

# Transcription Sample of Matt Bacak and Stu McLaren Interview

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[Sample Transcript 1 \(Verbatim\)](#)

[Sample Transcript 2 \(Edited\)](#)

[Avoid Getting Ripped Off by Transcribers! Know Your Numbers and Price Structures](#)

# Transcript Sample #1

*This is an example of when the words from this audio are typed up verbatim, and sent as is to the client. You will probably notice that all the words are here. If you are paying by the word, this can get expensive, especially if you don't want little sounds like "um" in your transcript. You will also notice that the text is in big blocks. This is how some transcription companies deliver their product. For greater ease of reading, check out the format in Sample #2.*

**Matt Bacak:** It is probably one of my favorite things, um, is my absolute number one favorite thing, is articles. Articles are to me—are huge! I don't know if anybody knows, you know, like, basically there are places out there all over the internet that you can go submit your articles to. And you submit these articles to them, and basically, you know, they'll get passed around the internet, I mean, like, really, I mean, really, it's huge! For example—here's one thing that you want to do. Basically you article—let me give you a couple of tips on your articles. You want to write your articles about 300 to 700 words. You want to have a 300 to 700 word article. And then down on the bottom—down on the bottom of your article. What you want to do on the bottom of it is—or not on the bottom of the article—they're gonna ask you for a bio. But in your bio, when you submit your articles to these locations—I'll give you one here in a sec—but, you want to give them a bio, and then in your bio, what you do is you put a link back to your squeeze page. So when people are looking at these articles, they're reading it, they'll click on your link, go back to your page, you capture their information and really it's quite simple like that. But, the coolest thing about this is, is that when you submit these—for example, you can go to, you know, um, [EzineArticles](#), [EzineArticles](#) you can submit something there. And you can go there, or [SubmitYourArticles.com](#) that's another great place, I really love them—uh, [SubmitYourArticles.com](#). And you'll go and you'll submit your articles to [SubmitYourArticles.com](#) or [EzineArticles](#)— and, it's a good name—you'll go there, and when you go there, you submit your 700—uh, 300 to 700 word article—you submit it to them. And here's what happens is—they'll put your article there. So let's say, they'll put your article there, then people will have the ability to go to that site and then, not only will they be able to read it, but they'll be able to publish it on *their* site as long as—as long as they do not change the information. So let's say that you have an article that they love, that's in their target market—basically you guys share the same target marketing scene--you know what, I need content. I'm going to go to this page and they're gonna say, they're gonna take it and they're gonna put it on their page and give you total credit for it, and they're gonna keep your link there. People are going to drive their traffic—they're sent into the site are going to click the link to your page and you're going to capture their information. Let me give you the example of how powerful these things are. Back in April—actually, oh my gosh! How things turn! When I went into last Idea Incubator!—I met a guy named Jim Edwards. And, uh, I knew of Jim and Jim kind of knew of me, we just never really got to connect, and that's one of the great things about having a small intimate group like we did there, but Jim and I totally connected that week, and actually we became joint venture partners out of that event. We've done amazing—we've done a lot of things together since that time. But one thing he said, I came out and I showed him, I said “here's my road map.” And I kind of basically you know went and drew this whole map about how I generate leads online. And he looked at it and he goes, “you're missing one key component.” And I was like, “what is that?” And he goes, “articles.” And I was like, “what?” Like, you know, I didn't know they were going to be that powerful. He said just try it. So I did, and I tried it. Here's the thing, I waited a little while. Of course, some of us wait a little, I waited a little while—I waited till April. In April I decided I was going to make things happen. What is that, that was probably just a couple of days after?

**Stu McLaren:** Yeah, it was shortly after, because the first Idea Incubator was towards

the end of March.

**Matt Bacak:** Ok, so I did take action real quickly! I know, it was April 1<sup>st</sup> is when I did this calculation. On April 1<sup>st</sup> I had 291 articles out there. By April 29<sup>th</sup>, I said—well, here’s what I did. On April 1<sup>st</sup>, I submitted 10 articles to 10 locations. So I should have a 100 articles, right?

