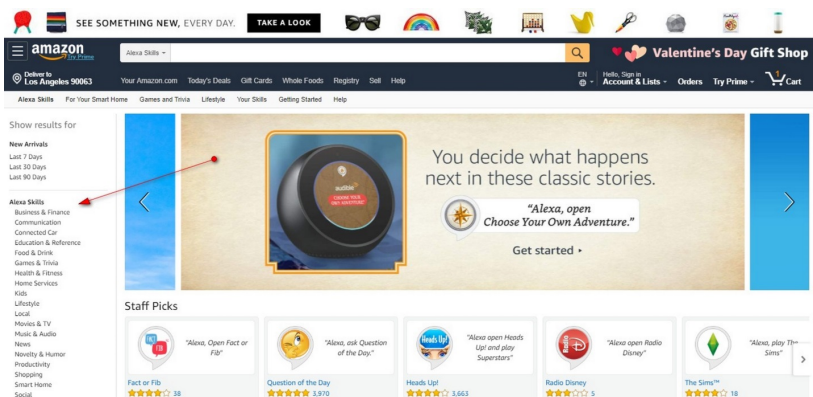


Figure 10. Alexa skills page.

If you click on Business & Finance, for example, you can just scroll through and see what people are using (fig. 11). Some are definitely better than others.

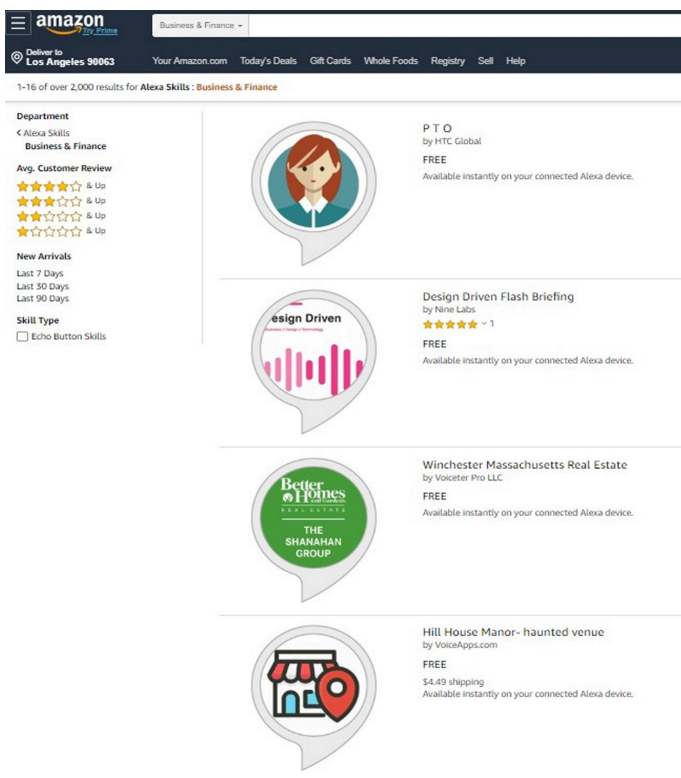


Figure 11. Skills under Business & Finance

For example, this one doesn't really catch your eye (fig. 12):

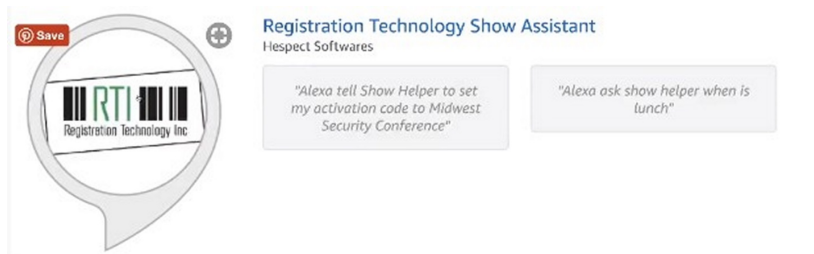


Figure 12. Not eye-catching.

This one you can't read the V2C down at the bottom (fig. 13):



Figure 13. Hard to read.

This one is for a software company, and it's got a guy on a surf board on it. It's really blurry and yellow, so probably isn't the best representation of the company (fig. 14):

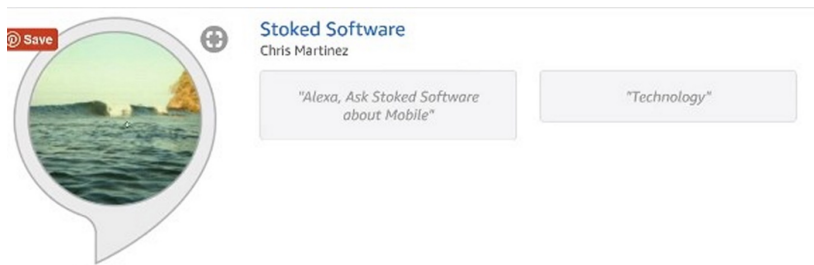


Figure 14. Blurry, doesn't represent company.

However, this one for Top Coins is easy to spot and very easy to recognize (fig. 15):

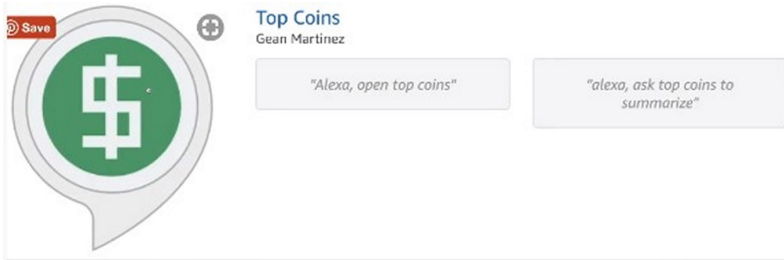


Figure 15. Easy to spot and recognize.

And here is my flash briefing (fig. 16). I purposely chose pink as my brand color, so it would stand out:

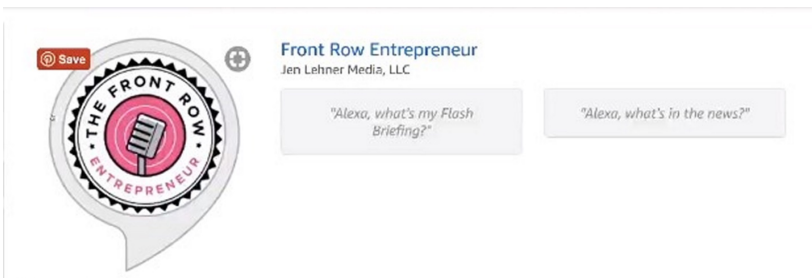


Figure 16. My logo, with colors that stand out.

Go ahead and make your logo now and save it, so you will have it for the next steps when we actually go into Amazon and set up your flash briefing.

LET'S FIND YOUR INTRO/OUTRO MUSIC

Once you are done with your logo, you need to choose the music you're going to use for the intro and outro of your briefing. This may seem like just an extra frill, but in my opinion it is extremely important because your flash briefing will become branded with this music. People will hear it over and over when they listen to your briefing, and it will become what's known as an *earworm*, a catchy song that plays in people's minds over and over even when they aren't listening to it.

In fact, I changed my music the other day and a listener emailed me and said, "Hey, what's up with the new music? It's not that I don't like it, but your old music was an earworm for me." I thought, "Wow," and light bulbs went off all over the place and I decided to switch back to my old music. Spend some time finding music that you really like, because once you start getting a following, you aren't going to want to change it.

My favorite place to find music is at the [YouTube Audio Library](#). This music is all free and royalty free. Some artists may require that you give them attribution, but most don't.

Below is what you'll see when you go to the audio library (fig. 17). You'll notice in the first column after the Tracks, it says Genre (1). If you click on that, you can search by your favorite genre. I usually go straight to the jazz and blues category. The next thing you want to do is search by song duration, by clicking Duration to

the right (2). I would suggest finding something that is thirty seconds to a minute. If you don't find something you like in that length, you can choose something longer and trim it down, so don't let that stop you. You can listen to the songs by clicking the Play buttons under Tracks (3). The important thing, again, is to pick something you love because you're going to be listening to it and playing it every day. Once you find something, go all the way to the right and click the download button (4) to save it to your device.

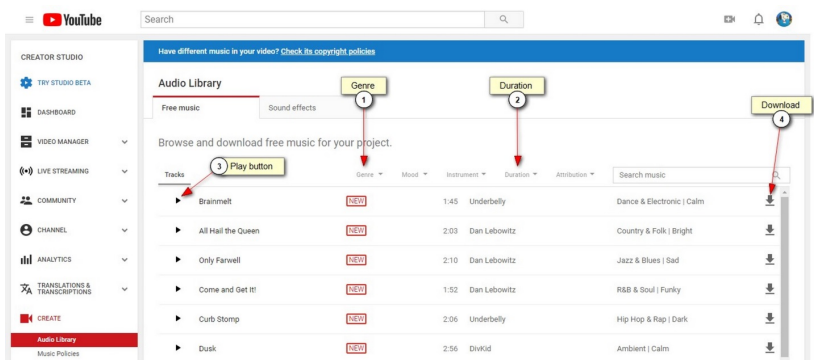


Figure 17. YouTube Audio Library.

FREQUENCY

Before you get started recording, it is important to consider how often you want to record your briefings. I suggest that your flash briefings be available for listeners at least Monday through Friday, if not every day of the week. There are two ways you can make this happen. Option one is to record three- to six-months' worth of content at one sitting. This is easier than it sounds. What does this look like? You might sit down with a notebook and start writing out what you want to say on each of your briefings. Keeping in mind that these are about one minute to three minutes long, it's really easy to come up with your content. Once you write down your topics, you hit the record button and record each briefing, one after another.

Next, you will upload it and schedule it, and you don't have to think about it again for another three to six months. Meanwhile, your flash briefings go out over the airwaves to your listeners and you can sit back and just enjoy watching your audience grow.

Option two is to actually record a flash briefing every single day as part of a daily practice. If you are someone who practices yoga every day, or runs or meditates every day, you already know that having a daily routine pays off big time.

I've done it both ways (batching and recording daily), but recording your flash briefings daily will sharpen your saw and give you an edge like nothing else will. I know it did for me. I start my

day by going to yoga class in the morning, and then after yoga I record my short flash briefing. It takes me about ten minutes to record it, upload it, and schedule it. I have learned that no matter what else happens in my day, by doing this, I have recorded a piece of content and accomplished my goal of building my audience and my business.

Obviously, I love doing these daily the best, but I want you to know that you can achieve great results with both methods. It really depends on what works best for you and helps you stay consistent. (No yoga required!)

The number one thing to remember is that because of the habitual nature of the flash briefing, publishing daily versus weekly is critical for your success with this platform. You really need to be in your audience's ear daily. You want to become part of their daily routine. This is when the magic happens.

RECORDING YOUR FIRST BRIEFING

Now it's time to have some real fun and record your first briefing. Here are a few tips to keep in mind when you're recording:

1. Use a decent microphone. You don't have to spend a ton of money, but you don't want to use the internal mic on your laptop, either. My favorite microphones are the Yeti (what I use) and the Blue Snowball, or if you record on your phone, the RØDE lavalier mic or the Sony lav mic.
2. Smile when you speak. Say the following sentence twice, not smiling and then smiling: "Jack and Jill went up the hill to fetch a pail of water." Could you tell the difference between the two? I know it sounds crazy, but even though people can't see you, they can hear if you are smiling or not, and it makes a difference in how they respond to you.
3. Modulate your voice. This doesn't come naturally to most of us, but you don't want to speak in a monotone voice. I recommend that you modulate your voice so much that you feel a little bit goofy—like that guy who's selling used cars on TV (but maybe not quite that much.) Now take that same sentence: "Jack and Jill went up the hill to fetch a pail of water," and exaggerate a little bit beyond your comfort zone to make your voice interesting.
4. Have a script. Maybe you don't feel you need to have a script, because you don't want to sound like a robot. That

is perfectly understandable, but I do suggest jotting down notes. This will help you stay on track with your message, and you won't have a lot of awkward pauses and say "um" a lot.

5. Wear earbuds. Wearing earbuds helps cut down on any echo coming from the room, extraneous noises coming out of your computer, or external noise that might be in the room.

The next step is to actually record. I suggest using Zencastr (fig. 18). Zencastr is hands down my very favorite tool for recording audio. There are a couple of others that are free as well, and I will talk briefly about those too, but I definitely recommend Zencastr above all the others. I use the professional plan, which is \$20* a month, or \$18* a month if you buy it for a year. At either price it's worth it. *(These are the prices at the time of this printing).



Figure 18. Zencastr homepage.

Now I'm going to show you how the platform works (fig. 19). Once you have your account set up, click Create New Episode, and name it. I have named mine Test 1. Next, click Create.

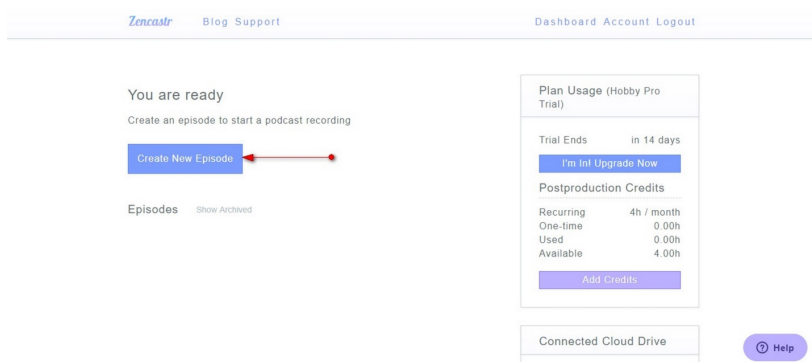


Figure 19.

At the top of the page that opens, you will see a few buttons (fig. 20). This is the feature on Zencastr that I love so much that I keep paying \$20 a month rather than using the free version. These buttons are preprogrammed with a couple of sounds, like piano, drums, and ballpark. You can also upload your own audio here, and this is where you put the intro and outro music you just chose. Simply click the + button in the box at the top right and choose your audio file, and it will upload right there.

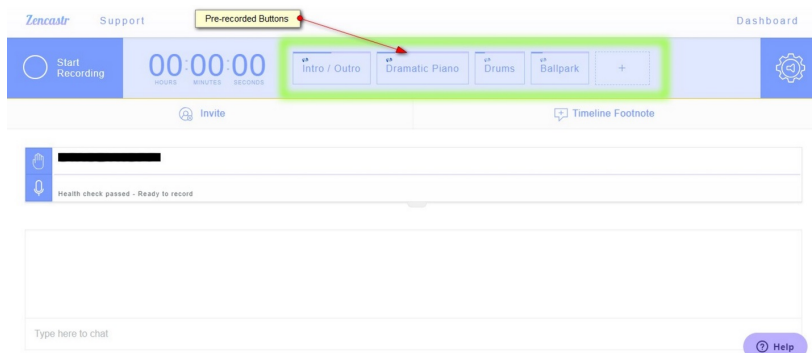


Figure 20. Pre-recorded buttons.

I have the intro for my flash briefing up here, and a few other fun goodies. Sometimes in the middle of my briefing I will add a fun clip, or sound effect.

There are a lot of options for being super creative with this and

making your flash briefing stand out from all the others. Zencastr is really like having your own recording studio, and I love that I can just click buttons and insert the sounds easily with it.

Zencastr was actually created for podcasts, so you can also invite someone to be on your flash briefing by clicking the Invite button (fig. 21) and giving your guest the link that pops up (fig. 22).

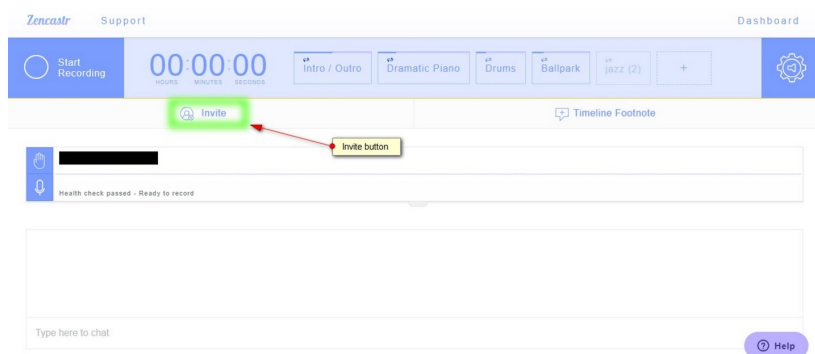


Figure 21.

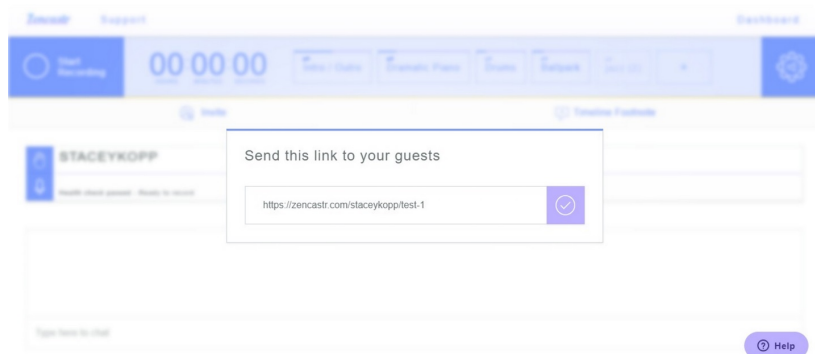


Figure 22. Link to invite guests to join your Zencast.

They don't have to download anything to join you. They just click the link and they'll appear right under your name, with the little sound wave under their name so you can see when they are talking. When you have a guest on and you record together, they get their own track, so if something gets messed up or they get dropped, you can edit their track, but not lose the whole thing.

When you are ready to record, these are the steps you will take (fig. 23):

1. Press record.
2. Play your intro music by just pressing a button.
3. Introduce yourself and your briefing.
4. Stop the music.
5. Deliver the briefing.
6. Give a call to action.
7. Play the outro music again.
8. Stop the outro music.
9. Press stop record.

