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**Business Expert Questions:**

**Step Three: Recording Your Audio Answers**

Send me your finalized Categories, Questions and Answer. ([alan@iTrustMarketing.biz](mailto:alan@iTrustMarketing.biz))

We will load into our system and send you a link so you can record each answer from your phone or computer.

You can alsorecord your own audio and send me the individual audio files. **One file per answer.**

Here are some suggestions for obtaining quality audio files from your own smartphone.

1. Speak directly into your phone recorder or use an earphone attachment with a microphone to get the best sound quality.

2. Keep answers to 30-45 seconds

3. **IMPORTANT: Create one audio file per answer.**

4. Record your best take to each question. (the actual system will allow users to re-take and update answers at any time)

Here are some suggestions for answering your questions

1. Start by repeating the question. For example: “The most common reasons people need our service are ….”

2. Answer the question concisely and to the point.

3. Then, if time permits, elaborate or give a short “story” or example to help the listener visualize and understand your answer.

4. Do as many takes as you like and submit the best answer / question.

Power Panel Experts at [www.powerpanelexperts.com](http://www.powerpanelexperts.com) has a two-minute video that explains how this marketing platform works. We are also attaching a printed explanation of the Questions and Audio Answer platform. These are B2B marketing explanations for our system, but they apply to B2C as well.

**Call or write if you have any questions.**

**Alan Armijo**

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