

AudaciousAudio.com

**Rob Schultz &
AudaciousAudio.com
present:**

**Viral Video:
Build Buzz, Traffic and Profits with
Masterful Multi-Media Marketing
Creating Your Music Soundtrack**

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At AudaciousAudio.com We're Getting Heavily Into the Incredible World of: Viral Multi-media!

- **Flash Animation**
- **Online Video**
- **Online Slideshows . . .**

. . . and what we'll be talking about here:

Getting started with PDF Slideshows!

What You'll Discover in These Tutorials:

Step-by-step instruction to obtain music you can use with your slideshows

A step-by-step process to create simple but effective PDF slideshows . . .

- **Using free or low cost software**
- **Everything you need to create one**

Getting the Most from this Slide Show

**Use the slide show
Controller!**



Go to the first slide
Go to the previous slide
Pause and Start

End the slideshow
Go the the last slide
Go to the next slide

**It should appear in the upper right
hand corner of your screen**

Part One:

Creating Your Music Background

(for both PC & Mac)

Here's what you'll need to get started:

1. Apple iTunes - download at iTunes.com

You can also use any other program that allows you to encode MP3 files. iTunes is easily available and FREE.

2. Sources of Music

Free Music (with restricted use license)

Royalty-Free Music (with much fewer restrictions)

Clickable links at:

www.audaciousaudio.com/pdfslideshowlinks

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Step One: Download Your Background Music to Your Hard Drive

Free Music:

creativecommons.org / opsound.org

Be careful! This free music is often restricted for use only with other programs that are given away. Many prohibit commercial use. Read the type of license that comes with each piece of music carefully!

Royalty Free Music:

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Royalty Free Music:

