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video-marketing-secrets.com
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Preface

I'm so glad you downloaded this free report because you know what? The "next big thing" that will take over online marketing... is here and you are poised to get in AND capitalize on it at the ground floor!

Ask yourself this, have you tried to get ahead in the internet marketing world but always feel that you are one step behind the game? Then it's very important that you read this report in its entirety...

Why? Because innovative and forward thinking is how cutting-edge internet marketers are doubling their profits and magnetically drawing people to whatever it is they are selling...

FACT: Those who stay ahead of the curve in the near future have the potential to earn huge profits online. Those who fall behind are going to make way for the select few who understand the importance of innovating their businesses.

Luckily, YOU get to choose which group you belong to.

And by using online video you too will be at the cutting edge of internet marketing!

Video can be such a valuable and versatile tool in you marketing arsenal because it has the capability to do so many things. Things like:

- For sales – replacing webcopy with a real salesperson
- Testimonials – real messages from your satisfied clients
- Communication – inform and instruct your customers about upcoming promotions and events or giving them free valuable advice and tips.
- Training – instruct customers and affiliates visually with video
- **Free Traffic Generator!** – this is a huge and often underestimated bonus of video. As a viral marketing tool

But what has video got to do with making money online? Let me explain...

As a business owner you know, clients are the lifeblood of your e-business. You can be the best practitioner of your craft in the world, but without customers, all your knowledge and effort can mean zilch!

I'm sure you already know from personal experience, people don't want to do business with just anyone. They want good solid service from people who have been there, done that. If you can provide valuable advice to your prospects, you can be sure that they will begin to trust you and develop a RELATIONSHIP with you.

Just how do you position yourself as an expert?

By communicating with your prospects. Providing that valuable advice they want and need in regular conversations. Not just any old conversation, VIDEO conversations.

And how do you gain their trust?

Testimonials! Testimonials are the proof that what you are saying. Not from your mouth... much, *much* better, from satisfied clients! And once again, we' re not talking about just any old testimonials, we' re talking VIDEO testimonials.

Imagine this...

What if you could get a super salesman to work 24 hours a day, 7 days a week, 52 weeks every year... a salesman who never gets sick or tired and all he/she does is direct hordes and hordes of targeted clients to your business? What if this super salesman was you? What if along with this super salesman also traveled a satisfied client?

Don't even try to estimate the astounding value someone like this would bring to your business. And it all can be done with the power of video.

Why video? One of the reasons for the preference of video is you can share a greater amount of information in a shorter time.

Understand this - scientists have shown that the majority of people are auditory and visual learners, hungry for information but, are time poor.. We remember:

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 70% of what we see AND hear!

How many hours have you spent watching TV? The experts say if you' re over 30, you' ve probably watched 10,000 hours. And that' s more time than you spent in any classroom. Now did you learn anything from all those hours with your TV? Sure you did. We' re you ever swayed in your opinion? Quite possibly.

If you understand this, you' ll realize why so many Internet marketers (and we' re talking about top-flite, mega-successful internet marketers) are turning to video to convey their message.

And conveying your message is much easier through video.

You may have found that copywriting is a tough skill to master, translating the necessary emotional feeling to generate a response from a prospect is difficult to do with the written word. But I bet you can speak with emotion, tell a story to engage people, take them on a journey with you.

And that's what you can do quickly and easily on video.

You may be thinking that it takes big bucks to produce video for the web or that you need to be some technical guru to get your video to show up online.

The inside secret is that YOU can produce quality video and have it streaming on the web with a relatively small investment and some basic instruction - just having the right plan that can take you step-by-step is a crucial component.

It's probably pretty clear to you that online video is an invaluable tool to have in your web marketing arsenal.

So the question becomes... how can you quickly and easily use online video to innovate your e-business and get an advantage over 90% of your competition?

How can you drastically increase the number customers to see your products and at the same time have an effective business tool so you can be making the most sales possible and maximizing the profits of every campaign you launch on the internet?

How can you?

It used to be quite difficult, but with faster computer systems, more connectivity with cameras, webcams, camcorders and even cellphones it is now easier than ever.

Now you may be asking yourself...

How hard is it to Produce an Acceptable Quality Video?

Have you ever tried to drive a nail into a board without using a hammer? Maybe using a shoe, or a book, or something equally inappropriate? It's impossible isn't it? But given the right hammer, even a child can drive a nail (sometimes in places you'd rather not have nails).