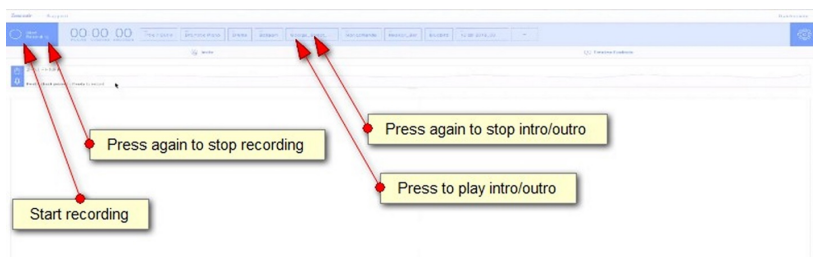


Figure 23.

Here is what one of my sample flash briefings sounds like:

Hey, hey, it's Jen Lehner of jenlehner.com, and this is your Front Row Entrepreneur flash briefing for Tuesday, February 19. As you plan your social media content for tomorrow, keep in mind that it's World Kindness Day and Pickle Appreciation Day. Also, trending on Twitter right now is #TuesdayThoughts and #TuesdayMotivation.

On with the news: (this is where I deliver about a minute of social media news.)

That's it for today's flash briefing. If you aren't yet a member of my free online community for entrepreneurs.

Head over to frontrowclassroom.com and join us!

Then I close out with the outro music and say something like the following:

That's it for today. Have a great day, and I'll see you tomorrow with a brand-new Front Row Entrepreneur flash briefing.

Then I press the outro music button again so the music sort of fades out, and then I click Stop Recording.

At this point, your voice tracks start loading up, and when they are done loading, a little window pops up, and you just need to click the Okay button there (fig. 24).



Figure 24

Next, I am going to click Automatic Postproduction (fig. 25).

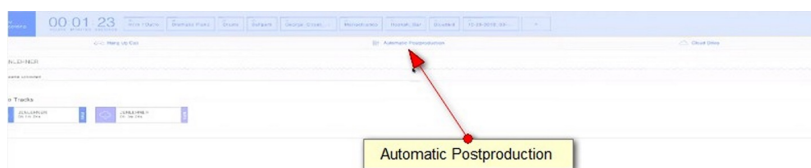


Figure 25. Click Automatic Postproduction.

This brings up a popup box with the choice of creating an MP3 or a WAV file (fig. 26). I suggest you choose the WAV file (1) because it is higher quality. Then click Run Postproduction (2).

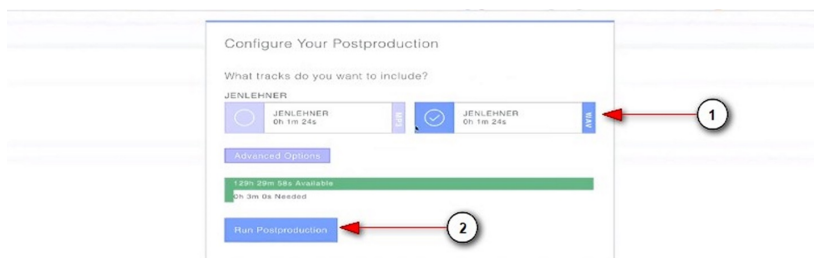


Figure 26.

Finally, click Download, and download the file to your device (fig. 27). This is the file you'll upload to Amazon, which we'll talk about in the next chapter.

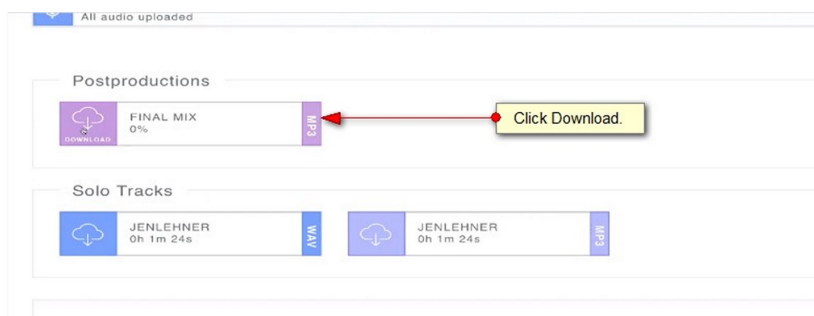


Figure 27

After making this initial flash briefing, you will want to listen to it and see how it turned out. One thing I had an issue with was that my intro and outro was a little too loud. If that is the case for you, you can adjust the volume here on this little blue bar (fig. 28). It's very easy to miss!

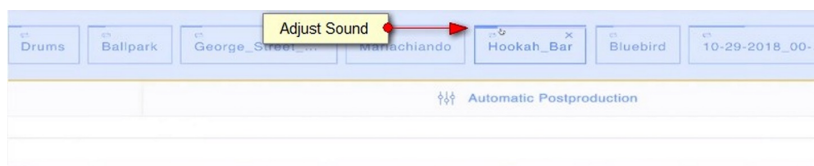


Figure 28

**** Helpful tip:** When I record my briefings each day, I have my notes on a Google Doc, and I use Zencast to record. What I like to do is a split screen, by

dragging the Zencastr window over to the right side of my screen and opening my notes on the left. That way I don't have to fumble around, and I can see everything I need. I hope you find it helpful!

PUBLISHING YOUR FIRST BRIEFING AND SUBMITTING FOR APPROVAL

Now it's time to upload your briefing to SoundUp, and here is my affiliate link for that platform: <https://soundupnow.com/ref/Jen/>. Because you purchased this book, you get one free month of membership to the site, so you can try it out and make sure you like it. I am sure that you will, because the guys who run this operation are so hands-on and helpful. If you run into any trouble at all, they will jump right in and help you personally. Also worth mentioning since I have been with them since my flash briefing first started: I've never had any trouble with their technology.

Let's walk through how to set up a flash briefing on the platform:

1. Click on Sign Up Now (fig. 29).



Figure 29

- Choose the \$14.99 a month option and go through and enter your information into the fields (fig. 30).

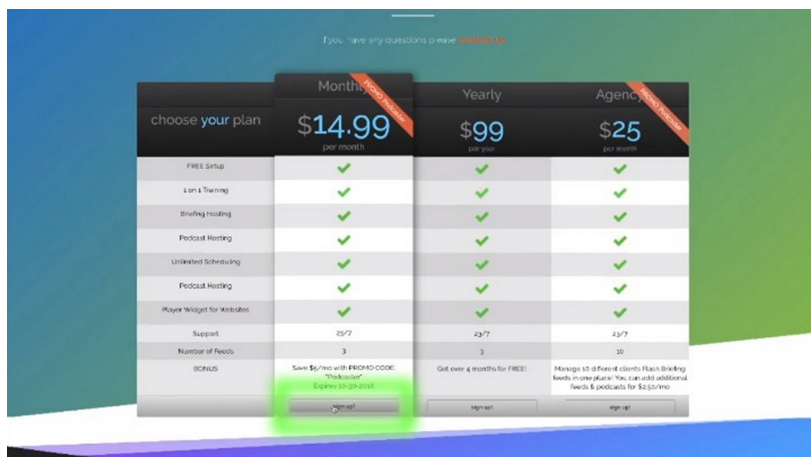


Figure 30

- Once your account is set up, click My Sounds (fig. 31).

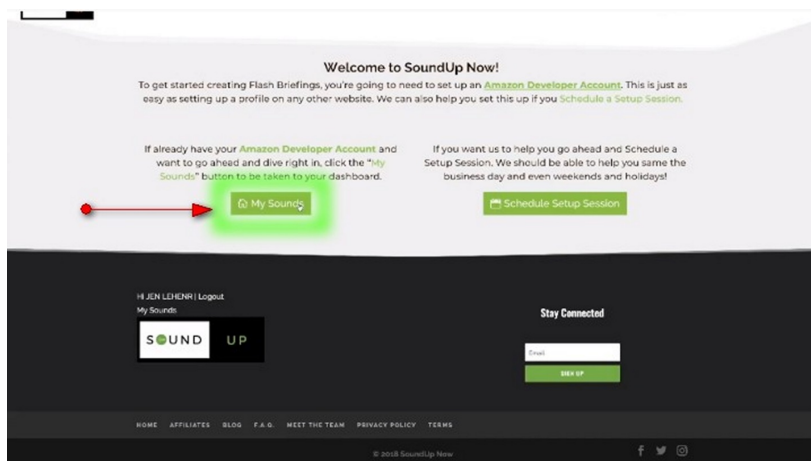


Figure 31

4. Then click Add New Briefing (fig. 32).

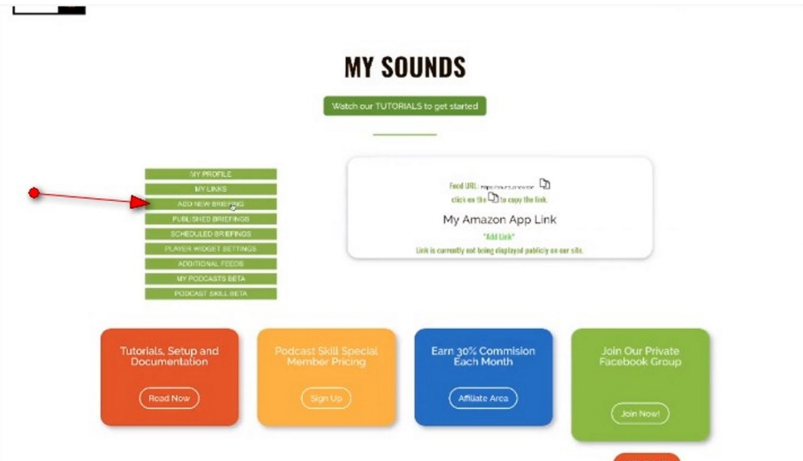


Figure 32

5. On the popup (fig. 33) add your title (1). Then under Choose a Feed, leave Primary Feed there (2). Beside Audio File, add the MP3 file you downloaded from YouTube, and you will be able to see when it is loaded there (3). Next to Publish Date, enter the date you want your briefing to go live (4). Because I do this every day, I enter the current date as the date I want to publish it. For this very first one, you want to publish right away because we want to get this approved by Amazon. In the future, if you decide you want to batch your recordings and record, say, six months' worth of content in one sitting, then you will upload each file and put in the date for when you want it to go live. The recordings will go out as scheduled in the future. You'll notice that you can't pick a time after 3:00 a.m. Eastern Standard Time, as that is when these publish each day.

Next add the "Read More" Link (5). Here you can add the link to your website or landing page or whatever you want so people can visit it from your flash briefing.

Finally, click Save (6).



Figure 33

Once your briefing is loaded, a pop-up screen will come up that shows you your briefing. If you schedule a briefing for the future, there will be a small loading indicator in the lower left-hand corner of the screen.

6. Once your flash briefing is uploaded, click on Scheduled Briefings to see it (fig. 34).

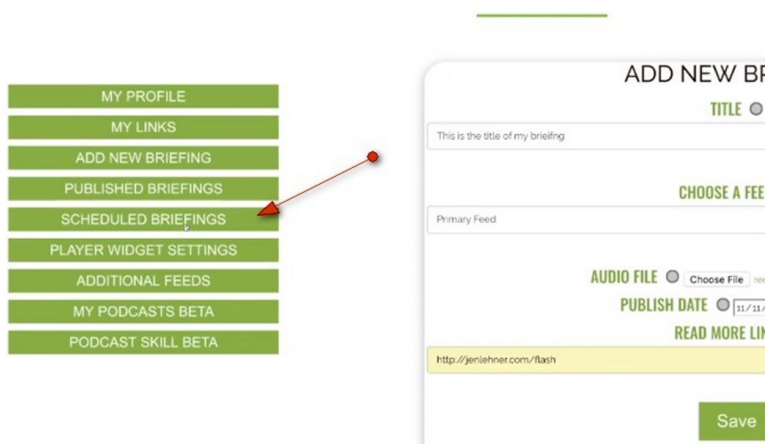


Figure 34

7. Play your briefing to make sure it sounds the way you want it to (fig. 35) There have been times that I have accidentally

uploaded the wrong file, so I just suggest that you test to be sure that you grabbed the right one.

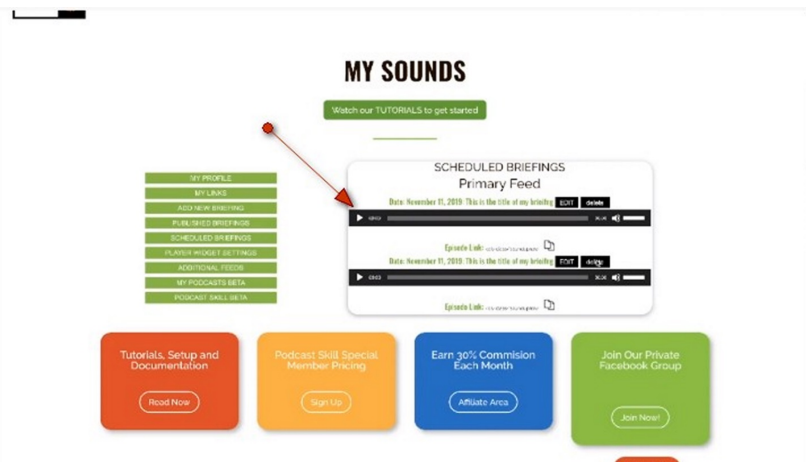


Figure 35

8. Once you are happy with everything, scroll down to the bottom of this same page and click the link to set up an Amazon Developer Account (fig. 36).

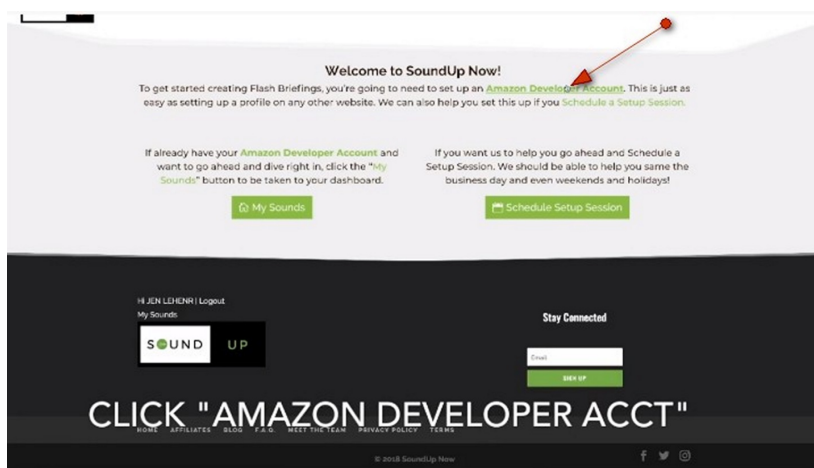


Figure 36

9. Scroll down and click Create a Skill (fig. 37).

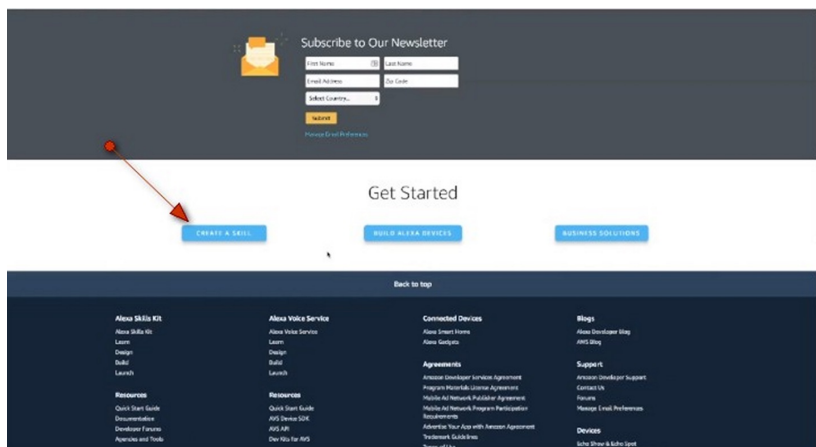


Figure 37

10. Scroll down again and click Start a Skill (fig. 38).

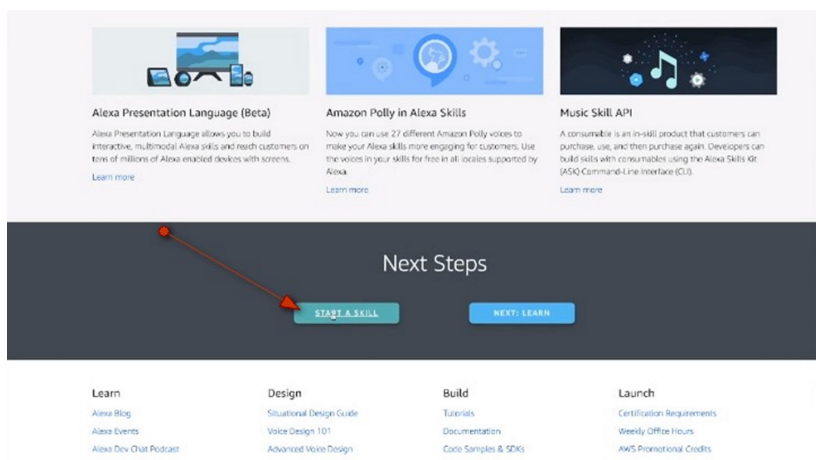


Figure 38

11. You can see on the screenshot below (fig. 39) that I already have my developer console set up, so it shows all these different feeds that I have. Click on the Edit button on the right, and I'll take you through the setup process.

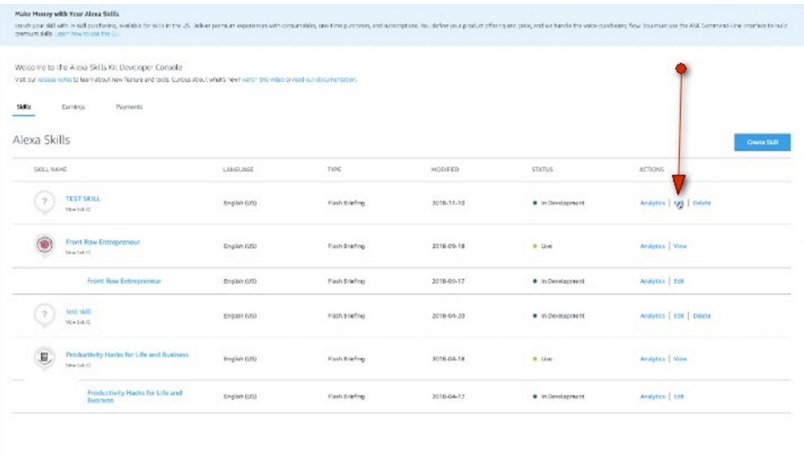


Figure 39

12. On this screen (fig. 40 below) you'll see a field for Custom Error Message (1). This is what Alexa will say when somebody clicks on your flash briefing and something goes wrong. Right now it says, "Oops, test skill is not available right now." However, you can enter your own personalized message with your flash briefing name. For example, "This is the Bonanza Briefing. We'll be right back." Once you type in your personalized message, hit the Play button (2) at the far right of the text field to play your message back and see what it will sound like to your listeners. Click Save (3) to save this change, and then click Add New Feed (4).