**Stu McLaren:** Right.

**Matt Bacak:** By April 29<sup>th</sup>, I had over 30,000 articles out there, and all I did was submitted 10 articles to 10 locations.

**Stu McLaren:** And is that, that’s because people are picking it up and putting it on their own website?

**Matt Bacak:** Oh yeah! It’s turning vital, I can’t stop it! You know where I’m at right now?

**Stu McLaren:** What’s that?

**Matt Bacak:** 309,000 articles!

**Stu McLaren:** Wow, that’s crazy!

**Matt Bacak:** It’s getting just—I mean, I can’t stop it. I had somebody who was like—you know, you knew that I had misspelled, like my first article, I you know, I made some mistakes, you know, we all do! You don’t have to get it right, you just got to get it going, right?

**Stu McLaren:** Yeah!

**Matt Bacak:** So I went out there, I went out there, I started, I did my article, and somebody was like, “man, Matt, you made a couple of spelling errors, can you recall these?” I was like, “man, I can’t stop this, I can’t!” It’s just, it’s happening, it’s getting passed around, it’s getting spread around. It’s so huge! It’s one of the most powerful strategies that I ever, I mean, I couldn’t even fathom what happened. I mean, I never knew things would start happening. I mean, it’s unstoppable. Not only that, because of the link there, people were going there. Now here’s the cool thing, is because of the credibility you’re getting—you know, think about this—you know, when you read an article, it’s like wow! “This person’s got a published art—you know, he’s got an article that’s published.” That’s kind of what people feel. The credibility goes, and I found that people—and the reason I put these in the order I did, and I’m talking about from a buyer’s perspective, um, not only are they coming to list, but the quality of them is a lot higher...

## Transcript Sample #2

*This is an example of when the words from this audio are typed up verbatim, and then the little filler words or incomplete phrases are edited out before they are sent to the client. If you are paying by the word, this can be more cost effective, especially if you don't want little sounds like "um" in your transcript. You will also notice that the text is in little paragraphs to promote ease of reading for your readers.*

**Matt Bacak:** My absolute number one favorite thing is articles. Articles are to me—are huge! I don't know if anybody knows--basically there are places out there all over the internet that you can go submit your articles to. And you submit these articles to them, and basically they'll get passed around the internet. It's huge!

For example—here's one thing that you want to do. Basically your article—let me give you a couple of tips on your articles. You want to write your articles about 300 to 700 words. You want to have a 300 to 700 word article. And then down on the bottom—down on the bottom is your article.

What you want to do on the bottom of it—or not on the bottom of the article—they're going to ask you for a bio. But in your bio, when you submit your articles to these locations—I'll give you one here in a sec—but, you want to give them a bio, and then in your bio, what you do is you put a link back to your squeeze page. So when people are looking at these articles, they're reading it, they'll click on your link, go back to your page, you capture their information and it's quite simple like that.

The coolest thing about this is that when you submit these—for example, you can go to [EzineArticles](#), you can submit something there. And you can go there, or [SubmitYourArticles.com](#), that's another great place, I really love them. And you'll go and you'll submit your articles to [SubmitYourArticles](#) or [EzineArticles](#)—it's a good name—you'll go there, and when you go there, you submit your 700—300 to 700 word article—you submit it to them.

And here's what happens—they'll put your article there. So let's say, they'll put your article there, then people will have the ability to go to that site, and then not only will they be able to read it, but they'll be able to publish it on their site as long as they do not change the information.

So let's say that you have an article that they love, that's in their target market—basically you guys share the same target marketing scene--you know what, I need content. I'm going to go to this page and they're going to take it and they're going to put it on their page and give you total credit for it, and they're going to keep your link there.