Anyway, it's the same with video production *and remember, you may be just filming on a webcam in front of your PC, but its still a 'Video Production'*. Producing a video of acceptable quality is almost impossible? if you don't have the right tools.

But if you use the right tools, and follow a basic plan, it's a relatively simple process, something that **can be mastered in a few hours or even less!**

And that's exactly what this report is all about. No fluff, no hype, just good, solid, basic information on where to start and what you can say in creating compelling online video!

From setting up the filming area to framing your shot, even what to say in a way that will engage and entice your viewers. Good solid (often overlooked basic information) to get you up and running.

Introduction

Hello, I'm Mark Lewis,

give me a moment off your time and I will show you how to have your important message video recorded in the most professional manner possible.

Firstly, a quick overview of where I come from and what my experience can do for you.

I have been a video producer since 1997. in that time I have made productions for television and commercial video release so with that background my emphasis will be on showing you how to compose, light and record your image within the video frame.

Whether you're using a video camera or a webcam (no matter what the content of your message is) if you transmit a substandard image to your intended audience you will lose their interest and worse still, come across as un-professional and not a reputable person to deal with.

It is worth noting that: ***No matter what is the intent of you as the speaker, the truth lies in what your audience perceives.***

And that has a lot to do with the fact that there are three components to communicating a message:

- Content – as in the words you say
- Tone of your voice and
- Non-verbals – such as eye contact, body positioning etc.

Now these 'non-verbals' play a whopping 50% in the role of communicating your message so...

"It's not what you say... it's how you say it!"

Let's Get Technical

Quality in means quality out. So whether you are going to use a webcam, camcorder, digital camera in video mode or even a cellphone, you need to get a recording device capable of the highest resolution possible.

Once you record the video, you will then need to download it to your pc via a usb or firewire port (located in the back or side of your pc or laptop).



4-pin FireWire port



6-pin FireWire port



USB port

Your camera should have come supplied with the appropriate software to help you do this.

The video on your hard drive will now be saved in one of a number of formats:

- High resolution (and large file size) avi,
- compressed mpeg,
- wmv
- or on a mac mov.

AVI will most likely be too large a file to email or upload to youtube, google video, yahoo video etc. so one of the compressed files types mentioned earlier will be used for emailed video.

If you want to use a service like youtube as the display medium, they recommend mp4 as the preferred file type. From that youtube will convert it to flash video.

For embedded video to play on your webpage, you need to convert the video to a flash format yourself. Many free converters can be found with a google search, just type in avi to flash or mpeg to flash etc.

Lights, Camera, ACTION!

Prepare The Area

First thing you'll do is build a 'studio'.

Now I don't mean a million dollar Hollywood soundstage. What we are talking about here is a 'controlled' environment built around your computer and webcam.

A simple screen or backdrop placed behind your chair will help keep the audience focus on you.

And if you offset your seating position you have the option of placing an object, message or logo in the background.

Now being in an area like an office or home study that can be closed off can be an advantage. That way you can minimise disruptions.

And less disruptions can mean fewer 'takes'.

So unless you're an 'extrovert' and preparing to put on the next instalment of 'Waynes World' from your basement. Grab yourself some 'Do Not Disturb' time away from those daily distractions.

Lighting

Two areas that can make the difference between an amateur and professional video recording are those of lighting and audio.

Let's take a look at lighting first:

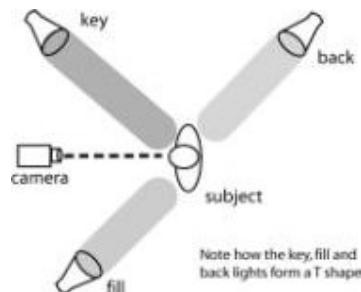
To put it simply 'for video - *the more light the better*'.

Sidebar: just don't over do it and 'wash out' the subject (which will most likely be you) with 'baseball stadium' lighting.

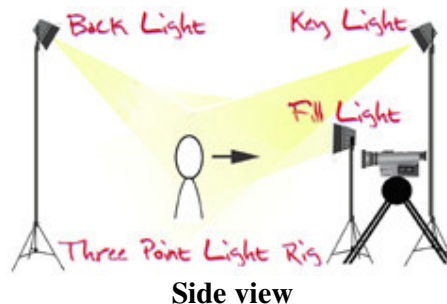
Now the tools for the job can be found at your local home depot/hardware store. The easiest and cheapest alternative is to simply get yourself two halogen work lamps (one 250watt and one 150watt). And using the existing overhead lights in your 'studio' you are now ready to set-up a basic '3 point lighting' set-up.