Figure 40

13. On the Add a New Feed page (fig. 41), there are several fields to enter information into:

1. Preamble. My preamble says, "Now in marketing news." But you can get clever here and say something like, "From the world's greatest chef."
2. Name. This is the name of your feed, and you can choose whatever you like for this, but make it specific in case you want to create more than one type of feed.
3. Content Update Frequency. This is an important field because this tells Amazon when they should expect your content. I suggest that you enter *weekly* here. I mentioned how we need to do flash briefings every day or at least Monday through Friday, but you want to set it up so Amazon only expects your briefing weekly. If something happens and you don't make your briefing on a given day, then Alexa will play your briefing from the day before because it thinks you are only updating weekly, and it will continue to do this all week until you add a new one. If you were to set this to *daily* and you miss a given day, then listeners will get an error message that says, "There is no new content," from your briefing. If your listeners think you aren't being consistent, they will stop listening.
4. Content Type. The content type will be *audio*.
5. Content Genre. Select which genre best fits your briefing's topic.
6. Feed. This is asking for an RSS feed, and it is a super-important field. Here we have to go back over to SoundUp (fig. 42). Click on your dashboard and find Feed URL. Click on the little rectangles to copy the link. Then go back over to your developer console and paste that feed.

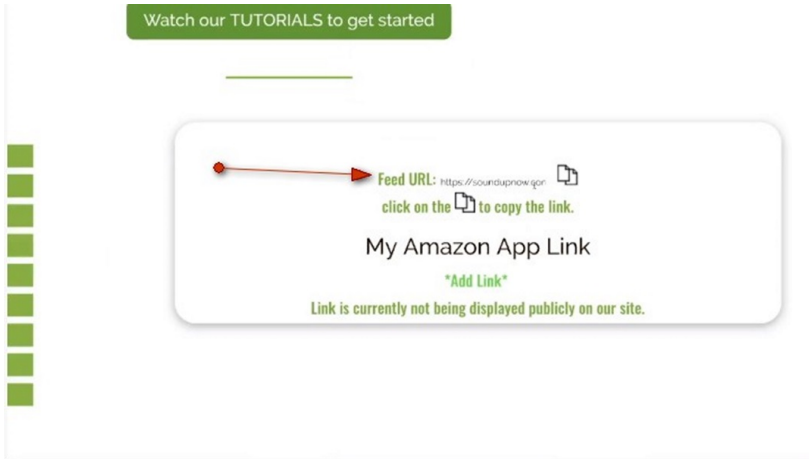


Figure 42

7. Feed Icon. This is where you're going to drop your 512 x 512 logo that you created.
8. Click Add. This will take you back to the Flash Briefing page.

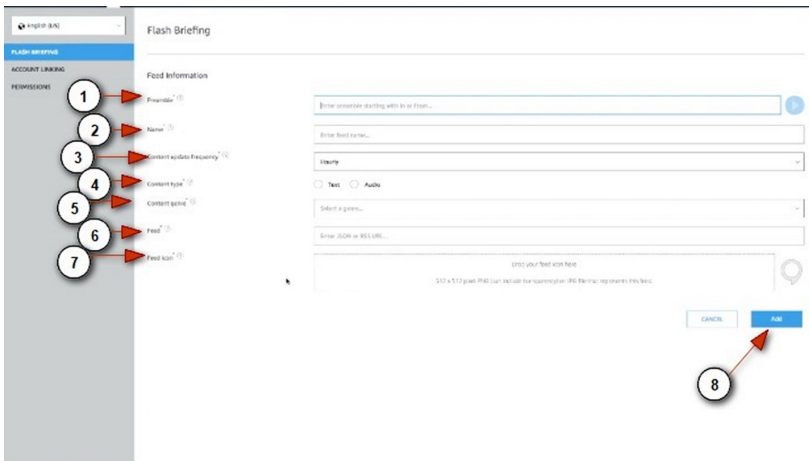


Figure 41

14. On the Flash Briefing page (fig. 43), click Save.



Figure 43

15. Go up to the top where it says Distribution and fill in the following fields (fig. 44):

1. One Sentence Description. Give a brief description of 160 characters or less. For example, the sample one-sentence description says “daily healthy recipes.”
2. Detailed Description. This one can be a good bit longer, for example, “daily recipes for the home cook that are healthy, easy, and great for the whole family.”
3. Small Icon. This is where you upload your 108 x 108 picture again.
4. Large Icon. This is for your 512 x 512 logo.

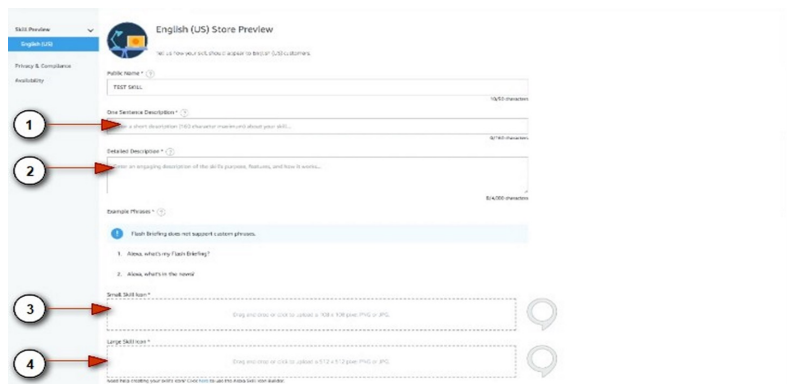


Figure 44

16. Then scroll down to fill in the rest of this page (fig. 45):

The screenshot shows the Amazon Alexa skill setup page. At the top, there's a character limit indicator: 180,000 characters. Below that, a blue box contains the text: "Flash briefing does not support certain phrases." followed by two numbered questions: "1. Alexa, what's my Flash Briefing?" and "2. Alexa, what's in the news". Below these are two "Smart Skill icon" fields, each with a placeholder image and a "Flash Briefing" icon. A note says: "Need help choosing your skill? Visit [Alexa Skills](#) to see the Alexa Skill Store." The form has four fields with numbered callouts: 1. "Category" with a dropdown menu showing "Food & Drink - Cooking & Recipes". 2. "Keywords" with a text input containing "recipes, vegan, vegetarian" and a "300 keywords" limit. 3. "Privacy Policy URL" with a text input containing "http://jennifere.com/privacy-policy". 4. "Terms of Use URL" with a text input containing "http://jennifere.com/terms".

Figure 45

1. Category. This part is really important. You want to make sure that you pick the correct category, and notice that a lot of these have sub categories. So under Food & Drink, I have also chosen Cooking & Recipes.

2. Keywords. The keywords you enter here are very important. You are allowed to use up to thirty keywords in this field. Using the right keywords allows your flash briefing to get found much more easily on Amazon.

Obvious keywords for a flash briefing like a chef flash briefing or cooking flash briefing would be *recipes*, *vegan*, *vegetarian*, and so forth. We're going to separate those with commas, but the way we're going to be strategic is to go over to the Amazon Alexa skills page. Go to the big Amazon page (amazon.com) and over to the left of the search bar, toggle to Alexa skills (fig. 46), and as you can see in this example, I have typed in recipes.

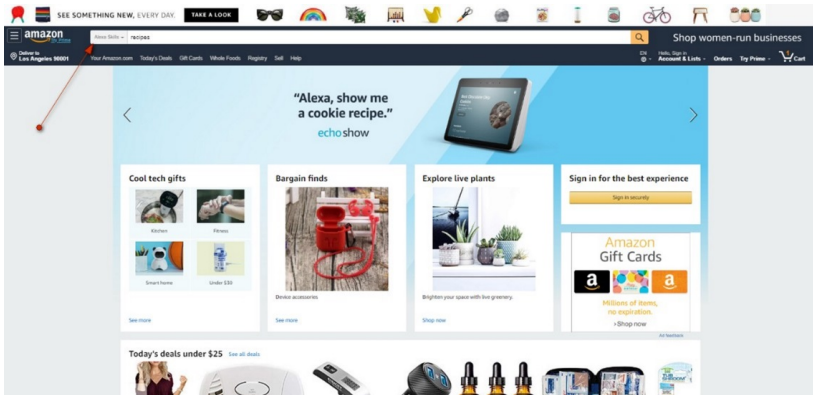


Figure 46

Click the search icon, and it will bring up the page with all the flash briefings about recipes (fig. 47).

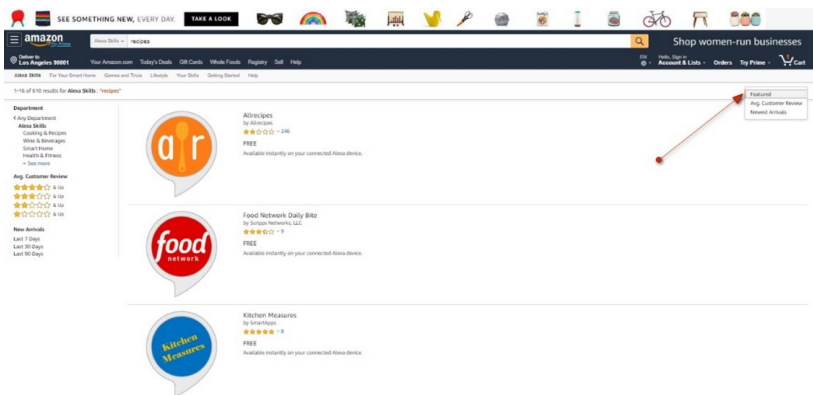


Figure 47

They are currently being sorted by *featured*. I can also search by *average customer reviews*. The person that comes up first has 77 reviews, so this is probably a popular flash briefing (fig. 48.).



Figure 48

Because she is so popular, I assume that she is an influencer in her space, so I'm going to take her name, Ashley Koff, and use that as a keyword. I'm actually going to use it twice, once without a space and once with. I'm also going to put the name of her flash briefing in my keywords.

This technique may not work forever, but it's working very well right now. You can also use the names of popular books that people are searching for on Amazon as your keywords.

You definitely want to use all thirty of those keywords. Just make sure that they're relevant to your briefing.

3. Privacy Policy URL (fig. 49). Here you want to put a link to your privacy policy. If you already have a privacy policy on your website, you can use that. If you don't use one, you can create one quickly at [privacypolicy.org](https://www.privacypolicy.org).
4. Terms of Use URL. I also link to the terms of use that are on my website.
5. Click Save and Continue (not shown on screenshot).

Example Phrases

Flash Briefing does not support custom phrases.

1. Alexa, what's my Flash Briefing?

2. Alexa, what's in the news?

Small Skill icon

Large Skill icon

Need help creating your skill? Click here to use the Alexa Skill Builder.

Category

Food & Drink - Cooking & Recipes

Keywords

recipes, vegans, vegetarian,

Privacy Policy URL

<http://perimeter.com/privacy-policy>

Terms of Use URL

<http://perimeter.com/terms>

Figure 49

17. This will take you to the next page, where you will need to answer the privacy and compliancy questions (fig. 50).

1. Does the skill allow users to make purchases?
2. Does the skill collect users' personal information?
3. Is this skill directed to or does it target children under the age of 13?
4. Does the skill contain advertising?
5. Export Compliance. You just need to read the paragraph and check the box that you accept the terms and conditions.
6. Testing Instructions. Add anything you want the Amazon testers to know when testing your skill. I have added, "This is just a test," for this one.
7. Click Save and Continue, which will take you to the Availability page.

Privacy & Compliance
Get it? legal with it.

Does this skill allow users to make purchases or spend real money?

☐ Yes ☒ No

Does this Alexa skill collect any personal information?
For example anything that can identify the user such as name, email, password, phone number, birth date, etc.

☐ Yes ☒ No

Is this skill directed to or does it target children under the age of 13?

Please indicate if this skill is directed to children under the age of 13 for the United States, as directed by the Children's Online Privacy Protection Act (COPPA). Not sure? Learn More.

☐ Yes ☒ No

Does this skill contain advertising?

☐ Yes ☒ No

Export Compliance

☐ I certify that this Alexa skill may be used, stored, processed, or otherwise exported from the United States and all other countries and regions in which we operate our program or in which you've authorized sales to end users without the need for us to obtain an export license or clearance or take any other action and is in full compliance with all applicable laws and regulations governing imports and exports, including those applicable to software that requires export controls or emergency technology.

Testing Instructions

Please detail any special instructions our developers need in order to test your skill. Include any account or hardware requirements. If your skill requests permissions, include ways to test these permissions requests. This information is NOT displayed to customers.

Figure 50

18. On this page (fig. 51), you will answer a couple of questions about who your flash briefing is intended for:

1. Who should have access to this skill? There are two options here: Public or Alexa for Business Organizations. You probably want to keep that public.
2. Where would you like this skill to be available? I recommend having this available to all countries where Amazon distributes skills, unless there's some good reason why you shouldn't.
3. Click Save and Continue.

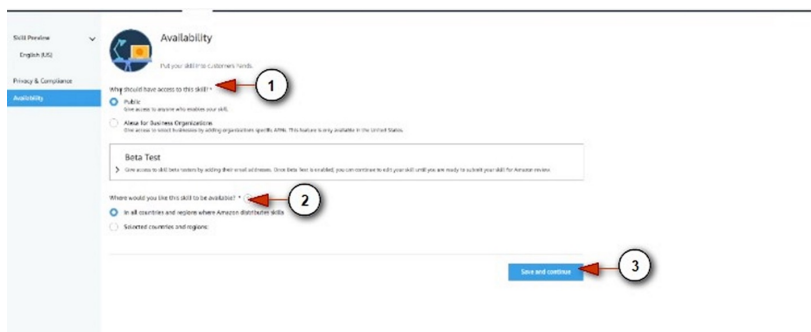


Figure 51

19. This will take you to the Validation page (fig. 52). If you don't have any errors, then your flash briefing is ready for submission. If you do get an error, go back and fix whatever is wrong. Once you have no errors, click Run.



Figure 52

20. This will take you to the Submission page, where you will click Submit for Review (fig. 53).



Figure 53

21. And this is what it will look like when you are finished (fig. 54):

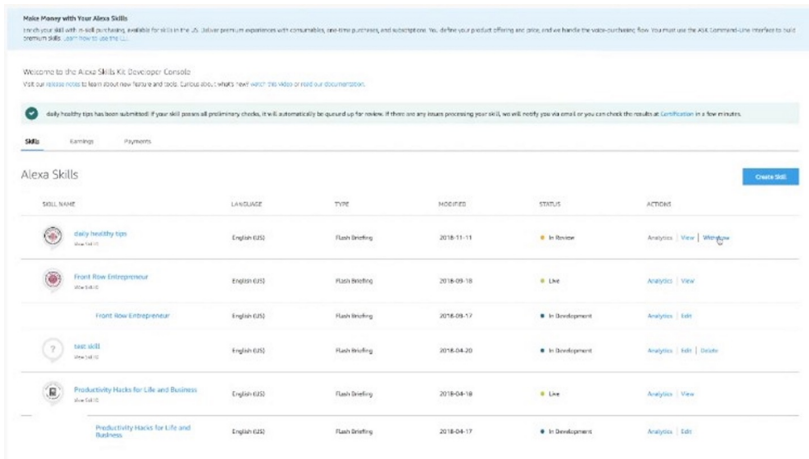


Figure 54

22. You will also get an email like this immediately that lets you know that your skill has been submitted (fig. 55):

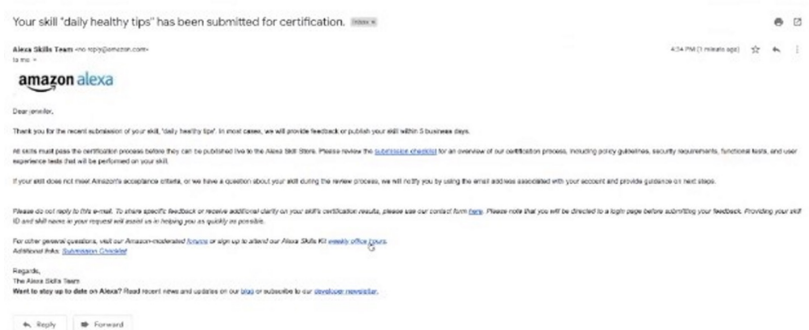


Figure 55

In a few days, usually within five days, you will hear back as to whether or not you were approved. If for some reason you were not approved, you can resubmit. It does happen sometimes, so don't worry. You can fix whatever little glitch there is and resubmit, and you'll be good to go.

PUBLISHING YOUR BRIEFING IN OTHER COUNTRIES

If you are interested in publishing in all English-speaking countries, you can duplicate your briefing. It's literally just copying and pasting what you've already set up. I will show you how to do that in this chapter. I work on a Mac, but you can do this with a PC as well. All you need is the capability to put two windows side by side. Here are the steps you will take:

1. Go to the Developer Dashboard, which is at developer.amazon.com. Then slide that window over to the right and open up the same thing in the left-side window. Now you will have two identical windows right next to each other (fig. 56).