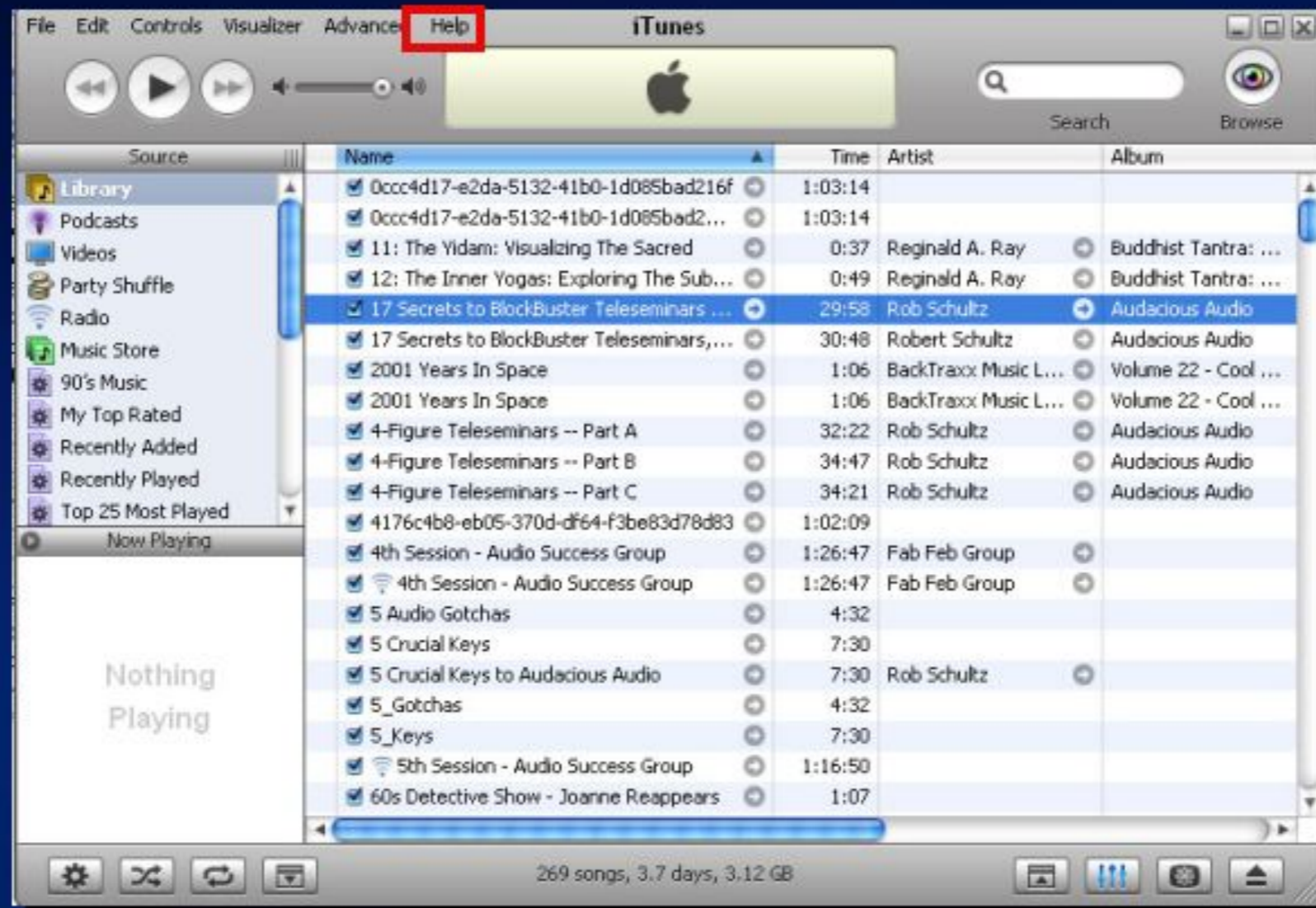
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