



ALEXA: WHERE IS  
MY RESOURCE  
GUIDE

# HERE IS YOUR LOCALEXA RESOURCE GUIDE...

This Alexa resource guide will have valuable resources that you can use for researching and building out your Amazon Alexa Skills.

*By Courtney Kostelecky*

# INTRODUCTION

The world of voice search and Amazon Alexa is a great opportunity for you to grow your brand, and help your clients.

I'm really excited about all of the opportunity this relatively new technology has and all of the possibilities!

During my research, I've uncovered some resources that I found valuable, and I think you will too!

The world of voice is always changing, and some of the links may or may not work. All of the resources were working at the time of publication.

I'm excited to share this amazing 'new' online marketing opportunity!

Alexa and echo are registered trademarks of Amazon inc.

*Courtney Kostelecky*

Courtney Kostelecky

# RESOURCES TO HELP YOU BUILD ALEXA SKILLS

All of these links were working at the time of publication. Do your own due diligence for any paid tools or resources.

## Amazon Developer Account

You will need an Amazon Developer Account to create skills.

[developer.amazon.com](https://developer.amazon.com)

## AUDIO EDITING TOOL

For editing podcast or creating audio for your skill, this is the free tool I use.

<https://www.audacityteam.org/>

## ALEXA OPEN SOURCE API

A great resource to build complex skills with Alexa and the API. You will need a GitHub account

<https://skilltemplates.com/>

# RESOURCES TO HELP YOU BUILD ALEXA SKILLS

These are some great resources for building your Amazon Alexa Skills including courses.

## ALEXA ICON TEMPLATE

Alexa uses a round logo. You'll need to make sure any logo you use fits in the design space.

<https://developer.amazon.com/docs/tools/icon-builder.html>

## ALEXA FLASH BRIEFING DOC

Flash briefings are the easiest and fastest skills to create and deploy. They are 1-9 minute recorded audio or Text To Speech.

Alexa Flash Briefing Documents

## ALEXA TRADEMARKS

Amazon is very protective of their intellectual property and trademarks. One of the fastest ways to not get your skill approved is to make one of these branding and trademark mistakes.

Amazon Trademark and Branding

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## ALEXA SKILL WALKTHROUGH VIDEO WITH ALEXA BLOOPERS

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A walkthrough of Alexa Skill search with bloopers.

Alexa SKILL Walkthrough

## ALEXA SKILL METRICS

Find out how many listens your Alexa Skill has

Alexa Metrics

## ALEXA VOICE METRICS

Free and paid plans for voice analytics

Voice Analytics