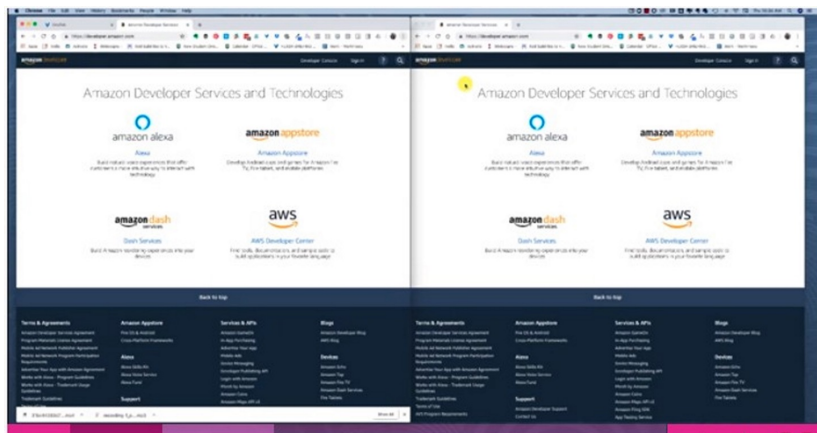


Figure 56

2. Now sign in to your Amazon account and click Amazon Alexa on both sides (fig. 57).

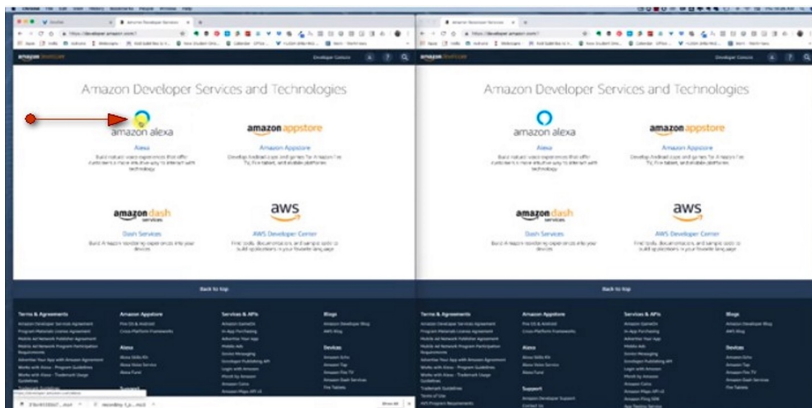


Figure 57

3. Go to the top where it says Alexa Consoles, and click Skills (fig. 58). Do this on both windows.

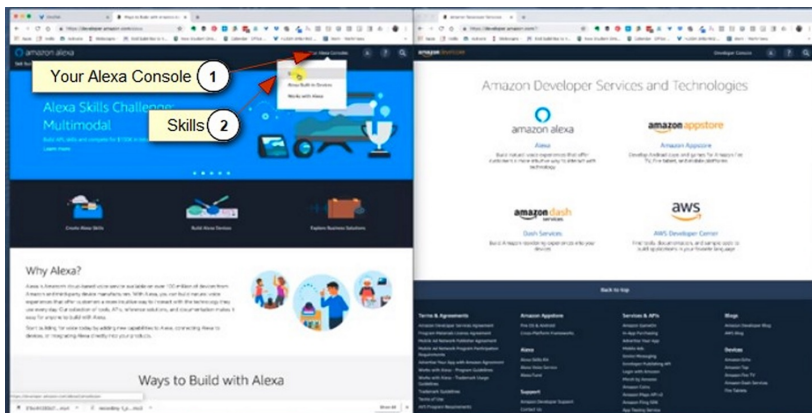


Figure 58

4. At this point you will have duplicate windows again (fig. 59). The left window is where we're going to copy from, and the right is going to be our duplicate. Working in the left window, look up at the top, and you will see several heading for the columns. Go under Language (1), and you'll see English AU (Australia) and English UK. Just keep going down the column

until you come to English US, which is what your original flash briefing was done in. There will be two that say English US, the one that says Live (2), and the one right below it that says In Development (3). You want to go to the one that says In Development and click Edit (4).

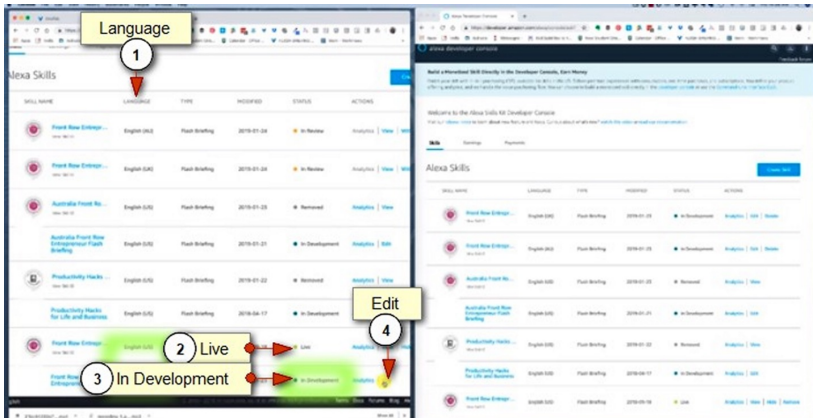


Figure 59

- Now the Flash Briefing page will be on the left window (fig. 60), but you don't want to actually edit anything here. What you are going to do is copy your Flash Briefing from here over to the window on the right. On the right we're going to click Create Skill (60).

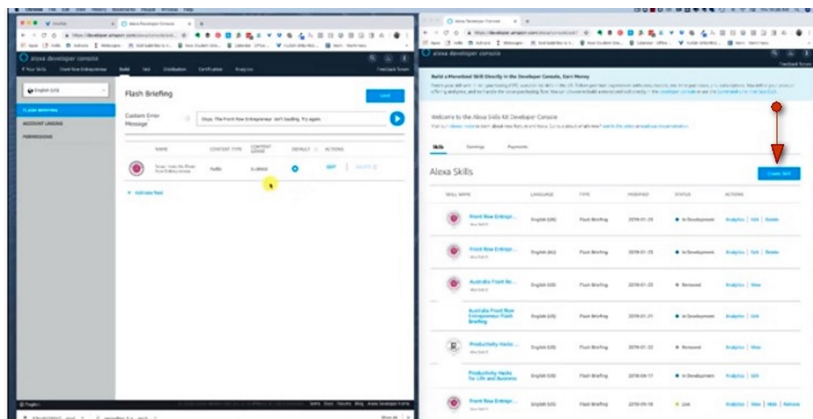


Figure 60

6. On the Create a New Skill page on the right, copy every single thing about the briefing from the screen on the left (fig. 61):
 1. Under Skill Name, I put Front Row Entrepreneur.
 2. For Default Language, you choose the country that you want. You'll do this step over for each country, Australia, Canada, India, and the UK, if you are from an English-speaking country.
 3. Choose Flash Briefing in the center box at the bottom.
 4. Then click Create Skill up in the right-hand corner.

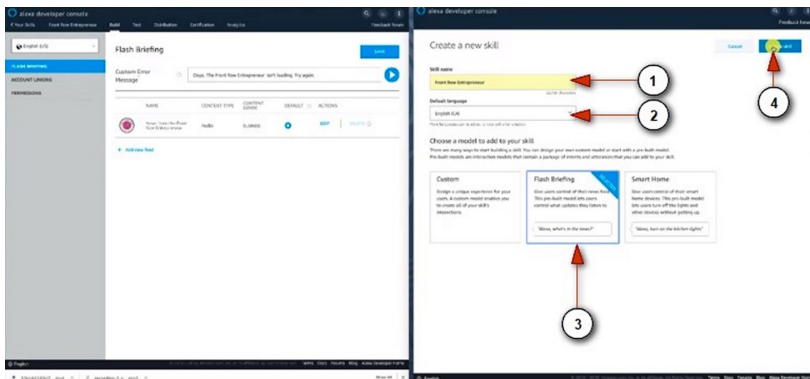


Figure 61

7. Now we have identical screens in front of us (fig. 62).
 1. Copy the Custom Error Message on the left.
 2. Paste it into the field on the right.
 3. Click Save on the right.
 4. And then click Add New Feed on the right.
 5. Click Edit on the left.

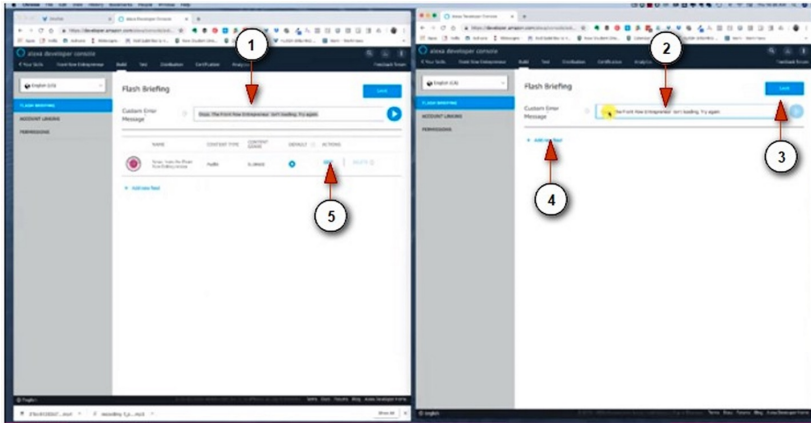


Figure 62

8. Now we have identical screens on both sides again (fig. 63).
1. Copy every single field of your Feed Information on the left and paste it into the corresponding fields on the right. Be careful not to change anything.
2. Upload the icon.
3. Click add on the right side.
4. Click cancel on the left side.

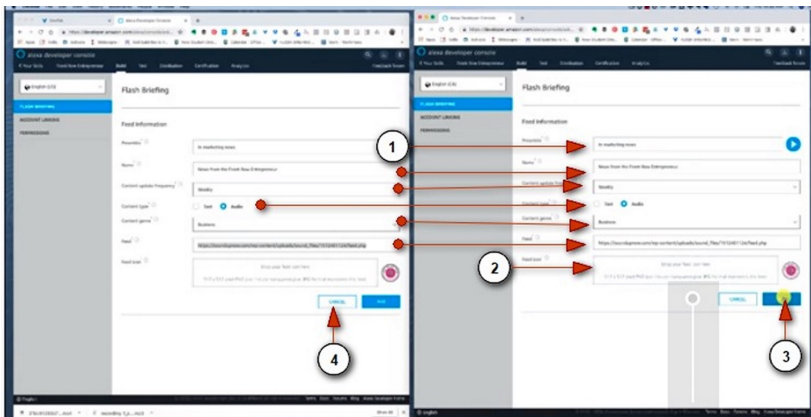


Figure 63

9. Now we have identical pages again (fig. 64).
1. Click Distribution on the left.

2. Click Save.
3. Then click Distribution on the right.

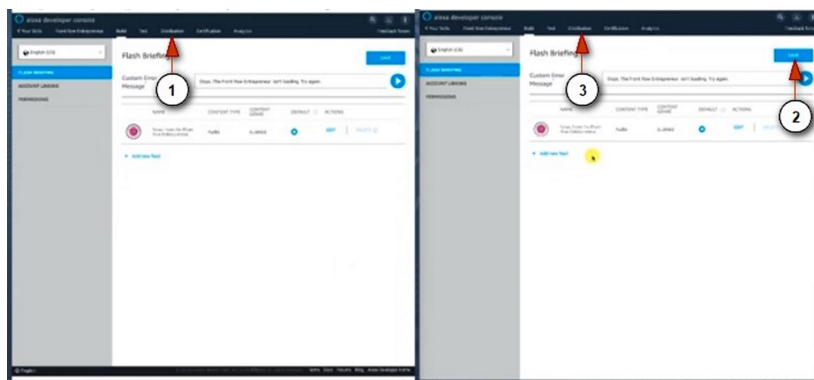


Figure 64

10. Now both windows should be on the English (US) Store Preview page (fig. 65 & 66).

1. Again, just copy and paste everything from the left side to the right side and add your icons.
2. Click save and continue on the right and then on the left.

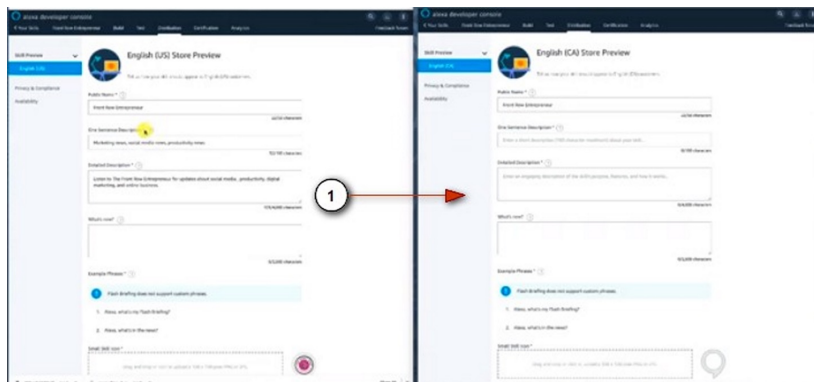


Figure 65

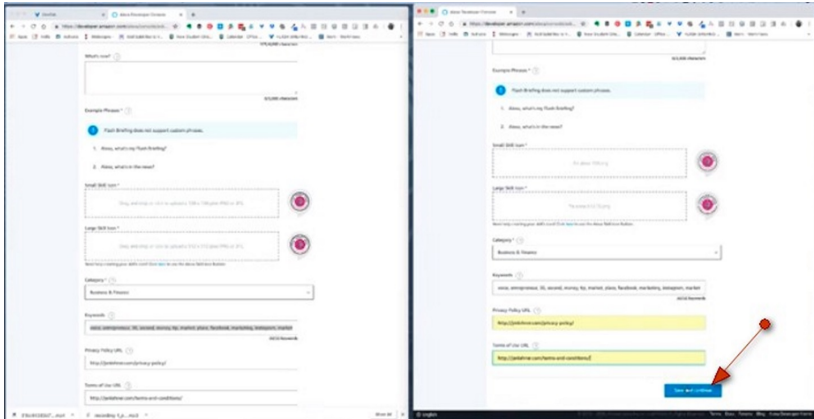


Figure 66

11. The Privacy & Compliance page should show up in both windows (fig. 67).

1. Make all the same selections on the right window that are on the left.
2. Click Save and Continue on the right.
3. Click Save and Continue on the left.

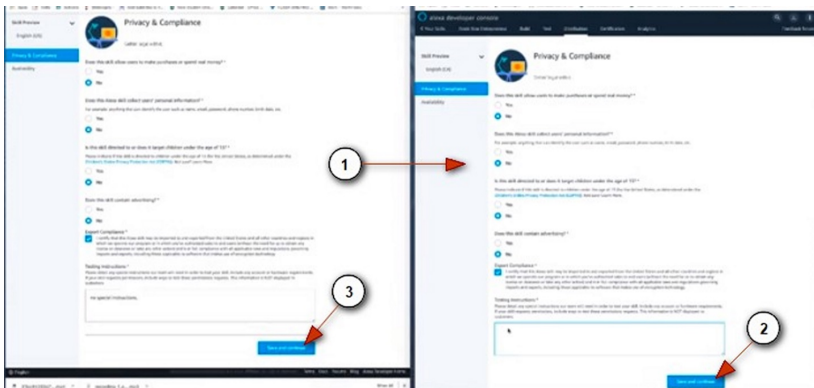


Figure 67

12. Both windows should now be on the Availability page (fig. 68).

1. Make sure everything on the right is the way it is on the left.

2. On the right click, save and continue.

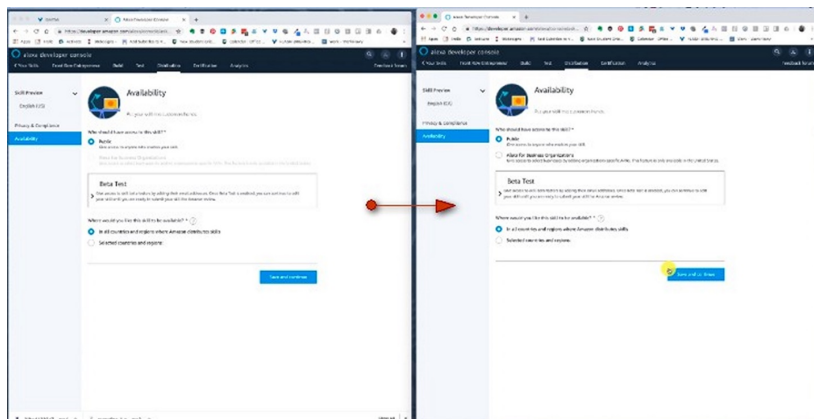


Figure 68

13. Still on the right window, you will be on the Validation page. Click Submission (fig. 69).

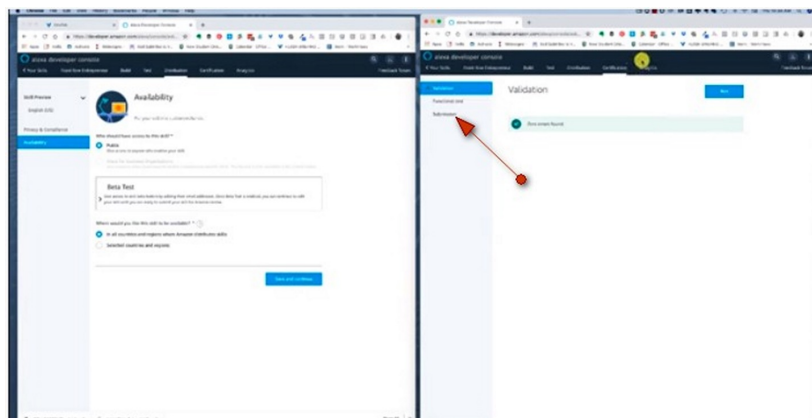


Figure 69

14. Then you will be on the Submission page on the right window (fig. 70). Click Submit for Review.

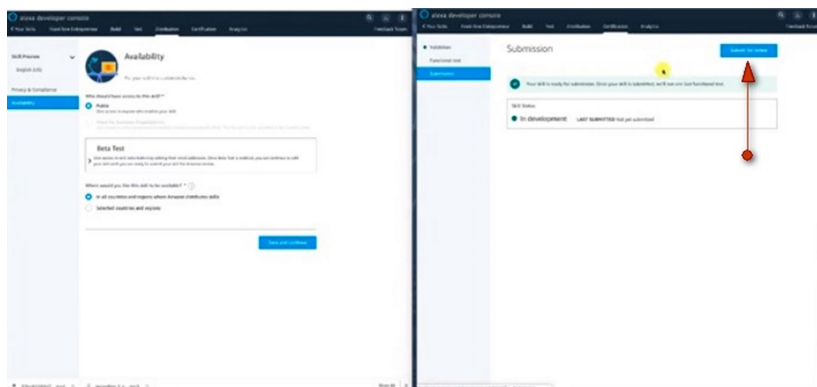


Figure 70

15. On the left window, click Save and Continue (fig. 71).

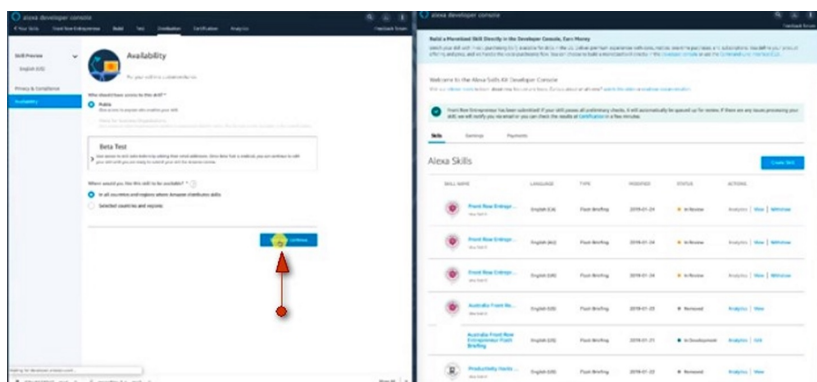


Figure 71

Now you have completed the setup for one country, so you just need to go back through and do these same steps again for each language you haven't done, remembering to choose the language you want at the very beginning. Once you do that, your skill will show up in the Amazon store in each of those countries, and the people in those countries will be able to hear your flash briefing.