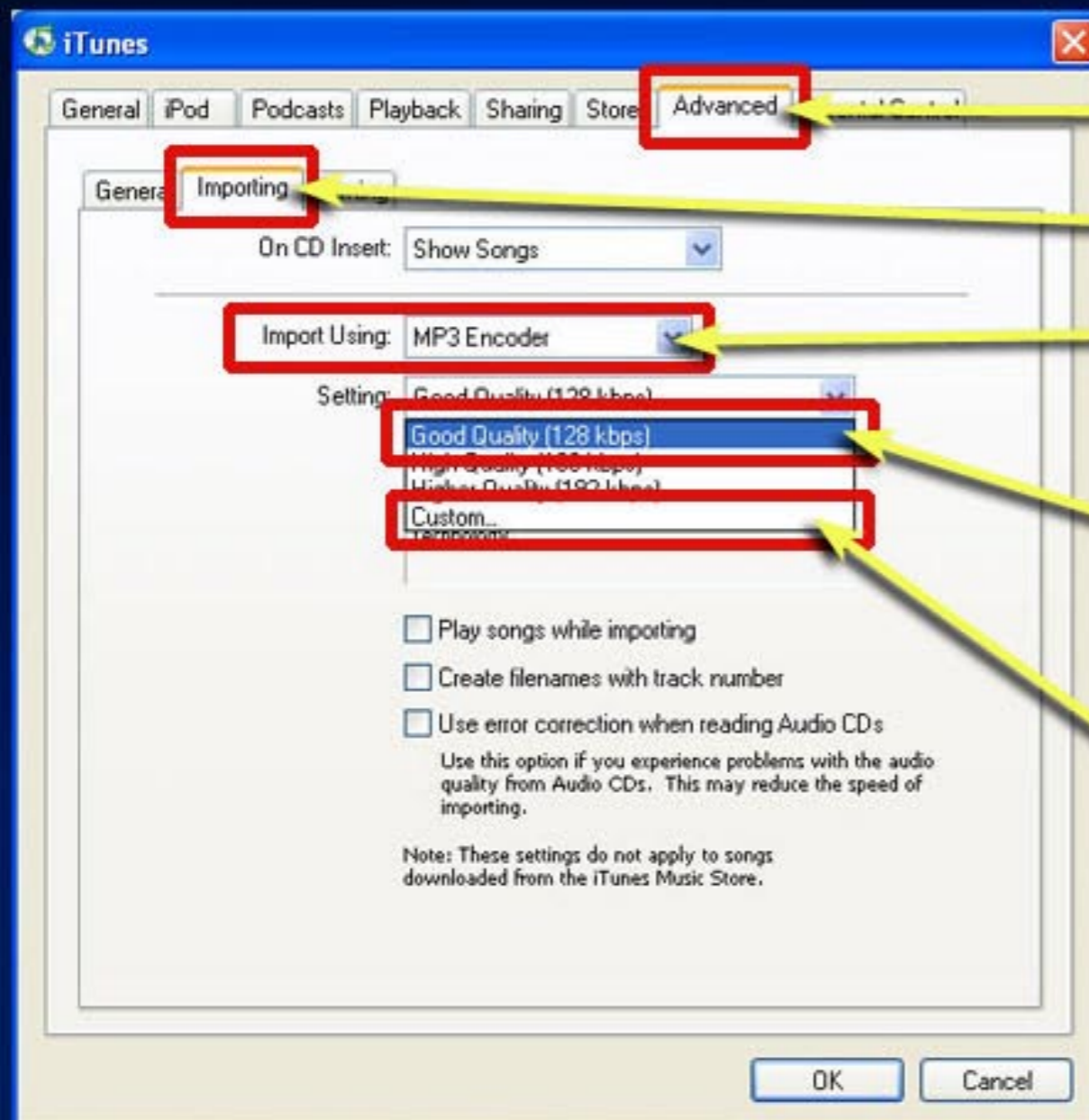
Step Two: Download iTunes from iTunes.com.