People are going to drive their traffic—they're sent into the site and are going to click the link to your page and you're going to capture their information. Let me give you the example of how powerful these things are. Back in April—actually, oh my gosh! How things turn! I went to the last Idea Incubator!—I met a guy named Jim Edwards.

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# How Much Would You Pay for This Audio to be Transcribed?

One of the biggest frustrations marketers face when trying to get quotes for their first transcription is that there are different methods by which transcribers will quote their fees, and prices can vary immensely for the same audio tape.

Assuming the audio is clear without difficult to understand voices and background noise, you will find that the typical company will charge by one of these 4 methods:

- Total time length of the audio
- Their hourly rate of work (if it takes 6 hours, they will charge you for 6 hours)
- Total number of words
- Total number of pages

To avoid slow workers or those who use 16 font sizes to inflate their prices, you probably shouldn't go with hourly wage workers or by the total number of pages. Instead, you should choose between the flat audio time rate or by the total number of words.

You should be careful about the other methods. Some who charge with a flat rate for the audio length will specify time ranges for their price. For example, if you have a 16 minute audio and they charge by 15 minute increments you will be charged for a 30 minute audio. Others will charge by the actual minute.

And for those who charge you for the number of words, they can use two different methods of calculating the word amount, plus they can choose to give you a straight verbatim transcription as opposed to an edited transcription.

## **How Companies Calculate the Total Number of Words**

There are two different methods for calculating the total number of words. The first is straight forward. Each unique word is counted as one word. The first line in this paragraph has 15 unique words so there are 15 words in that line.

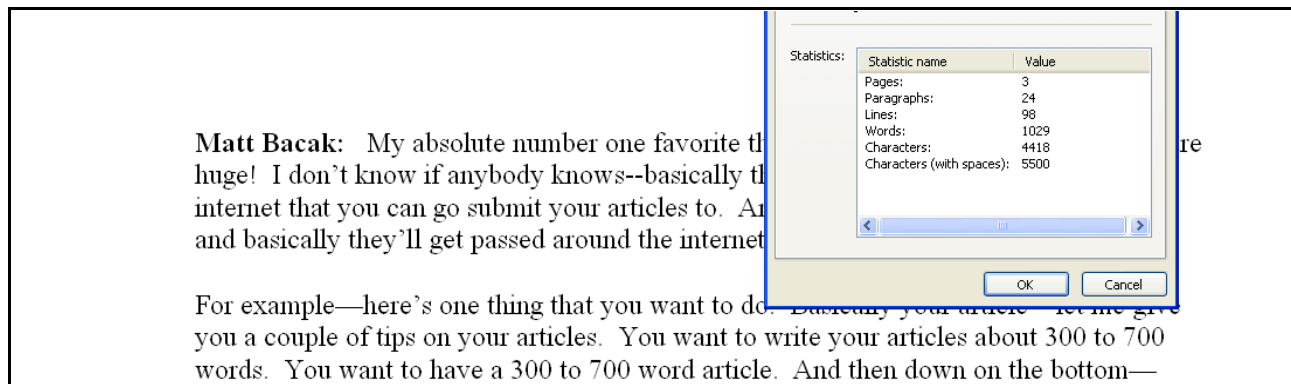
You can also calculate by characters or keystrokes. The same sentence that had 15 unique words is 73 characters long. It is standard in the typing industry to divide the characters by 5 to get "standardized" words. Thus, 73 characters divided by 5 will give you 14.6 words.

A quick way of figuring out how many actual words vs. total standard words in a document is to go into your wordprocessor and get the information from their word counter. In Word, you can go into the statistics tab under Properties as shown in the

From Audio to Text! "Transcription Service for Savvy Marketers Who Know the Value of Having Transcripts for Their Marketing Activities"

For Your Transcription Needs Check Out: [TheNewScribe.com](http://TheNewScribe.com)

example below. They will give you both an actual word count and a character count which you can divide by 5. See the screenshot below for an example:



Obviously, if a company charges you by the number of words and then sends you a transcript full of all the little “filler” words like “um”, you can expect to pay more for these than for a company who edits those out. So you should either get a company that automatically edits those filler words out or you should get your audios edited before sending them to be transcribed in order to remove this additional expense.