If you have any questions, feel free to go to the Front Row Facebook group, at frontrowclassroom.com and tag me, and I'll answer your question shortly.

DAY TO DAY

Once you've been approved and are set up for listeners in all of the English-speaking countries, it's time to start recording your flash briefings every day. The steps for this are very similar to what we did in our first briefing to get our account set up, but I'm going to run through them just briefly again here.

1. Go to soundup.com and log into your account.
2. Click on My Sounds (fig. 72).

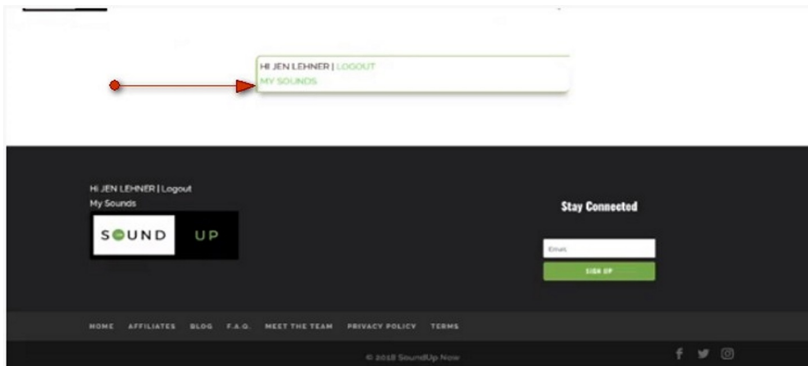


Figure 72

3. On the My Sounds page, click Add New Briefing (fig. 73):



Figure 73

4. In the Add New Briefing popup, fill in all the fields (fig. 74).
 1. Add your title.
 2. Leave the feed as the primary feed.
 3. Upload your audio file where it says Choose File.
 4. Choose the publish date. You can either publish on the current day or on some day in the future that you will enter here.
 5. Add a read more link, either a link to your website or to your show notes, which we will talk about in the next section.
 6. Click Save.



Figure 74

You will repeat these steps each day when you want to upload your flash briefing.

SHOW NOTES

I have mentioned the *show notes page* a couple of times in the book. So what is a *show notes page*? A show notes page is a page where you can send your audience for something you talked about in your flash briefing. For instance, you might want to send them to a link or give them a visual for something you talked about in the flash briefing. Often, I give a call to action that says, “I’ll put a link to this resource on the show notes page,” or “You can learn more on the show notes page.” The show notes page is like a nice little bulletin board you can use to give information to your listeners and engage with them. It is also a fantastic way to generate nice SEO (search engine optimization/traffic) on your website.

Below is my show notes page (fig. 75), which I have on my website and link to in all of my Flash Briefings.

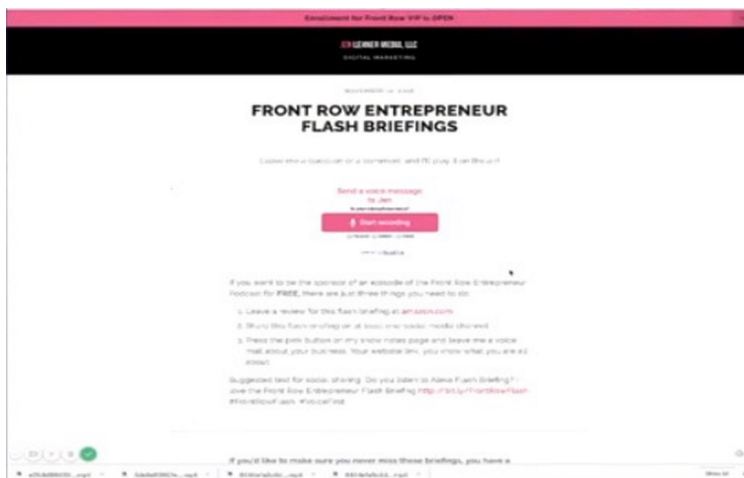


Figure 75

It is not fancy at all, but I want you to see how the date changes. You can see as we scroll down the page there is November 12, November 9, and so forth (fig. 76 & 77).

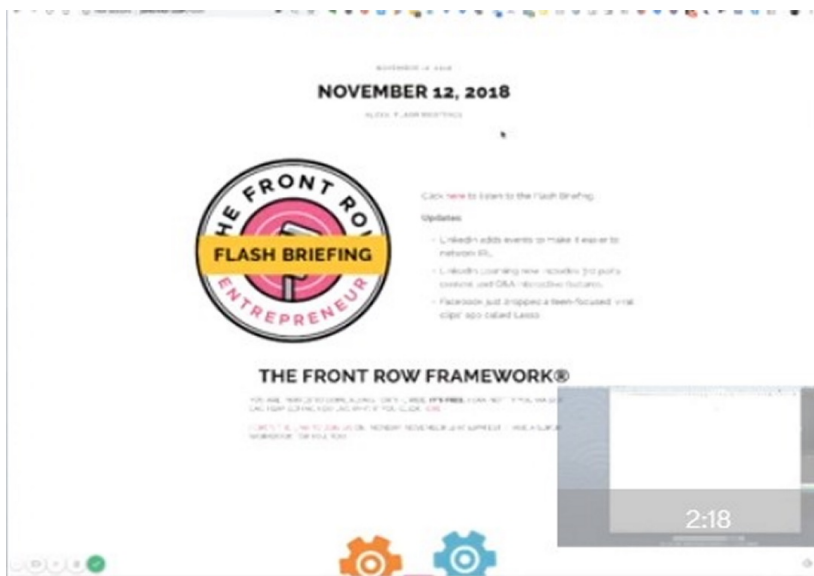


Figure 76

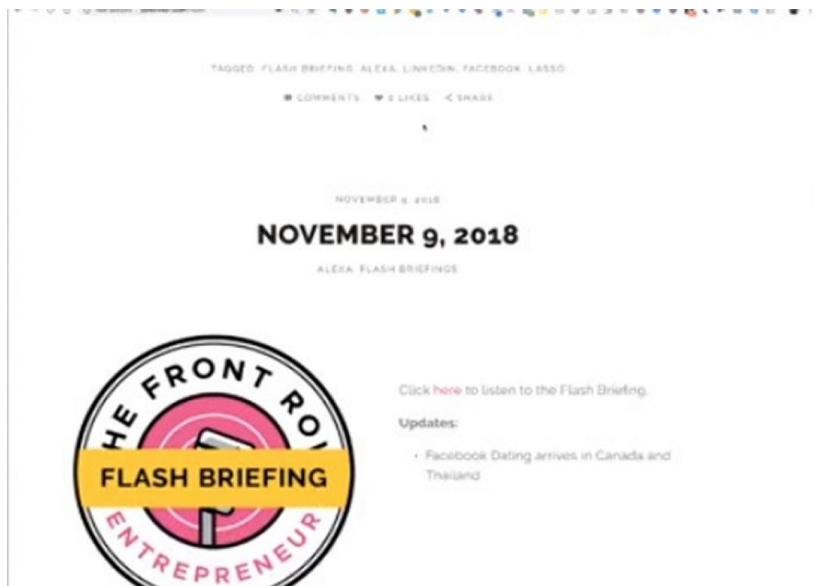


Figure 77

We set this page up as a blog, and each of these date entries are indexed by Google. If you don't have a blog, I would recommend just doing a page for each day. A blog is an easier way to do it, but either way, you want these to get indexed by Google, which increases your search-ability and is good for your SEO, since you're posting content here so regularly.

I also put the replays of my flash briefings on the show notes page. And, I've got this little great little button from SpeakPipe that allows people to leave me a voicemail (fig. 78). The sound quality is great, and SpeakPipe sends me a recording I can use in my flash briefings. If a listener asks a question or has a relevant comment, I can upload it into Zencastr into one of the sound effect buttons. Then, with just a click, I can integrate it seamlessly into the recording while I'm talking—with no editing required after the fact.

Leave me a question or a comment and I'll play it on the air!



Figure 78

WHERE TO FIND YOUR ANALYTICS

Once you have been doing flash briefings for a while, you will probably want to check your analytics to see what kind of traffic you are getting and how your keywords are working, so you can make tweaks as needed.

You can find your analytics by going to developer.amazon.com and clicking on Developer Console (fig. 79).

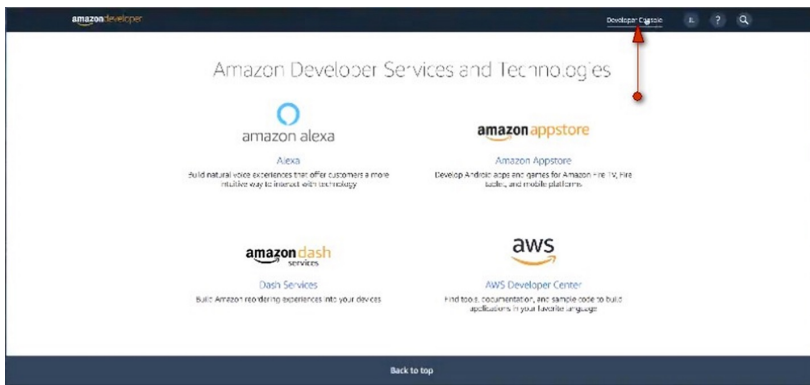


Figure 79

Then scroll down to Alexa Skills Kit and click it, and this is where you'll see your flash briefing (fig. 80).

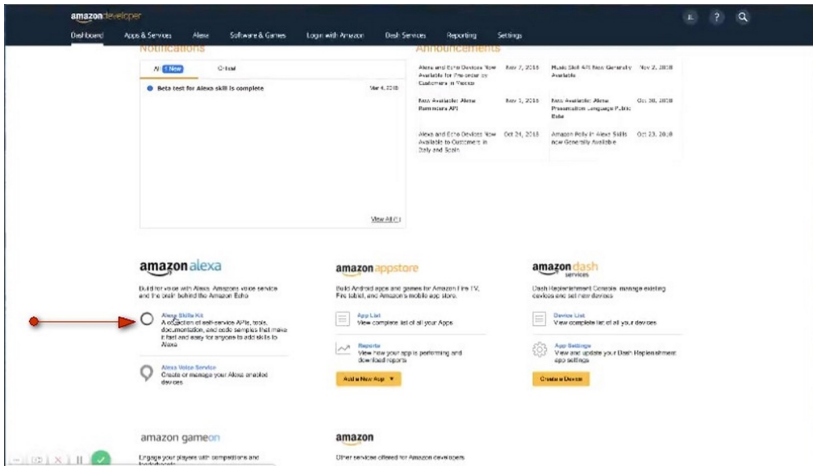


Figure 80

Go to the flash briefing you want to see the analytics for and click Analytics (fig. 81).

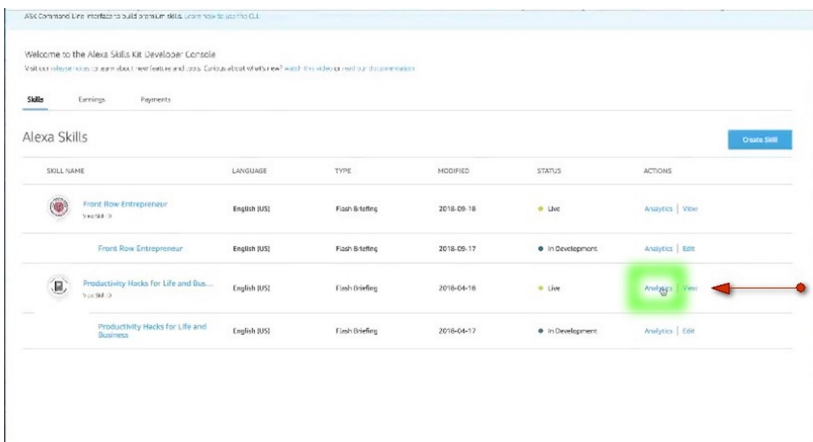


Figure 81

You can see the briefing I chose actually has no metrics because it is not live right now (fig. 82), but it will show you exactly how many listeners you've had in the last thirty days and in the last seven days.

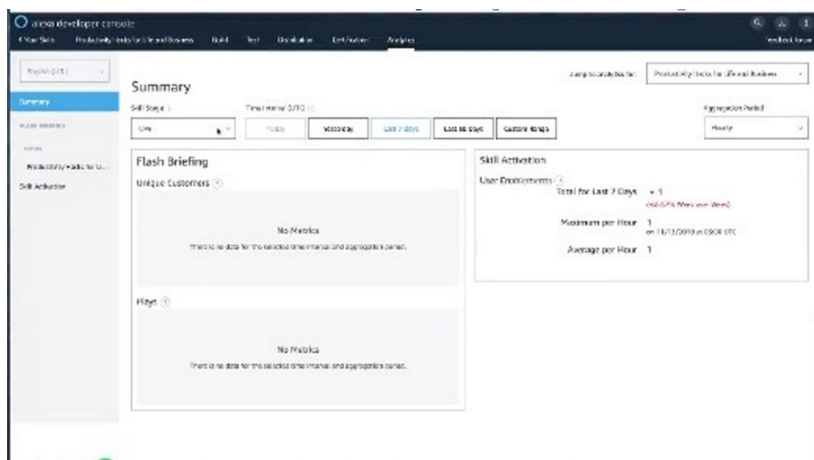


Figure 82

I suggest that you don't look here for a while. Wait a few weeks, or longer, because it is going to take time and consistent production of your flash briefing before you really start to see a lot of subscribers/listener. But don't get discouraged!

Even after posting flash briefings for three months consistently, you might not see a lot of traffic, but by that point you'll be feeling great because you will start seeing engagement on your social media accounts and people responding to your call to actions. You might not have a ton of listeners, but the listeners that you have are super engaged.

REPURPOSING YOUR BRIEFING

Repurposing is one of my very favorite things to do with a flash briefing, so in this chapter I will show you a few ways to do this.

What you are looking at below is an audiogram (fig. 83).

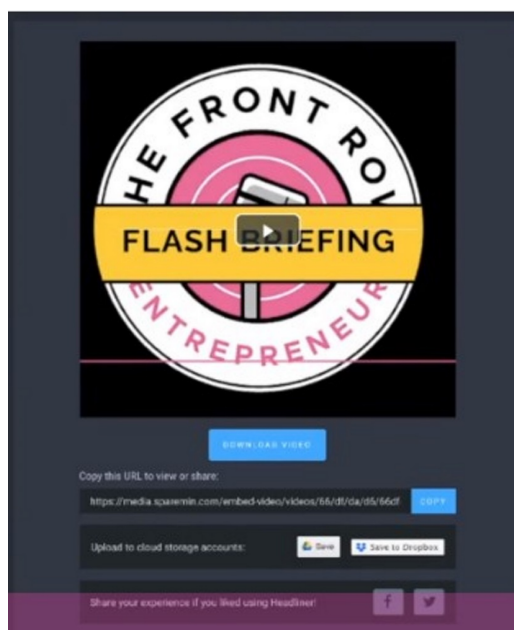


Figure 83

When you press the play button, it turns the audio into an MP3, and it shows the little wave overlay which bounces along with your voice and the music as the audio plays. This makes it visually interesting, which is exactly what we want when we share it across social media.

Here's how you do it:

1. Go over to the Headliner app, which is completely free. Scroll down and click Audiogram Wizard (fig. 84).

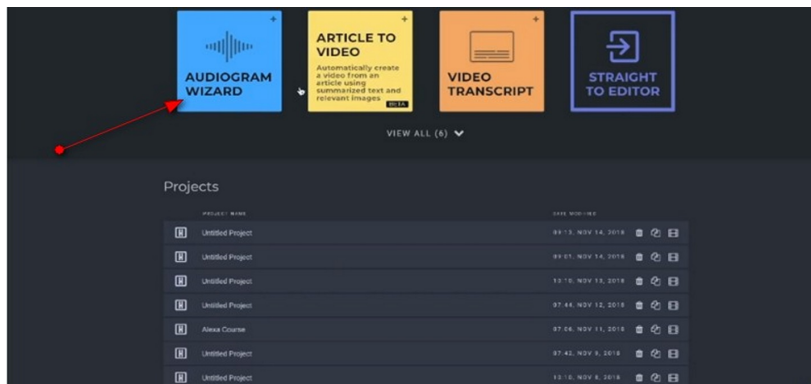


Figure 84

2. On the Audiogram page (fig. 85):
 1. Where it says Choose File, just drag your audio recording that you downloaded for your briefing right there.
 2. There is also a button where you can get an audio transcription, so you can leave that on if you'd like that option.
 3. Then click Next.