Step Three: Drag Your MP3 Music Into Your iTunes Library



Step Four: Set your MP3 compression settings

Edit > Preferences (iTunes > Preferences on the Mac)



Select the **Advanced Tab**

Select the **Importing Tab**

Choose **MP3 Encoder** from the **Import Using** drop-down menu

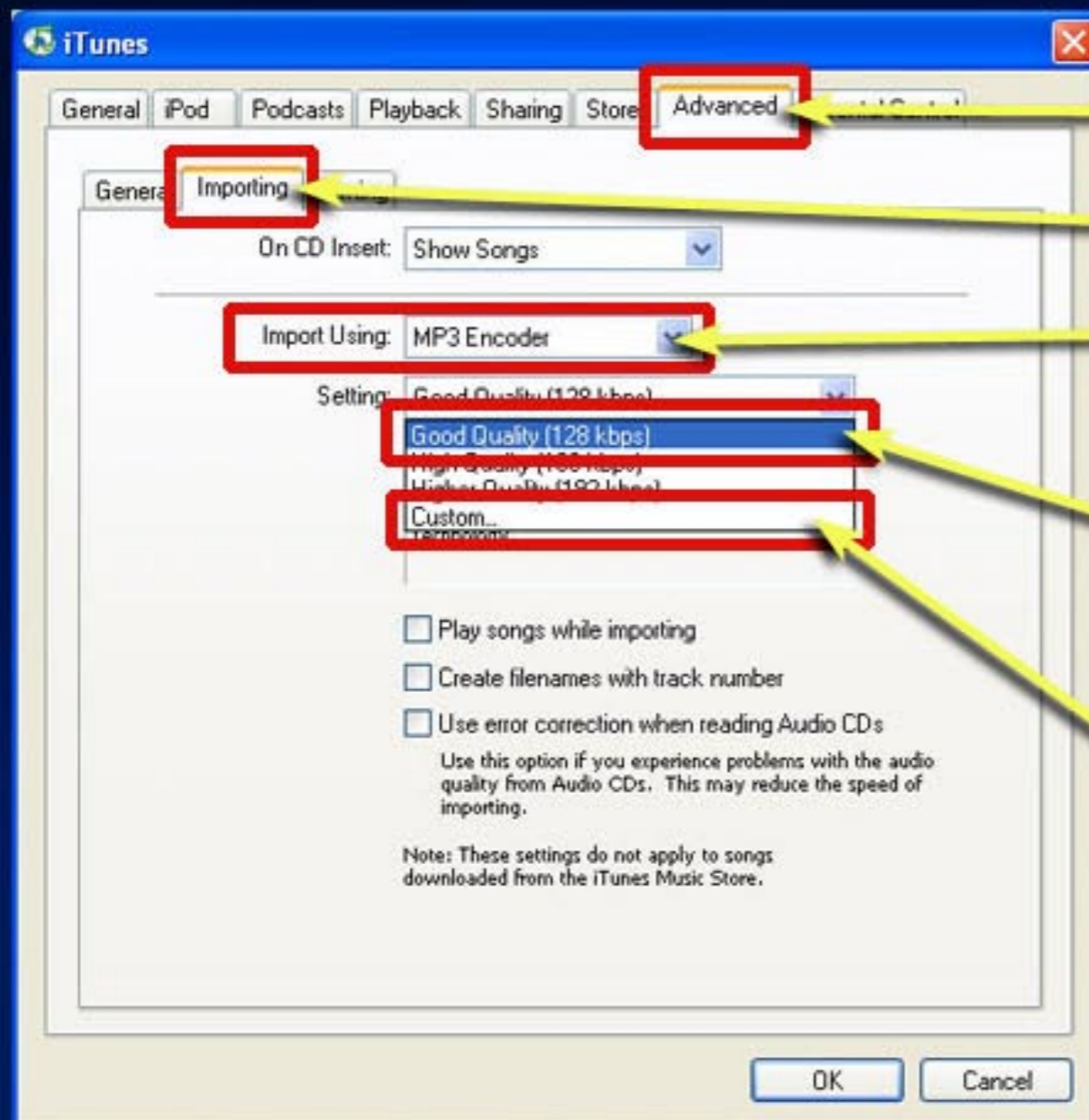
For better quality (but larger file size) choose **Good Quality** from the **Setting** drop-down menu