Use the 250watt lamp as your 'main light'. Place it slightly off centre in front of you at a 45degree angle above your eye-line.

The 150watt lamp will be used as your 'fill lamp'. Placed 30degree off to the other side it reduces harsh shadows and fills dark areas.



Heres an important tip: When placing the lights you are not trying to remove all the shadows. Subtle shadows can be your friend in providing depth to the shot.



And *voila!* How easy was that? A simple yet professionally lit studio!

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Audio

The other component of professionally recording your message is doing so with clear, crisp and un-distorted audio.

This can rarely be accomplished with a webcam or even a camcorders in-built microphone. As they are too far away from the subject and not configured to get the job done properly.

So an external microphone plugged directly into your camera or soundcard is what you will need.

This can either be:

- Hand-held
- Attached to a boom out of frame or
- Clipped to the lapel of your shirt.

The spoken word may only comprise of 10% of total communication, but it's certainly not something that can be taken for granted.

Framing And Composition

Have you ever viewed someone on webcam, watched a video or looked at a still photograph and thought to yourself “something doesn’t look right”?

Chances are you were looking at a poorly composed shot.

When you throw a dart where do you aim? Dead centre. Where does a marksman place his target in the scope? Dead centre. Where is one of the worst places to position a subject in video? Dead centre!

Centring yourself in the video screen sounds like the right thing to do, but it is actually one of the worst places to position yourself.

You can give yourself guidelines of where to place yourself or your subject by dividing the screen into thirds with two horizontal lines and two vertical lines. The rule asks that you position your subject somewhere slightly off centre.

At the very least, the ‘Rule Of Thirds’ takes into account the aesthetic element of a filmed or captured image and asks you to position your subject slightly off centre.

And the result? It’s a shot that’s more natural and pleasing to your viewers eye.



Example of the Rule of Thirds

Handy hints

Camera Positioning

The cameras 'point of view' or positioning relative to the subject can go a long way in affecting the 'mood' of your message.

Positioned high above it can make you look weak and vulnerable or positioned well below eyeline you can come across as being aggressive or dominant.

So unless that is the mood you are after, stick with a neutral positioning of the camera at around eye height.

Preparation

To minimise the number of takes or 'gaffs' as you record, prepare a script beforehand.

And then as much as possible *memorise the script!*

You can stick notes behind the camera or use your word processor as a 'makeshift' teleprompter, but as you search for the next line your 'shifty eyes' will have you looking...lets just say 'untrustworthy'.

If it is not a subject you can comfortably speak on without notes, just do it in smaller takes. There are many tools to join the video file if that's what you need.

Backlight

As I have seen this done many a time by webcam users, I'd like to make a quick mention of when you can have too much light.

If the light source is coming from over your shoulder and directed into the camera lens, (such as from a window during the day) you have a backlit situation.

The strong source of light will overwhelm the picture and you or your subject will become a shadowed 'secondary' image.

To avoid this, simply stick with the basic rule of photography and always have the main source of light coming from behind the camera.

Web Copy, Video Script... Are They One in the Same?

Now that you have your 'mini studio' all set-up and ready for filming...what do you say?

How do you structure or compose your message when presenting it on video? Is it the same as web copy or do you do it differently?

Well, yes and no...

Depending on the style you want for your message, you still want to establish your credibility, connect with the viewer, maybe present a problem and then transition into a solution. Back up your solution with some strong points as well as:

- Maybe a testimonial or two
- Price justification
- Guarantee
- Bonus/bonuses
- Call to action

You just have less time to do it in.

At least with online video there is no argument between long and short copy.

And that's because, as good as internet connections are today, streaming video can still be quite slow for some user connections. So a happy medium has to be selected.

And this is usually accomplished by creating shorter duration videos.

Ok, with that said, let's get back to what to say on video. Maybe that would be best done with a sample script.

We can use the scenario of say...a natural therapist showing other natural therapists how to get more clients.

Introduction/credibility:

"Hi, I'm Mark Lewis and I've been running a thriving natural therapy business for the past six years, but you know what...it hasn't always been that way."

Connect with viewer - Mid-shot of you sitting on the edge of your desk.

"After I graduated I was so proud, I loved what I was about to do and could see in my mind the positive impact I would have on peoples lives. I thought I'd have a flood of customers clamouring to book appointments with me. Waiting patiently in my luxurious office".