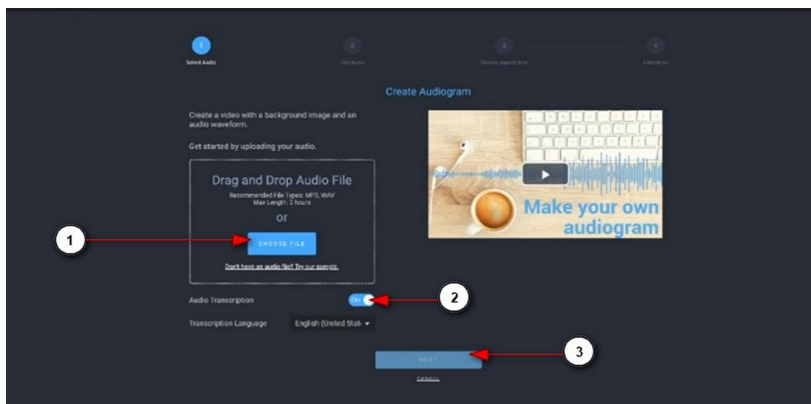


Figure 85

3. Here you will see the WAV file, and click Next again (fig. 86).

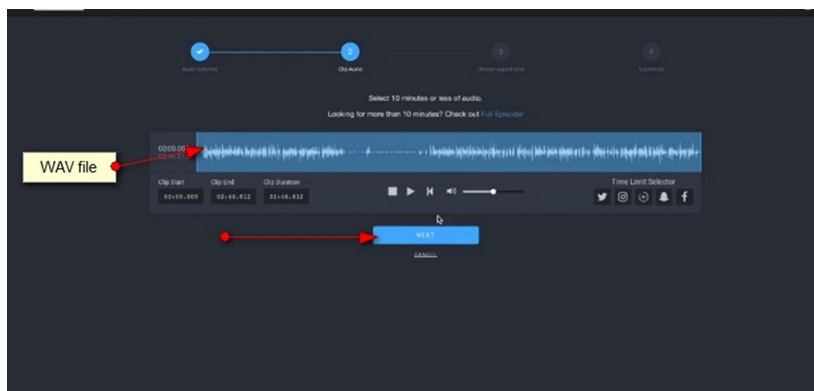


Figure 86

4. On the next page (fig. 87), you can choose the shape you want for the audiogram (1). I'm going to choose the square for the example, but notice that you could also choose landscape for YouTube or portrait for an Instagram or Facebook story. I like the square because that works on the regular Instagram feed, LinkedIn, Twitter, and Facebook. Then click Next (2).

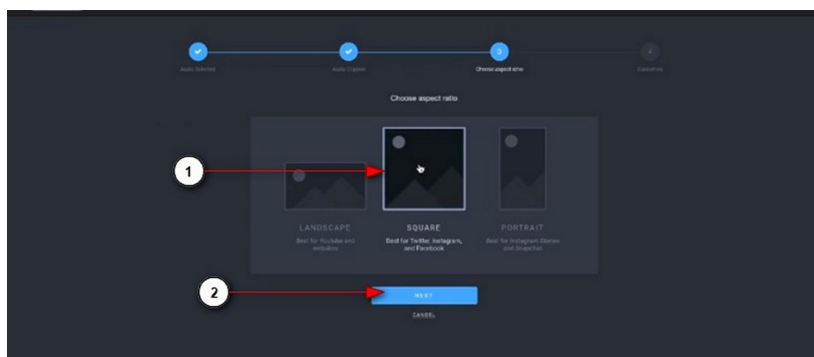


Figure 87

5. On the next page (fig. 88) choose the type of audio wave you like (1). They've got all these different styles, but I usually choose wave. You can also choose the position of the wave (2) and the color (3), as well as the wave generation (4). Then you can add a background if you like (5), like I did in the example. I

like to use the image I use for my flash briefing. When you choose your background image, a pop-up box comes up so you can edit the image. When you have everything the way you want it, click Create Project (6).

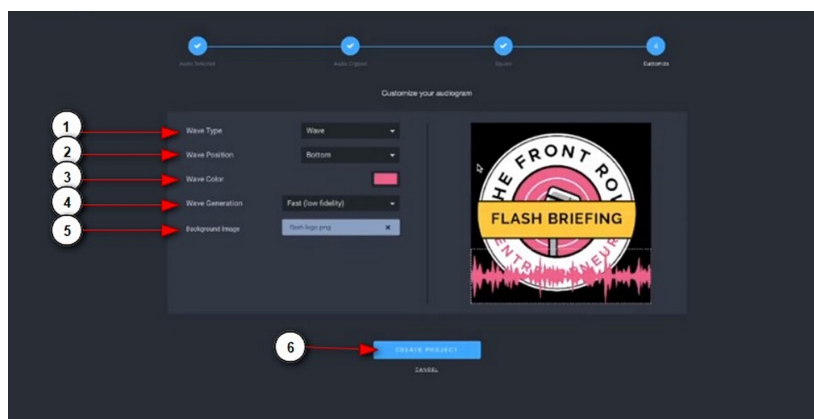


Figure 88

6. On this page (fig. 89) you'll notice on the left (1) that it took my voice as I was talking about what to do in this app and transcribed it into words which will overlay this audiogram. This is really great because one thing we've learned with social media is that people don't like to have the sound turned on. They want to have the option to read. So you will get more engagement on anything you share, like a video or an audiogram, that has an overlay of text. It's also nice to do for those who are hearing impaired. The transcription here is pretty accurate. It gets my name wrong and website names wrong, as well as other little things, but for the most part it is pretty good. What I like to do is go through it quickly and see if there are any errors that need to be fixed before I publish it.

You can also change the style of how the words look on the overlay, and you can even make the text animated by clicking on Style at the top (2). I typically just stick with the default.

Then you will click Export (not shown on screenshot) and export again (not shown on screenshot). Then you are done, and Headliner will send you a notification when your audiogram is ready. Since these flash briefings are so small, it usually only takes a minute or two.

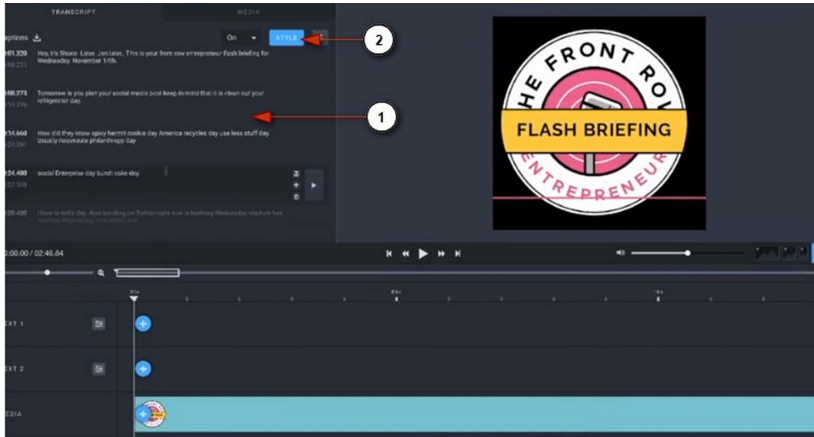


Figure 89

7. When your video is ready, you will see the notification pop up in the top right-hand corner that says, “The video is ready, download it here” (fig. 90). All you have to do is click *here*.

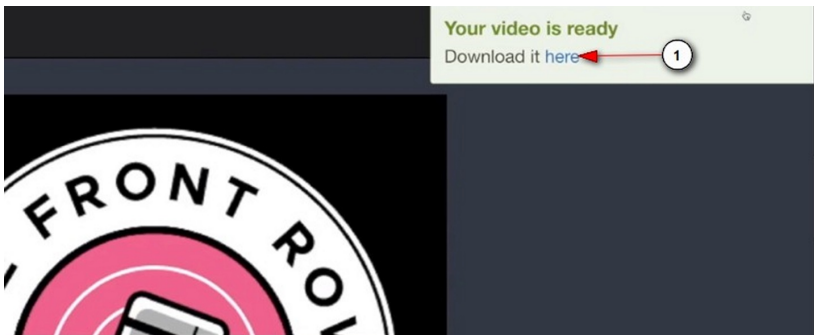


Figure 90

8. Then on the next page (fig. 91), you can download the video by clicking Download Video (1). You can also copy the URL to the audiogram and link to it (2), upload the audiogram

directly to your Google Drive or Dropbox (3), and share it on Facebook or Twitter (4), but I don't recommend doing it that way.

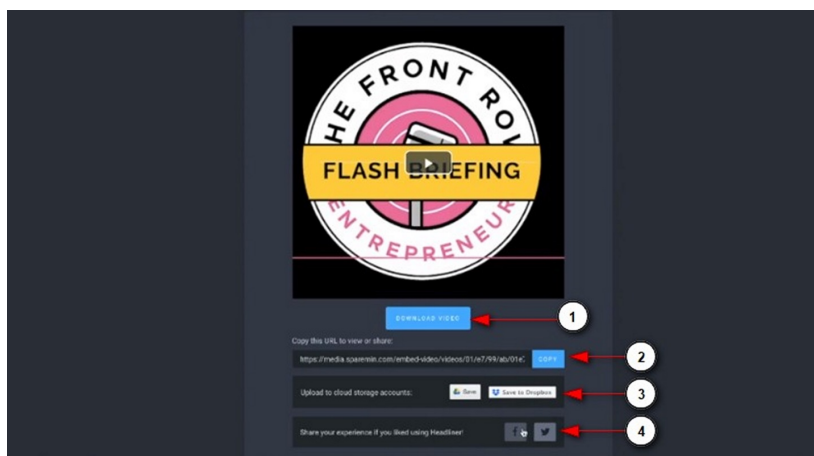


Figure 91

Different Ways to Use the Audiogram

Now I'm going to show you different ways to use the audiogram. The primary way I use audiograms is with my bot. I have people who have subscribed to receive my flash briefing via bot because they don't yet have an Alexa device. However, I've noticed that once they start becoming regular listeners via the bot, a lot of them then get the device, or at the very least download the Alexa app on their phone and listen that way.

Here's how I use the bot:

1. I use a service called ManyChat (fig. 92). It's very affordable, \$10 a month, and if you want to learn more about it, I have a whole course on it as well called Hot Bots. However, if you sign up for ManyChat, they have some tutorial videos that can pretty much walk you through using bots for flash

briefings. So the first thing you want to do is go to the [ManyChat](#) website and sign up for the service.

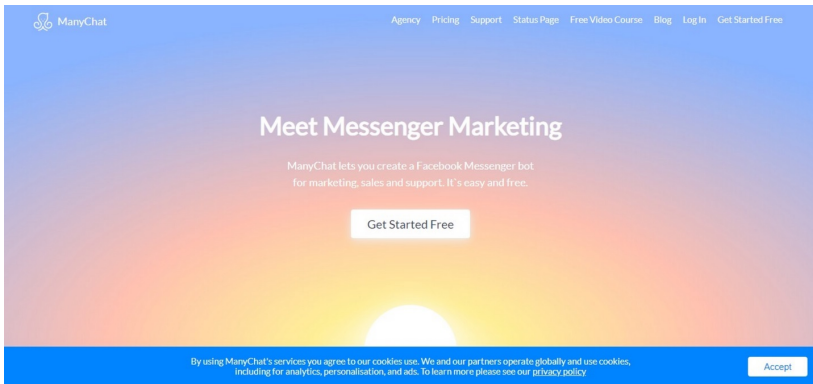


Figure 92

2. Once you sign in, on the dashboard you click New Broadcast (fig. 93).

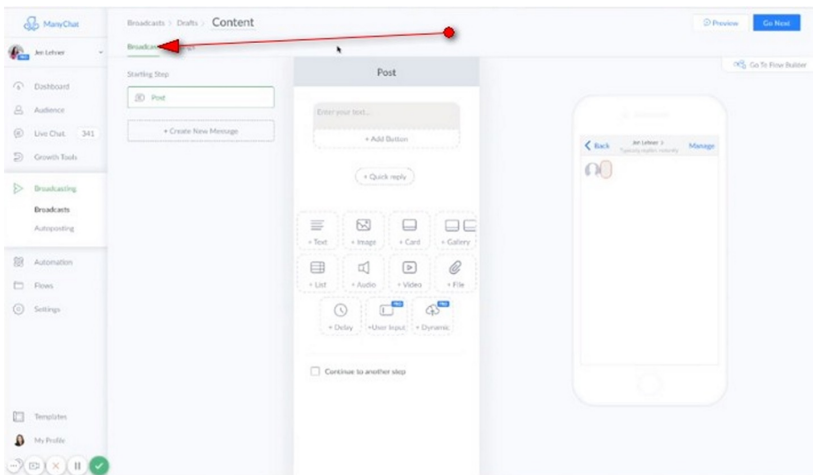


Figure 93

3. This takes you to the New Broadcast page. Here you go to the broadcast you want to create a bot for and click into it (fig. 94).

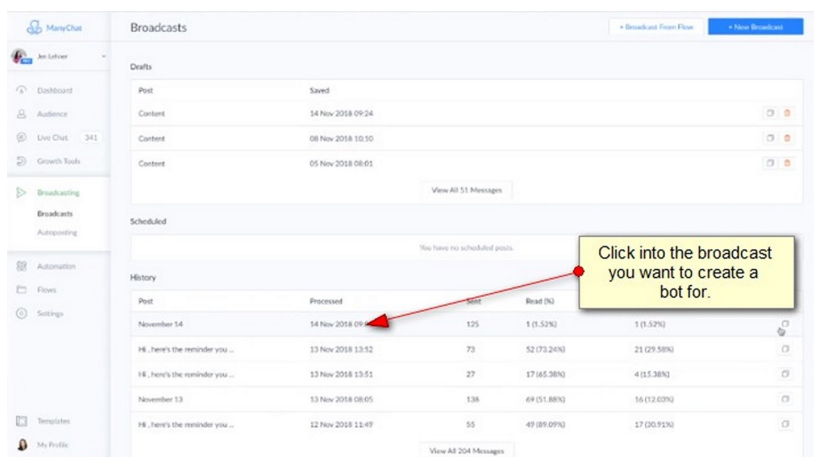


Figure 94

- On this page (fig. 95), all you do is click Copy & Edit, and I just edit the broadcast that I sent the day before a little bit (fig. 96). If there's some big news, I'll highlight whatever is in there, but the one I am using for this example was a very slow news day. Then I'll also change the date.

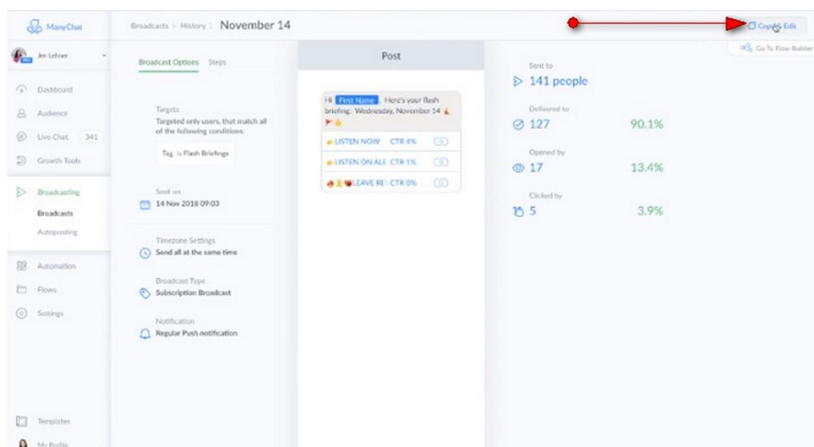


Figure 95

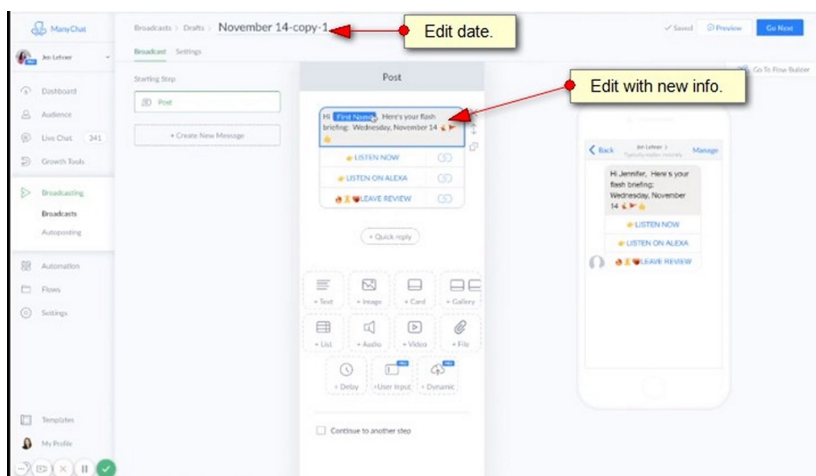


Figure 96

5. In the post box, under the description, there are also three options for what people can do, so I need to set up what happens when people click on these options: Listen Now, Listen on Alexa, and Leave a Review.

When listeners click on Listen Now, it takes them to the audiogram (fig. 97). Under this section, you just need to delete the one from the day before and paste the new one here.

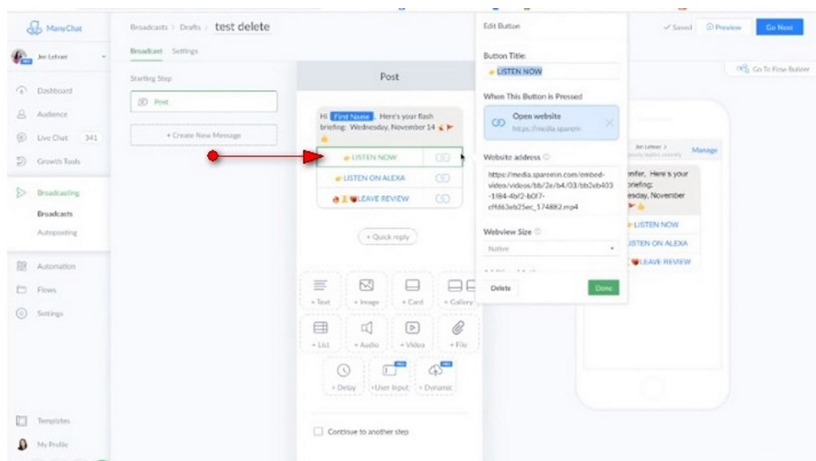


Figure 97

If they click Listen on Alexa, it takes them directly to the place

in the Alexa store where they can enable the briefing (fig. 98).