For lower quality (but smaller file size) choose **Custom**.

If you choose Custom then . . .

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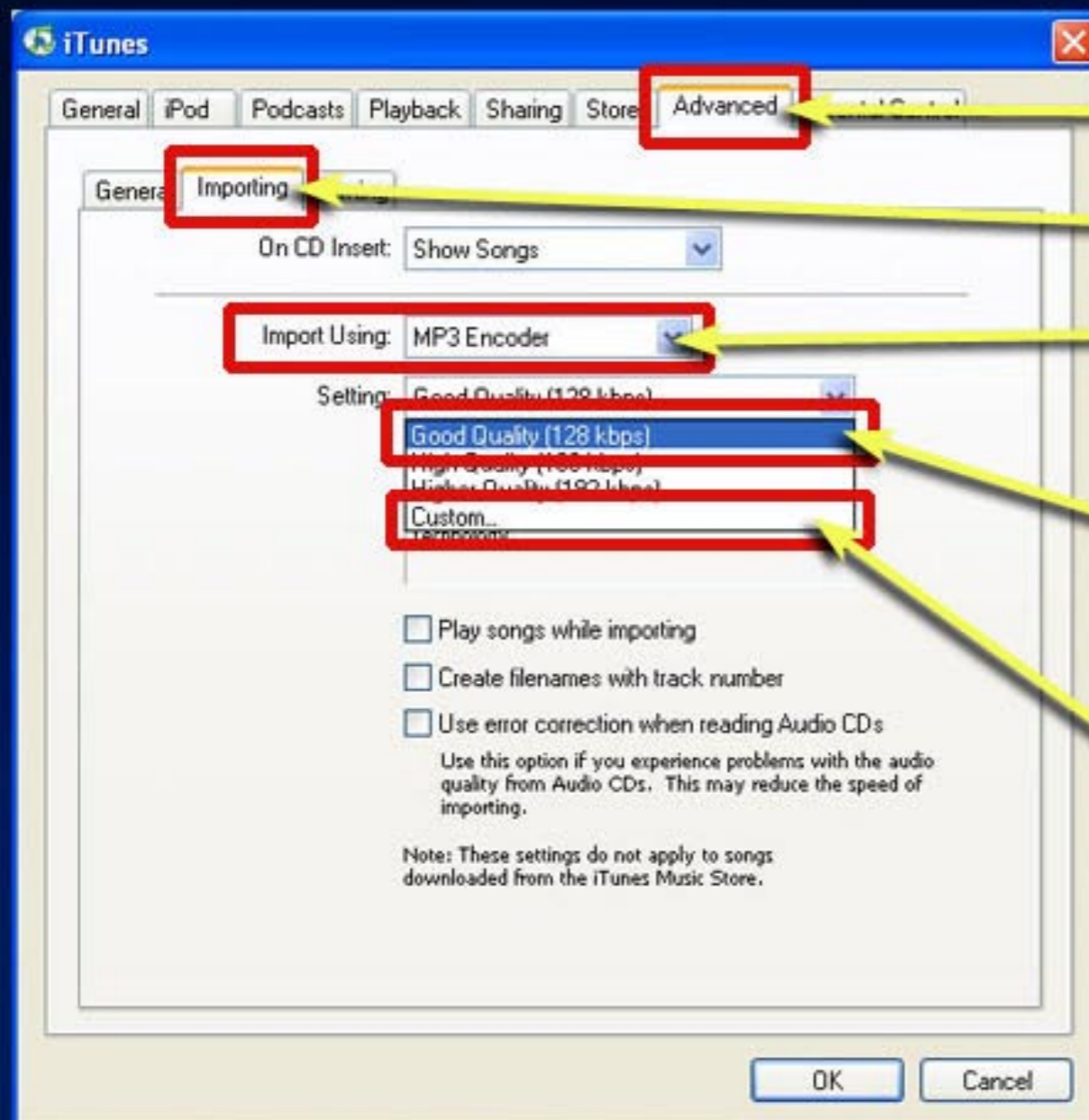