“So after I found my ‘ideal’ office, I got started with “marketing” my business (they did cover business marketing in college, but then again, what does the college know about marketing!). I put some ads in the local paper, perfected my business cards, letterhead and signs. Then sat back and waited for the customers to roll in.

I waited and waited...”

Problem/pain - Cut-away shot of you walking into an empty waiting room.

“Over the next few months I got some clients, but certainly not the huge numbers I dreamed of. I was feeling stressed because I had bills to pay...rent, the phone...and without a solid client base my enthusiasm was turning into disappointment...frustration...quite frankly I was a little scared!”

“Something had to change or I was back...working...in a job I didn’t enjoy for a boss I couldn’t stand!”

*****Throughout this section of dialogue it is important that you display the emotion and stress you (and quite possibly your prospect) are feeling.***

“Does this sound familiar to you? Maybe you have a thriving practice with more clients than you can handle. If that is you then you’re wasting your time listening. If you aren’t satisfied, if you’re stressed and feeling overwhelmed, but the type of person that’s willing to learn, I know listening on will be worth your while!”

Transition -

“How did I go from desperate to a successful practice? Let me tell you, it wasn’t easy, hard work, trial and error, the old ‘school of hard knocks’. Something I wouldn’t wish on anyone so I have packed everything I learnt into my course ‘Who Else Wants a Successful, Money Making Natural Therapy Business?’”

Solution - Shots of you holding manuals, DVD’s etc.

“After studying the five manuals, 3 DVD’s and associated companion workbooks you will learn every trick to building a ‘booked-out-for-years’ natural therapy practice”

Power Points - Bold points to back up your product ****Can be done with a still of your training pack and text of each point over the top as you say them.**

“You’ll learn the absolute truth about ‘selling’, a method to get you all the clients you need. You’ll discover what business you’re really in, and it’s not natural therapy plus much...much more!”

Justify The Price -

–
"This knowledge could cost you thousands of dollars to learn at seminars and boot camps or hiring a consultant. It could cost you hours upon hours in your time and effort, but frankly, do you really have the time? I'm new to this, so as a marketing test I'm offering this course for \$xxx.xx. I'm not sure how long it will last."

Guarantee -

"But I am sure of the product! So sure I will offer you a 90 day money back guarantee. If you not satisfied after 90 days, I'll refund your money. No que stions asked."

Call to Action –

"So if you're ready to "turbo charge" your business, take yourself out of the stress laden, worry filled world of a poorly performing practice. Click on the link right below this window."

"That one...right there!" ****point down at the bottom of the screen**

End of Script

Now, to read that (slowly and clearly) took a little over 3 mins.

If your worried that you couldn't possibly remember all that, don't be. You can do that in a number of takes and very easily join it all together with one of the many basic and simple to use video editing programs on the market. Free to low-cost programs like Windows Movie Maker to Adobe Premiere Elements.

The most important part is to relax, be yourself and show some genuine emotion for the subject your talking about. That's the best way to engage your viewers, draw them into the story and take them with you on a journey.

And if they're with you at the end, the odds say they will opt-in or buy.

The Oldest Form of Marketing in the World

What we are talking about here is 'word of mouth' advertising. One person passing on a piece of good news or information to another.

With the development of the internet and global use of emails a new phrase has been created to describe this form of marketing – 'Viral'

Viral marketing and in our case, Viral Video, done right can send masses of traffic to your webpage.

And this is where the fun can start. You can involve family and friends in your mini video productions. If you make it fun, you will do it again and again. Like using articles to drive free traffic to your site, now you can do it more enjoyably with video.

And the steps to making it work...

1. Make it "buzzworthy" by have a story based around one or some of the following elements:
 - Humorous
 - Inspiring
 - Informative
 - Celebrity spoofs
 - Sexy/provocative
 - Touching
 - And many sub-levels of the above
2. Don't have your commercial message within the video. Leave that to a subtle url at the end.
3. Make more than one video of multiple subjects. Let your viewers decide what they like and want to pass on.
4. Keep the videos short, under 5 minutes would be optimum.
5. Use various actors and if possible, have your subscribers or customers supply content.

6. Conclusion

With today's faster, cheaper computers, widespread high-speed internet access and the simple fact that it's easier to make a video than a 10-20 page sales letter, the online video revolution is something you can and must be apart of.

And by following the basic tips you just read, good lighting, sound recording and composing of your shots, you will create far more professional video productions than 99% of people trying to cash in with video.

Video has truly arrived online and it's time for you to learn how to put it into action (before everyone else) ... and you'll never have a better opportunity than this!