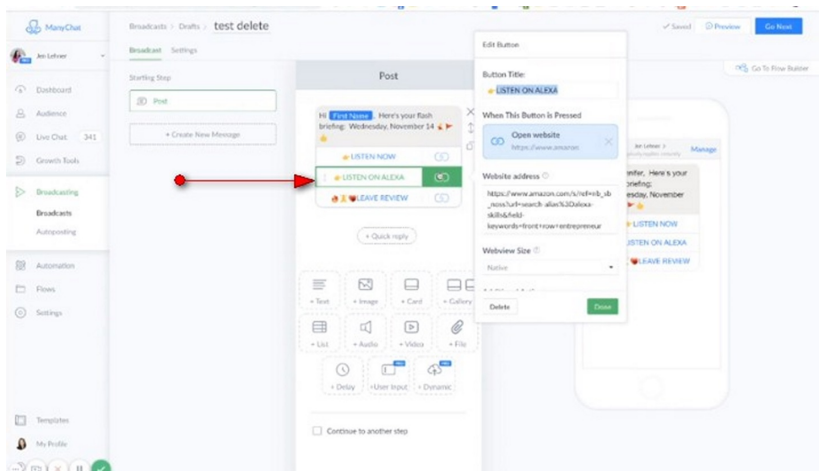


Figure 98

Or if they click on Leave a Review, it takes them to the place on Amazon where they can leave the review (fig. 99).

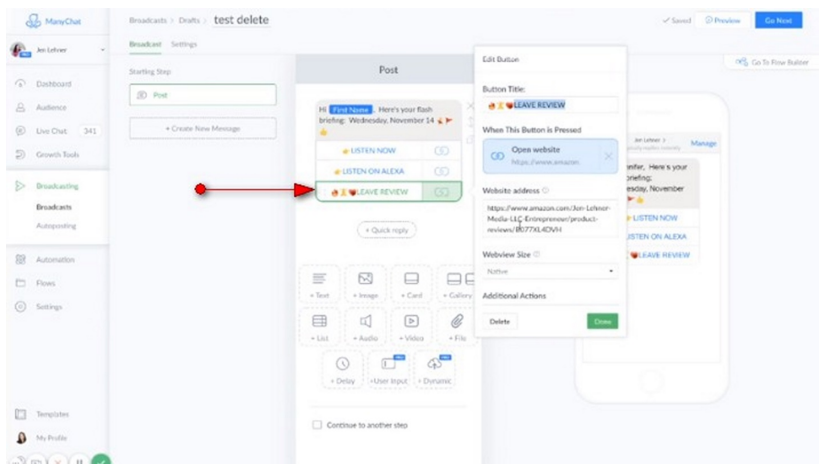


Figure 99

6. So let's see what this looks like in action (fig. 100). First, click Preview (1), and then click Open Messenger (2).

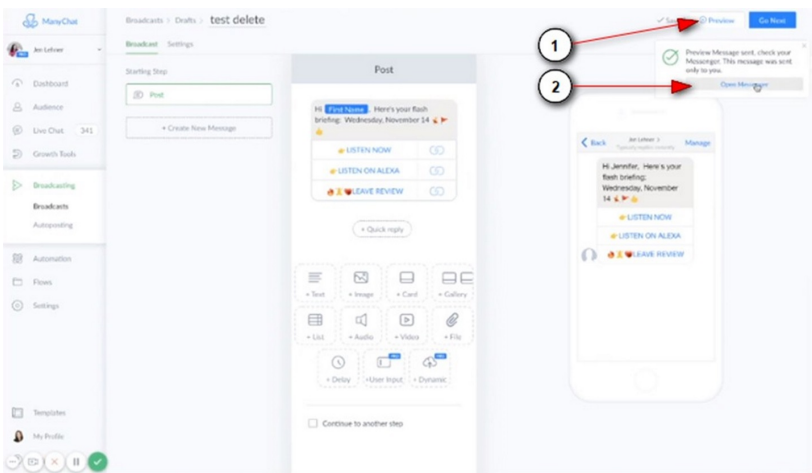


Figure 100

7. Down at the bottom (fig. 101) you will see a message that says, “Hey, Jennifer, here’s your flash briefing.” Then you can click Listen.

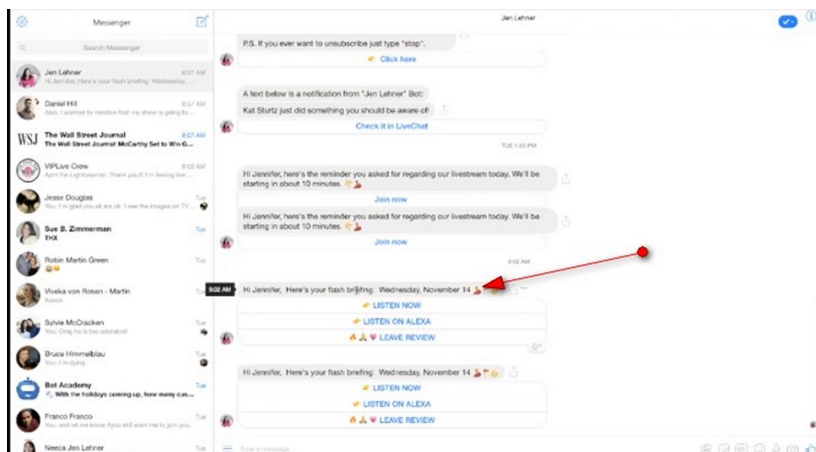


Figure 101

This takes you to the audiogram, which you can then test (fig. 102). I always do this before I post it anywhere.

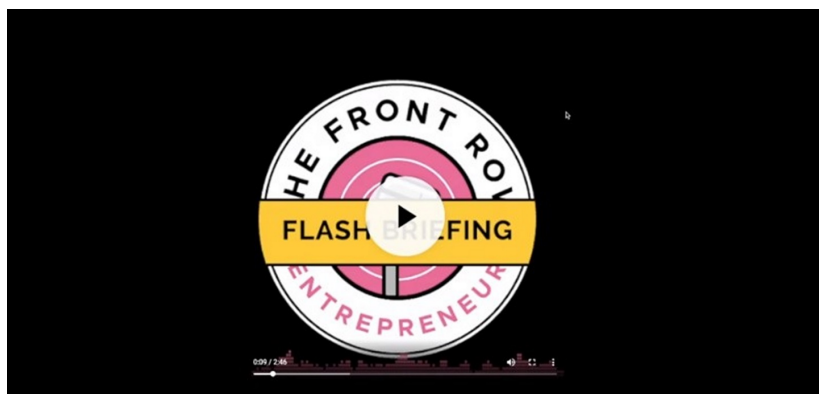


Figure 102

Sharing Your Audiogram on Facebook

Now that you have your audiogram and you have tested it, let's talk about sharing it on Facebook.

1. On Facebook, under Create Photo, click Photo/Video (fig. 103).

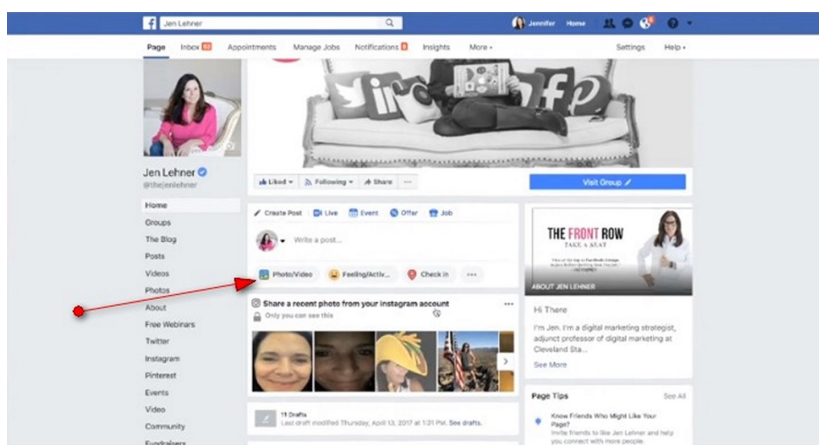


Figure 103

2. Then click Upload Photos/Video and pick that headliner video that we just made (fig. 104).

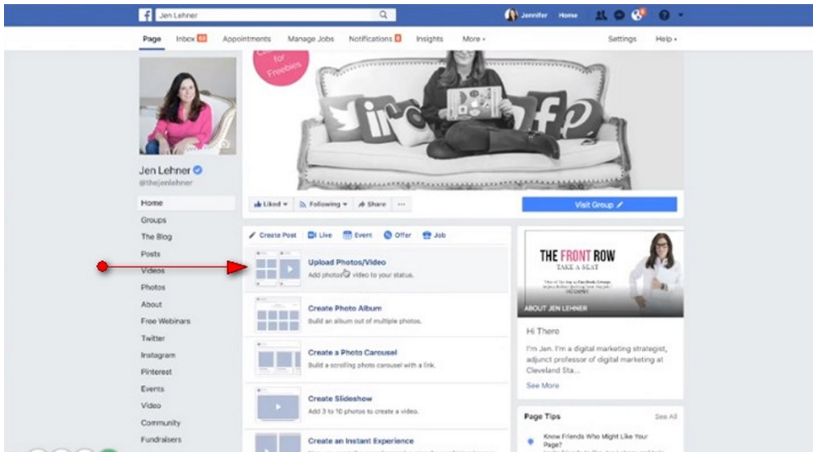


Figure 104

3. On this page (fig. 105) you will write a description (1) and some tags (2) that are relevant to whatever it is your flash briefing is about and click Next (3).

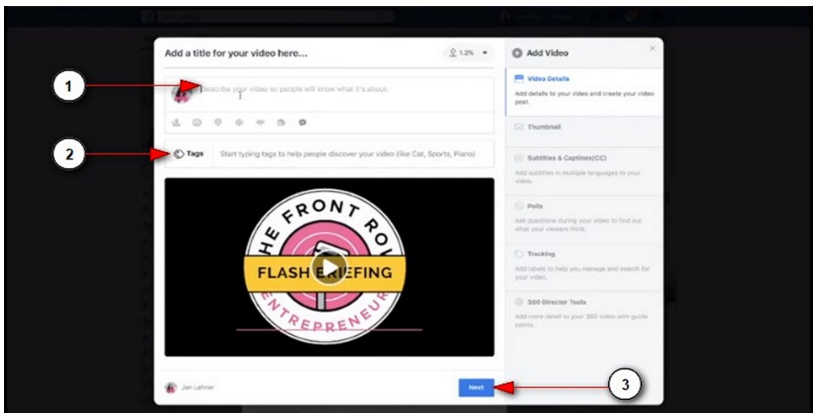


Figure 105

4. Now you will be on the Publishing Options page (fig. 106). Here (1) you have the option to publish now, do this as a premier, schedule in advance, or save as a draft. Doing it as a premier is a really cool option in Facebook that makes your video look like it's live. It's got a red blinking button that helps generate a lot of engagement with your video. Once you decide how you want to publish and have clicked the appropriate circle, click Publish (2).

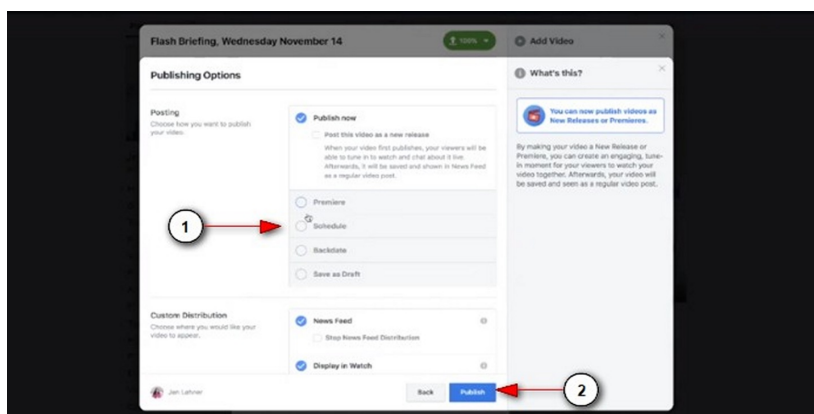


Figure 106

And there it is on Facebook (fig. 107), which just gives you one more place where someone can listen to your flash briefing:



Figure 107

Sharing Your Audiogram on LinkedIn

Now let's head over to LinkedIn and do the same.

On LinkedIn, you want to go to the box at the top where it says, "Share an article, photo, video, document, or idea," and click the video button (fig. 108). Then upload your audiogram (1) and write your description (2), or just copy the one you used on Facebook. Hashtags are now very important on LinkedIn, so you want to use

at least three, for example, #marketing, #digitalmarketing, and #voicefirst. Then click Post (3).

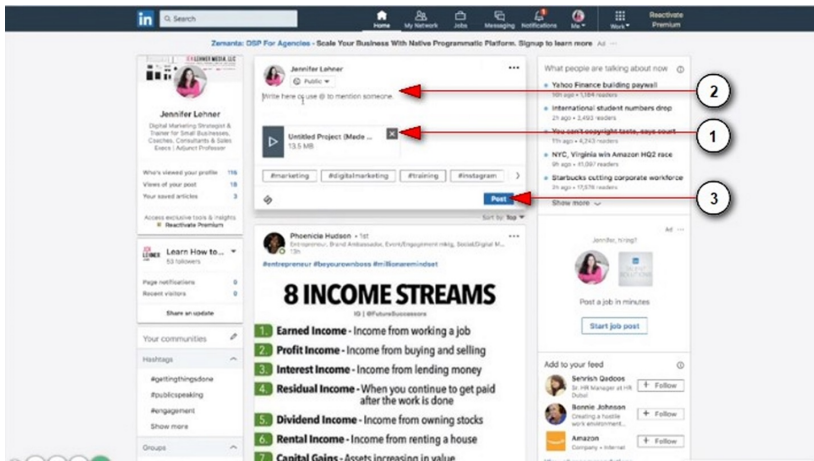


Figure 108

Here is how it will look when you are done (fig. 109):

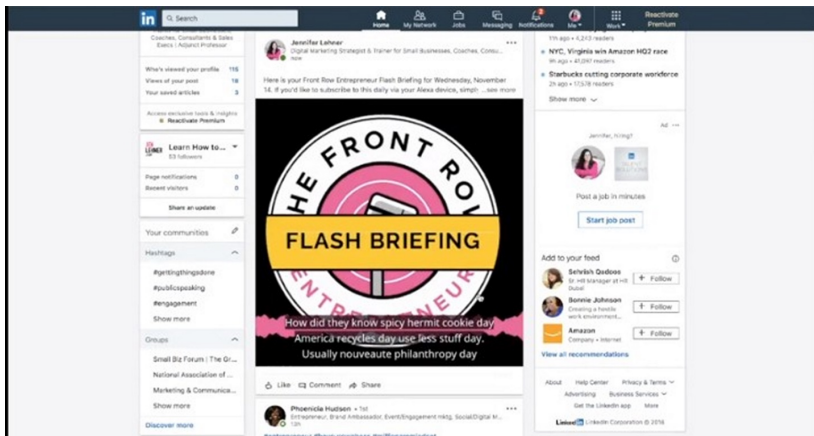


Figure 109

Posting Your Audiogram on Twitter

On Twitter (fig. 110), you will do the following to post your audiogram:

1. Click on your account thumbnail at the top (1) and click on Media Studio (2). If you have not opened up an ads account, you may not have the Media Studio option here. If that is the case, you will want to open an ads account. This doesn't require you to actually spend money on ads, but it does seem to be a prerequisite for getting the media library.

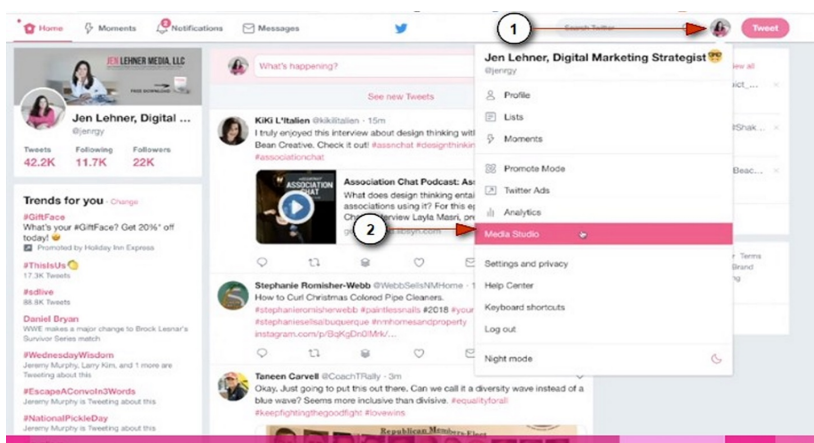


Figure 110

2. On this Library page, click Upload Media in the top right-hand corner (fig. 111).

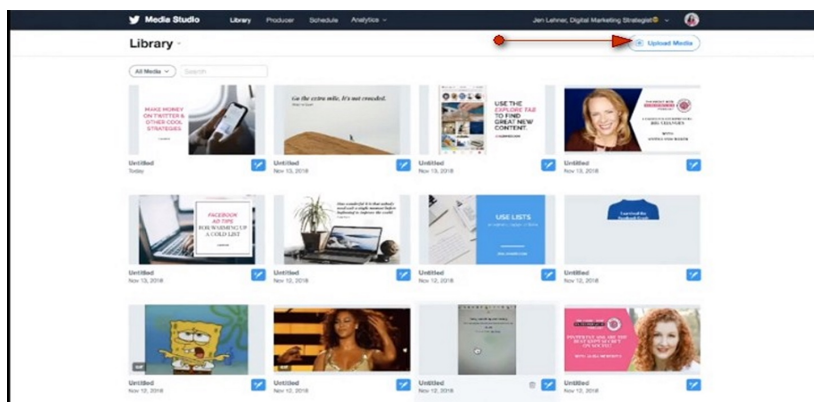


Figure 111

- Our flash briefing comes up in the first square on the left, so just click under it (fig.112).