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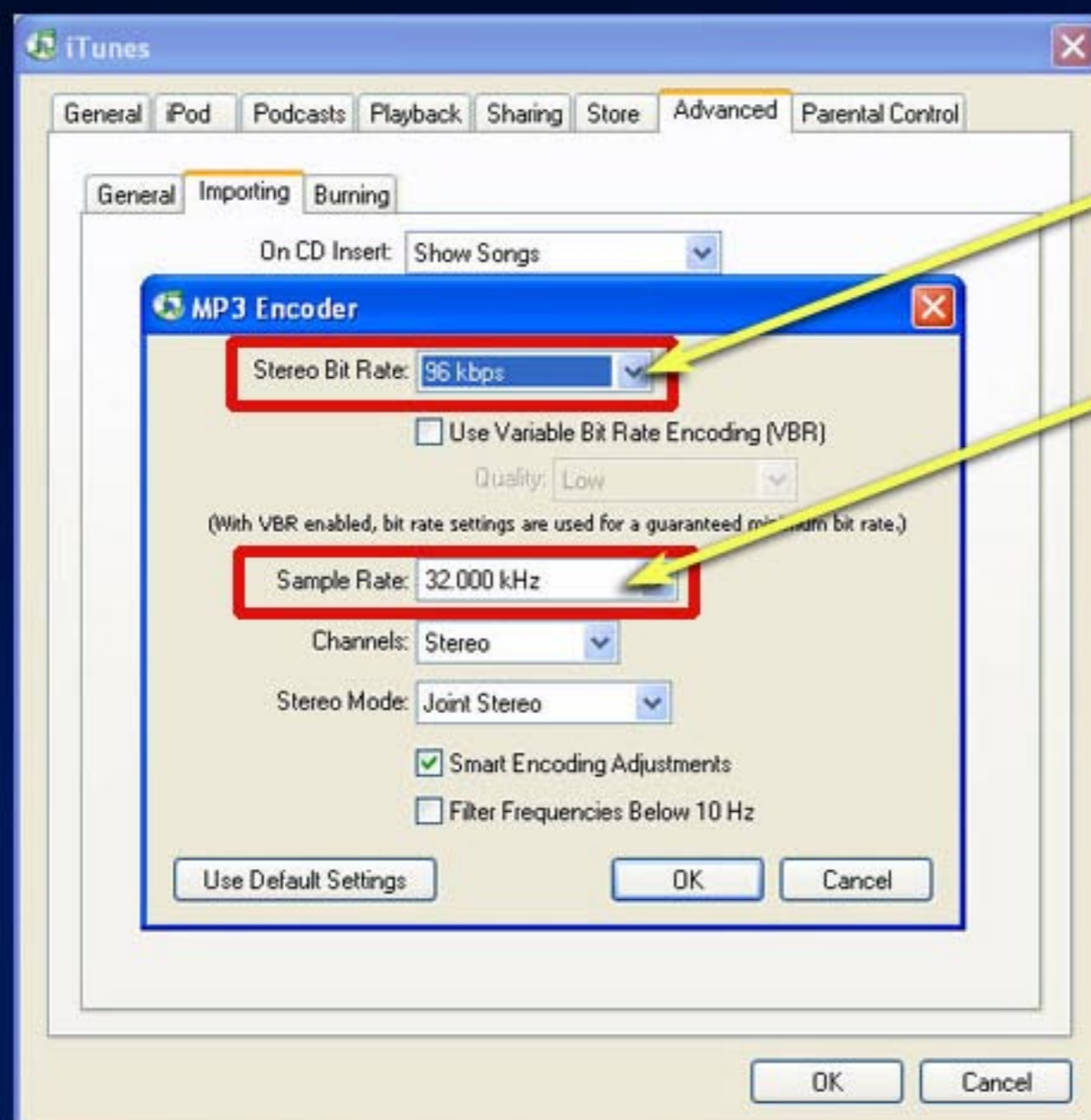
Choose **MP3 Encoder** from the **Import Using** drop-down menu

