

# How To Create Text-To-Speech Audio Files: A Practical Step-By-Step Course For Beginners



## Why Use Text-To-Speech?

- Why Knowing How To Use TTS Is A Valuable Skill
- Benefits Of TTS For Businesses & Organizations
- Benefits Of TTS For Content Creators & Content Publishers
- Benefits Of TTS For End Users

# Why Use Text-To-Speech?

## Text-To-Speech Is Key To The Next Digital Technology Boom!

- **Huge Growth Sector** - Text-to-speech market was valued at USD 1.30 Billion in 2016 and is expected to reach USD 3.03 Billion by 2022 (marketsandmarkets.com). Key market areas include consumer electronics, education, healthcare, transportation, retail, finance, enterprise, and other areas.
- **New & Exciting Opportunities** – Growth of text-to-speech applications brings many new and exciting opportunities for many different types of uses and different types of users.
- **TTS Creates A More Accessible Internet For Everyone** - 15-20 percent of the worldwide population has some form of language-based learning disability. 14 percent of adults in the US are illiterate and many have only basic reading skills. Additionally, 244 million people are foreign born across the globe. TTS helps make the web more inclusive by turning it into a place where users can access, consume, and digest information in audio format.
- **TTS Makes Life Easier & Work More Efficient & Productive** - TTS can be used to enhance and deliver information in government, corporate, and business websites, general blogs, mobile apps, e-books, e-learning courses, training materials, business documentation, HR and legal policies, transportation and public announcements, systems and automation designed to improve customer experience and communication, media, sales & marketing, robotics, embedded devices, self-service applications, the Internet of Things, and so many more ways!
- **TTS Is A Digital Age Necessity** – TTS increases citizen engagement online and strengthens corporate social responsibility by ensuring that information is available in both written and audio format.

# Who Can Benefit From TTS?

## Text-To-Speech Benefits Businesses & Organizations

- **Improve Quality Of Customer Journey** – Improve customer experience and respond to different customer needs, wants, and desires in terms of how they interact with content.
- **Minimize Human Workload & Reduce Operational Costs** – TTS can be used to provide employee and after-sales customer training, HR & legal policies & resources, personalized customer handling services, etc.
- **Improve Branding** – New TTS technologies allow businesses to create and use a recognizable synthetic voice to represent their brand across different areas of the business and customer touchpoints.
- **Increase Web Presence** – Almost 800 million people worldwide have literacy issues and 300 million people have visual impairments. Speech enhanced web content does not interfere with usability for users without disabilities. It aids all populations, such as older users and foreign/non-native speakers.
- **Reach New Markets Globally** – TTS voices are available in dozens of languages and can synthesize speech from written translations.
- **Save Time & Money** – Online content can quickly and easily be turned into speech without hiring human voice talent and language translators.
- **Internet of Things** – TTS gives connected devices in the IoT a more user-friendly way to communicate with consumers.



# Who Can Benefit From TTS?

## Text-To-Speech Benefits Content Creators & Content Publishers

- **Save Time & Money** - Getting TTS voice narrators to enunciate your courses or narrate your podcasts or audiobooks is an economical and time-saving solution compared to hiring voice talent. Use TTS to create e-courses and audio products faster with less time and less cost.
- **Create Drafts For Human Voice Talent** – Deliver finished audio scripts for professional narrators.
- **Create Better Content** – Thinking of creating an audiobook, podcast, e-learning product or training course? Listening to an audio draft helps improve content structure & layout, fix spelling or grammatical errors, generate new ideas, etc.
- **Write More Effective Content** – Hearing your sales pitch as an audio helps you better focus on your message, improve your copywriting and writing skills, write more effective sales & training video scripts & presentations, web content, radio ads, etc.
- **Create Content For A Global Audience** - Create multilingual audio content and audio products from language translations.

# Who Can Benefit From TTS?

## Text-To-Speech Benefits End Users

- **Students** - TTS helps all students, including students with learning disabilities. Use TTS to create audio content for struggling readers, students with dyslexia, and students with low literacy. Studies show that TTS improves reading comprehension, spelling error detection, and understanding word meanings (Journal of Special Education Technology).
- **Visual & Reading Impaired Users** - TTS makes learning content more accessible by reading it out loud.
- **Foreign Language Users** - Translated content turned into speech facilitates comprehension and retention for a larger percentage of the online population whose native language is different from the language of a particular website or mobile app.
- **Older Users** - A growing elderly population depends on technology. Between 2015 and 2030, the number of people aged 60 years or over will grow by 56 percent, from 901 million to 1.4 billion (Source: [www.un.org](http://www.un.org)). In the US alone, 59% of senior citizens use the Internet daily.
- **Mobile Users** - Speech-enabled mobile content makes the internet more accessible and creates an easier user experience. Reading content on a small screen can be difficult and inconvenient.
- **Users With Different Learning Styles** - People have different learning modalities. Making digital content on the Internet accessible in multiple formats creates an easier user experience.

# Why Use TTS?

## Summary

- TTS Benefits ...
  - Businesses & Organizations
  - Content Creators & Content Publishers
  - End Users
- Text To Speech:
  - Being Used In Every Aspect Of Life
  - Many New & Exciting Opportunities
  - Technology Is Inexpensive & Easy To Use
  - Makes The Web Accessible To All Users
  - Helps Create Better Content Faster
  - Saves Time & Money
  - Etc.

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End Of Lesson

# How To Create Text-To-Speech Audio Files: A Practical Step-By-Step Course For Beginners