### **Don't Get Overcharged!**

Remember, if you don't want those filler words and they remain in the transcript, you'll pay once to have them typed and then again in time or money to have you or your ghostwriter or proofreader remove them. Charging for those filler words is a well known practice because transcripts are done verbatim unless you specify otherwise. Consequently many marketers have been charged outrageous amounts for neglecting to pay attention to this detail.

### **So What Method Should I Go With?**

For reference purposes only, with a view towards providing merely an example of what you could pay for the audio transcript samples above in this document, we did research on the web and came up with some common price points for the lower cost end of transcription providers. Those who cater to marketers specifically or who are private resources for marketers often have much higher prices because they know the marketing industry terminology and practices and are highly qualified. (Should you be interested in knowing what we charge for transcriptions, please refer to the appropriate section in our website: <http://www.thenewscribe.com>.)

Simply go to the next page to view this handy chart which will assist you in understanding how this one 5 minute audio clip can be given different quotes from providers using different pricing structures.

# Your Easy Reference Chart

<b><u>Transcript for Audio of Matt Bacak and Stu McLaren</u></b>		Cost for 1 hour to be transcribed	Cost for sample 5 min. transcript
<b>To Pay by the Audio Hour (amount of time of the recording)</b>			
\$40.00 Per Audio Hour	-----	\$40.00	\$3.33
\$60.00 Per Audio Hour	-----	\$60.00	\$5.00
\$75.00 Per Audio Hour	-----	\$75.00	\$6.25
<b>To Pay by Word (All Verbatim and Nothing Edited: See <a href="#">Sample 1</a>)</b>			
\$0.01 Per Verbatim Actual Word	1134 Words	\$136.08	\$11.34
\$0.015 Per Verbatim Actual Word	1134 Words	\$204.12	\$17.01
\$0.02 Per Verbatim Actual Word	1134 Words	\$272.16	\$22.68
\$0.01 Per Verbatim Standard Word	973 Words	\$116.78	\$9.73
\$0.015 Per Verbatim Standard Word	973 Words	\$175.17	\$14.60
\$0.02 Per Verbatim Standard Word	973 Words	\$233.56	\$19.46
<b>To Pay by Word (Stuttering, Filler Words, Etc. Removed: See <a href="#">Sample 2</a>)</b>			
\$0.01 Per Edited Actual Word	1029 Words	\$123.48	\$10.29
\$0.015 Per Edited Actual Word	1029 Words	\$185.22	\$15.44
\$0.02 Per Edited Actual Word	1029 Words	\$246.96	\$20.58
\$0.01 Per Edited Standard Word	884 Words	\$106.08	\$8.84
\$0.015 Per Edited Standard Word	884 Words	\$159.12	\$13.26
\$0.02 Per Edited Standard Word	884 Words	\$212.16	\$17.68
<p>Note: Word and character numbers taken from the statistics page in the Word document this was created in. An “actual” word is a normal word. It can be an “a” or long like “expansive”. A “standard” word uses the keystroke model where the total number of characters (keystrokes) are divided into 5. 5 characters is equivalent to 1 word. Thus “a real sun” would equal almost 2 standard words.</p>			

If you look on the right hand column of the chart, you will see what a company could have charged you for a transcription from this 5 minute audio sample. As you might notice, people will have charged anywhere from \$3.33 to \$22.68 to transcribe this 5 minute audio clip.

Please note. These prices are provided as examples only. Company fees and each speaker’s speech patterns will differ and consequently affect the price accordingly. Also, for those who are wondering, this audio and others in its series are owned by us and we double checked to make sure that usage in this manner was compatible with our rights.