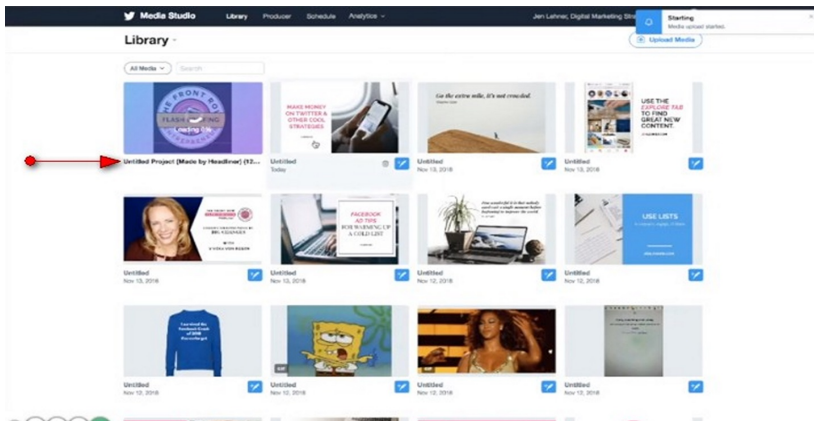


Figure 112

- When you do that, a Media Detail page pops up where you can add a title, a description, two categories, and a call to action where you want them to go (fig. 113) . Again, you can just use the description you used on Facebook, though you might have to shorten it a bit. You can also add hashtags. Then add the categories your audiogram belongs in. And for your call to action, you might add the link to your show notes page or wherever else you'd like your audience to go.

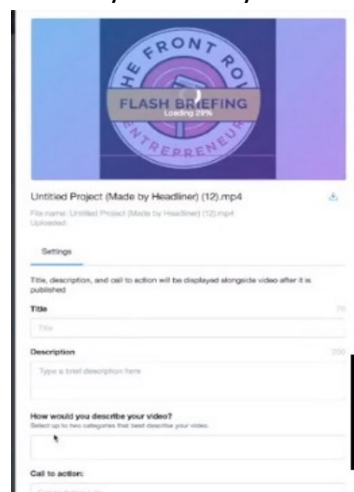


Figure 113

5. Once you have that all filled out, scroll up to the Tweet button and click it (fig. 114).

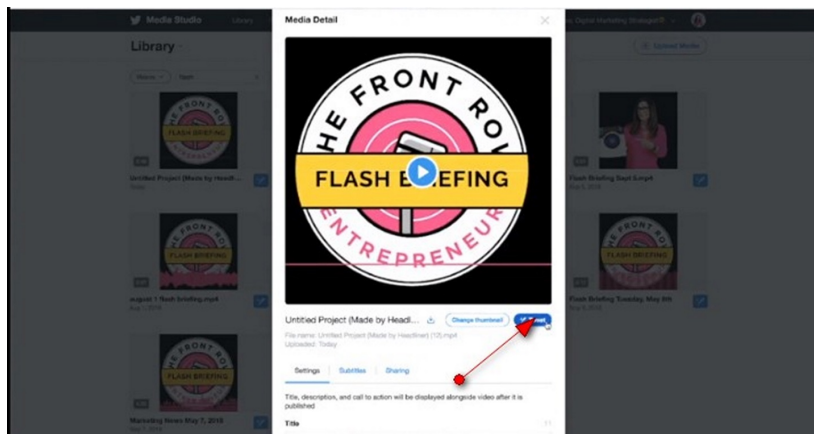


Figure 114

6. Now you will see another popup (fig. 115) which allows you to add up to two hundred characters to your tweet, besides the description you already wrote.

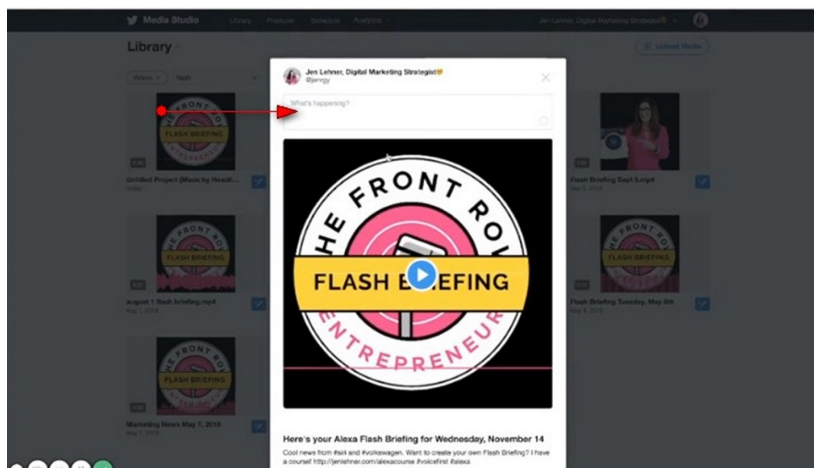


Figure 115

7. There are options here for you to Schedule this tweet (1) or Tweet it immediately (2) (fig. 116).

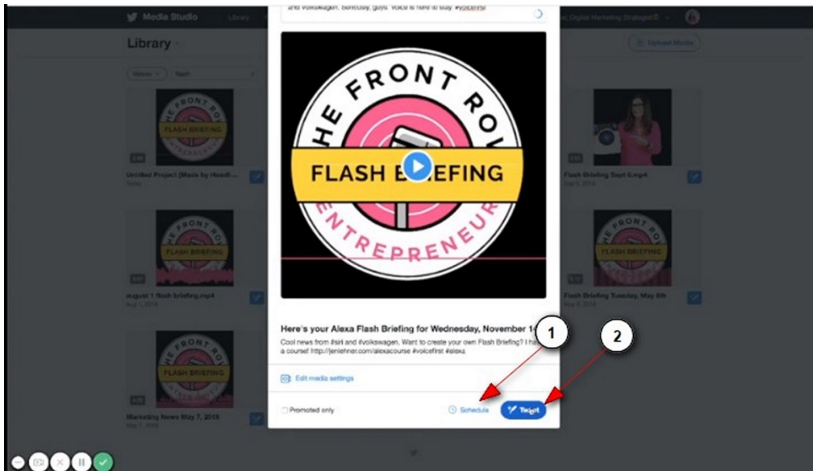


Figure 116

8. And here is how it will look in the Twitter feed (fig. 117):



Figure 117

9. Another alternative, if that felt like a lot of work for you, is to tweet it out like the example below (fig. 118). However, you can see they look a lot different. This is one of my clients, Kiki. She has an awesome flash briefing, and I think she tweeted this straight from the Headliner app or the link Headliner gives you for the flash briefing.



Figure 118

TELL THE WORLD ABOUT YOUR BRIEFING

In addition to sharing your flash briefing across all social media by repurposing it into an audiogram, as we discussed in the last lesson, one of the first things you want to do is shorten that really long, cumbersome Amazon link that you need to share with people in order for them to enable your briefing.

To do that, you need to do the following:

1. Go to Amazon (fig. 119) and type the name of your briefing in the search bar (1). Then click Search (2). When it brings up your flash briefing, click on the name of the flash briefing (3). This takes you to your briefing page on Amazon, and then all you need to do is copy the URL from your internet browser and paste it wherever you want to.

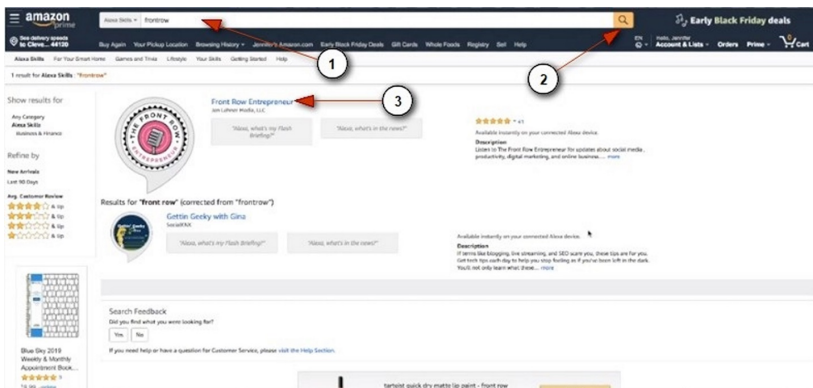


Figure 119

2. You could also go over to where it says Share (1) and click on the email button (2) (fig. 120).

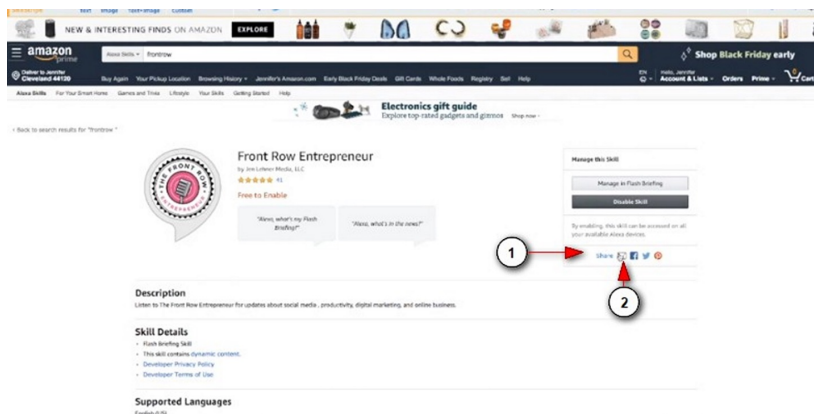


Figure 120

3. As it opens the popup to compose an email, there will be a link you can copy (fig. 121).

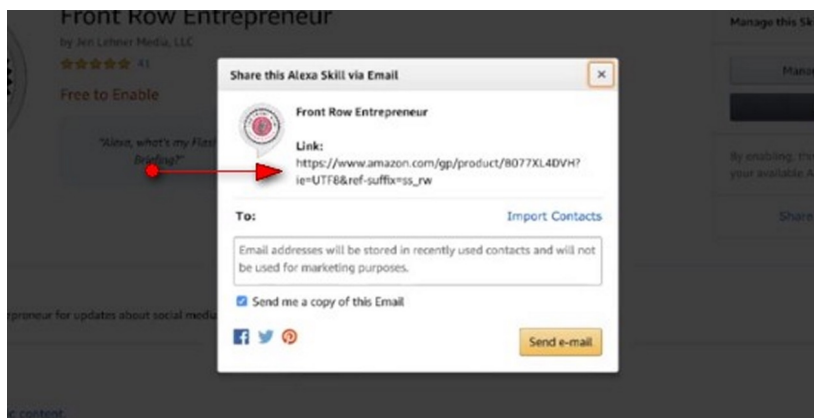


Figure 121

4. Once you have your link, go to bitly.com (fig. 122). Bitly is a service that shortens your link and makes it more manageable and easier to share, as well as allows you to choose to track how many clicks you're getting on any given link you create there.

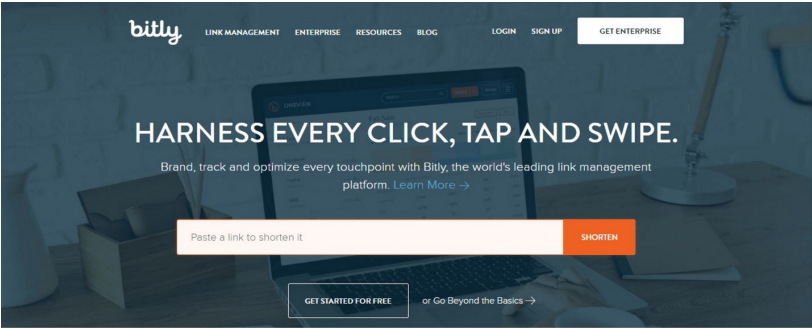


Figure 122

5. On the Bitly home page, click Create in the top right-hand corner (fig. 123).

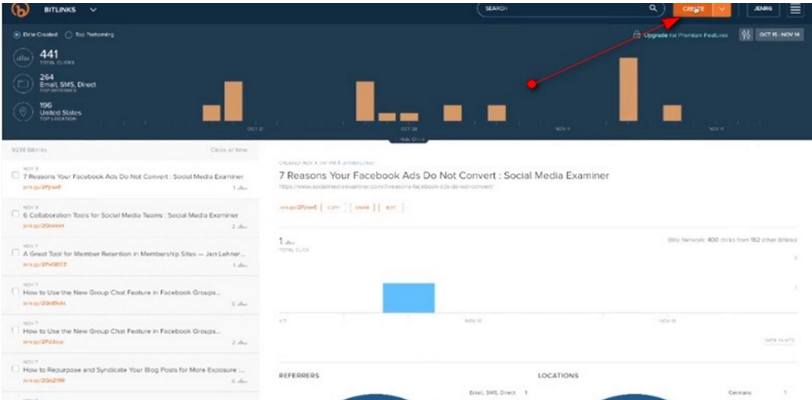


Figure 123

6. Paste the long URL in the box in the popup (fig. 124).

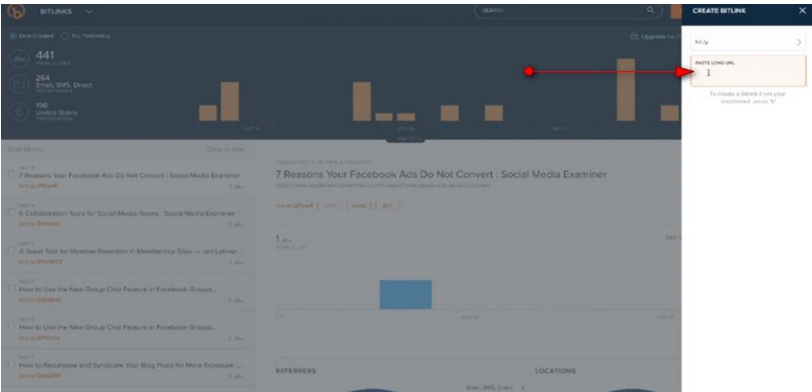


Figure 124

7. Then you can customize it (fig. 125). In the example, right next to where it says Amazon, I made it say Front Row Briefing (1). Then click Save (2). That gives you an easy-to-share link: bitly.com/frontrowbriefing.

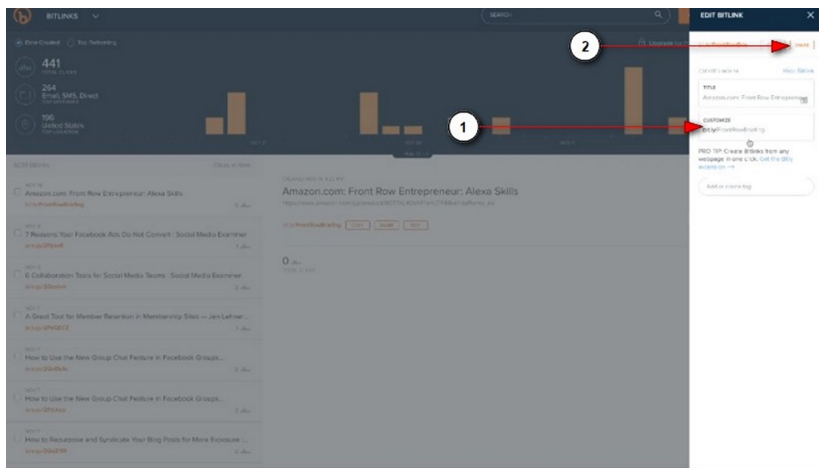


Figure 125

Create an Email Signature

Once you have your short URL, put the link to your briefing in your email signature, like I did below (fig. 126). As you can see, I prettied mine up a little bit—you definitely can’t miss it. But yours doesn’t have to be fancy like this. It could just be the little Bitly link that we just created.

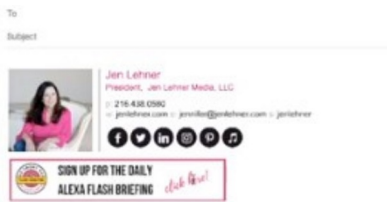


Figure 126

Answer Questions in Your Niche

The next thing I recommend is not just for flash briefings, but also for establishing yourself as an authority in your niche. That is to go to places like Quora and Reddit and start searching for questions in your niche and answering them.

On Quora, in particular, you can set up your profile and have a certain time and day of the week that you'll answer questions for people. Then people will submit questions to you, and they'll rank your answers. It's just a wonderful daily practice to build your audience and your influence.

I know someone who made it a point to answer one question a day for 365 days. By doing so, he ended up with a wonderful collection of what were essentially blog posts and content that he could repurpose.

As it relates to your flash briefing, you can go to Quora, answer questions in your niche and mention your flash briefing, and share that Bitly link all along the way.

Ask Listeners to Help

Another way to get the word out about your briefing and to find more listeners is simply to ask your listeners regularly to share your briefing.

You can also ask for people to leave you reviews. The more reviews you get—positive reviews, of course—the higher you're going to rank in search on Amazon.

Email to Your List

Once you have a lot of valuable content and audiograms, you can email them to your list regularly. I don't suggest doing this every

single day, but maybe do a weekly roundup email of all the briefings, that you could put together as audiograms. In the email you could say, “Hey, in case you missed any of the flash briefings this week, here they are.”

Promote on Your Website

You may want to consider putting a briefing promotion about your briefings, with your briefing graphic or audiograms, on the most visited pages on your website. For example, you might put it on the front page, the about me page, and anywhere else a lot of visitors go on your website.

Use Business Cards

Finally, what’s wrong with going old school and handing out business cards? I have business cards printed up with a Bitly link to my briefing. All that’s on there is the logo for the briefing and a link to the briefing, and I hand those out whenever I go to meetings, at the grocery store, at PTA meetings, and anywhere else I meet people. It’s just a great way to get the word out about your flash briefings.

CONCLUSION

Congrats!

If you've followed all of the steps in this book, then you have created your flash briefing—and that's something to be proud of.

Working through something, step by step, to create something worthwhile is always satisfying, whether that's a recipe, a Lego kit, a book, or an online course. It just feels great, right?

But this is just the beginning.

That's because *voice* and *voice marketing* are in their infancy. Exciting things are happening in this space, and you are a pioneer. You've planted your flag. You have gone somewhere where few, if any, of your competitors have gone.

To make the most of this fantastic new asset of yours, I can't stress to you enough how important it is to be consistent. I know for sure that once you get going, you will have no shortage of things to share with your audience.

Please send me a tweet with a link to your briefing @jenrgy, or post it in our Facebook community at [frontrowclassroom.com](https://www.facebook.com/frontrowclassroom).

If you'd like to learn more about Alexa Flash Briefings, check out my online trainings here: thealexacourse.com.