***Weekend Email***

***Elite Club #45 May 2019***

Subject line: **Alexa Flash Briefing**

Happy Weekend to you! In my Elite Club networking group which is over 130 of the top sales executives in the nation, one of our members sent this awesome breakdown of how to build your own Alexa Flash briefing. I thought it was very interesting, I had to share. Let me know what you think…

Building your own Alexa Flash Briefing:

On Amazon App or Website, enabling Flash Briefings and listen to them on a regular basis.

Creating an Alexa skill: Flash Briefing-

1. Voice recording, use Voice Memo on your phone
   1. Include connect with me on Facebook and Instagram under your name
   2. Create a content calendar for your flash briefings
   3. Create content one week at a time
2. Save the file on your phone in iTunes or DropBox
3. Upload to a host, good one is Sound Up Now.com, $14.99 per month
   1. Feed URL will be created on Sound Up Now
   2. Here you can schedule your briefings to go out in advance
   3. Add new briefing, type in the title, feed is there already, choose the file and publish date
4. Find flash briefings and skills on Amazon or on the app, enable flash briefings/skills that interest you
5. Google, Alexa Developer, ways to build with Amazon Alexa
   1. Log in, your password is the same as your Amazon password
   2. Create Alexa Skills
   3. Start a Skill
   4. Walk through the steps, could take 5 days for approval, create skill
   5. Custom error message example, Stay tuned, more to come…, save
   6. Add new feed, fill out the blanks, you can hover over question marks for more information
   7. Copy and paste your Feed URL from Sound Up Now, add
   8. Make sure you have one audio, voice memo uploaded in Sound Up Now for Alexa to test
   9. Fill out description page, save and continue
   10. Answer privacy & compliance questions, save and continue
   11. Fill out availability, save and continue
   12. Go to submission page and you are ready to go!
6. Once approved, start promoting your flash briefing on social media
   1. Post on socials, create video, email signature, create stories
7. Steps on how to find and use
   1. Go Amazon or App
   2. Search for title of your flash briefing, Title By Kara
   3. Click enable
   4. Ask Alexa to play your flash briefing

7 quick steps to have the cutting edge technology at your fingertips. Let me know if you have any questions. Can I open a title for you or check on any title information? Reply to this email and I will take care of it.

<Your info here>