For better quality (but larger file size) choose **Good Quality** from the **Setting** drop-down menu

For lower quality (but smaller file size) choose **Custom**.

If you choose Custom then . . .

Step Five: For smaller file size, Custom tune your MP3 compression settings



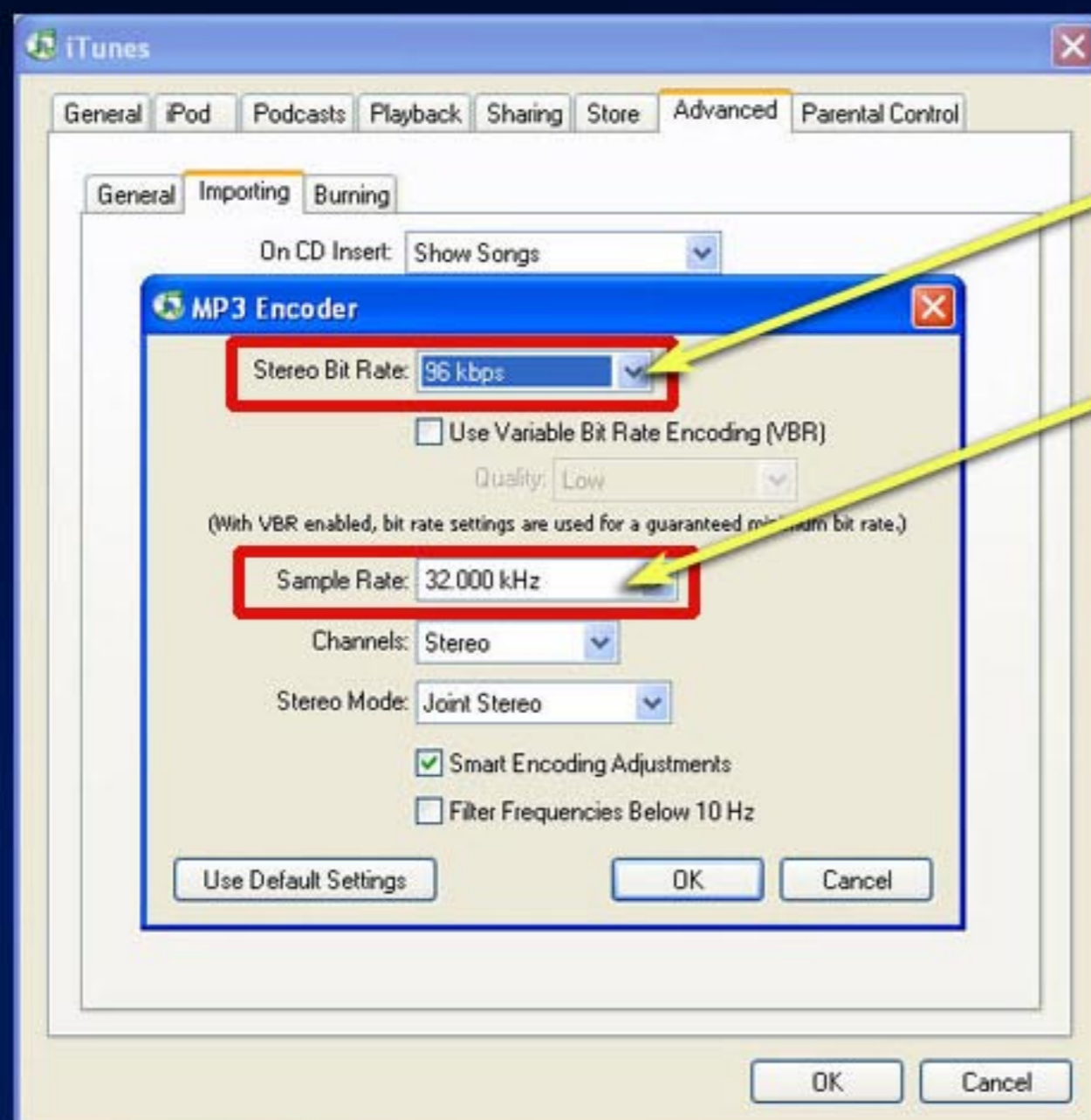
Select **96 kbps** from the **Stereo Bit Rate** drop-down menu

Select **32.000 kHz** from the **Sample Rate** drop-down menu

Click **OK** to close the **MP3 Encoder** dialog / and **OK** again to close the **Preferences** dialog.

As you get more experienced you may want to experiment with these bit rate and frequency settings.

Step Five: For smaller file size, Custom tune your MP3 compression settings



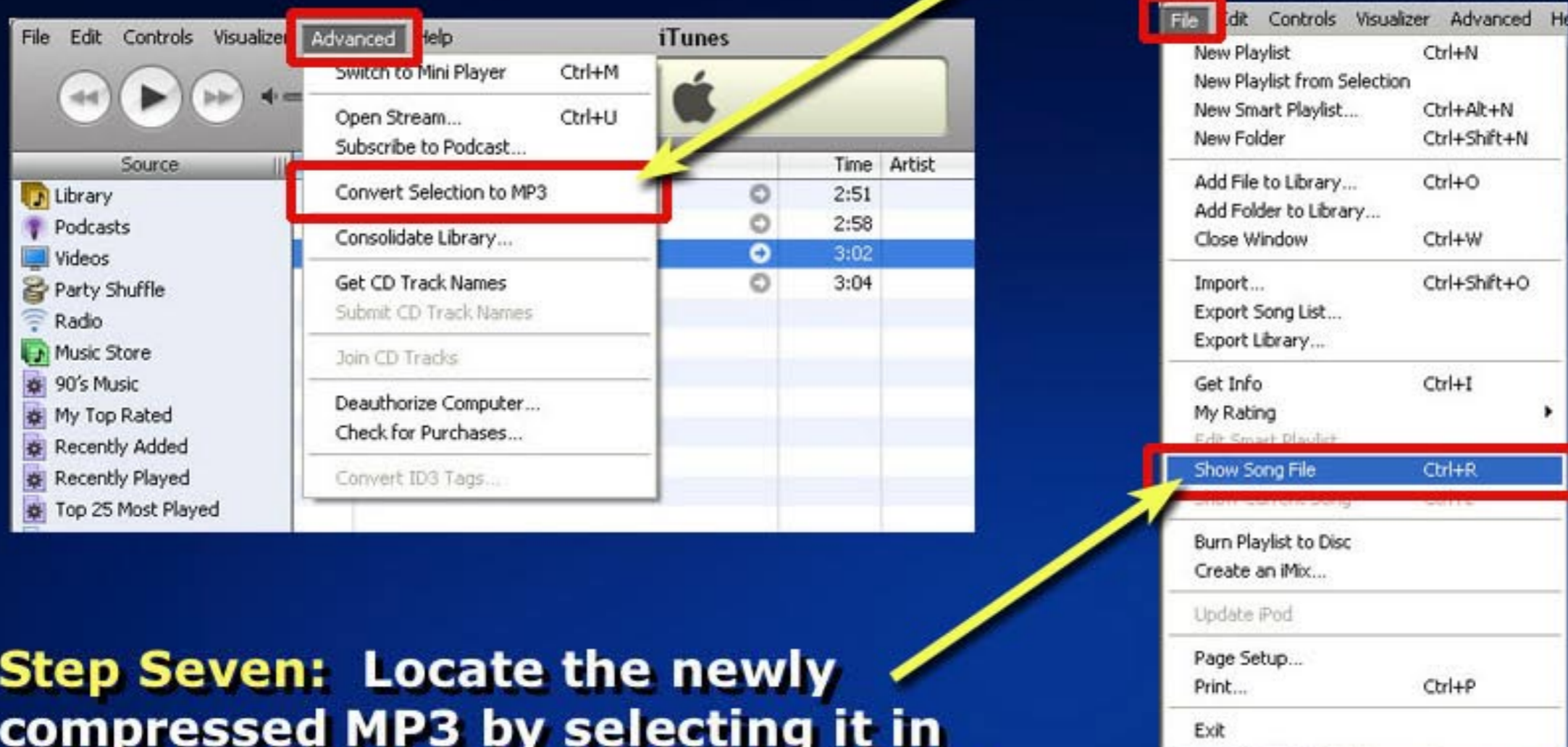
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Click **OK** to close the **MP3 Encoder** dialog / and **OK** again to close the **Preferences** dialog.

As you get more experienced you may want to experiment with these bit rate and frequency settings.

Step Six: Select the file you want to compress in your **iTunes Library**. Then choose **Convert Selection to MP3** from the **Advanced Menu**.



Step Seven: Locate the newly compressed MP3 by selecting it in your iTunes Library and then choosing **Show Song File** from your **File Menu**.

Step Six: Select the file you want to compress in your **iTunes Library**. Then choose **Convert Selection to MP3** from the **Advanced Menu**.



Step Seven: Locate the newly compressed MP3 by selecting it in your iTunes Library and then choosing **Show Song File** from your **File Menu**.

So Congratulations!

You've just discovered the secrets to:

- **Finding and downloading affordable music**
- **Compressing the music to a smaller MP3 file**
- **To allow easier downloading and exchanging!**

Next Up:

We'll combine music with visuals to craft a multi-media marketing piece that grabs customers attention and business!

Pop on over to the **2nd installment of our Tutorial . . .**

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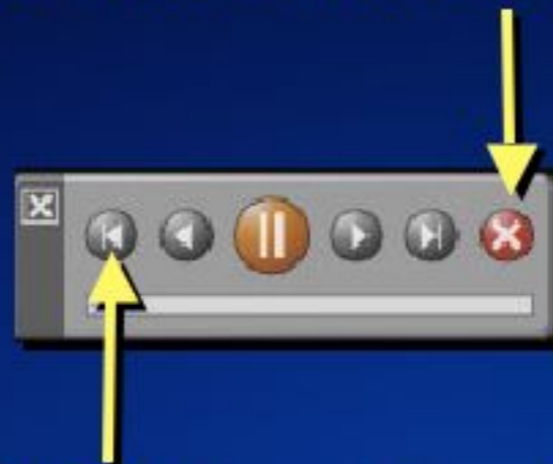
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Next Step:

Click on the **Red Circle** to exit the slide show -
Then open the next installment of our tutorial

or . . .



Click on the **far left button** to view this entire
tutorial again!