

Turn Your Videos Into Cash

Featuring Jay Douglas



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INTRODUCTION

Welcome to The Business Professional Training Series. This series of workshops is designed to help you break through the clutter and start making an income online.

Although we can provide you with a fast start training system, your success ultimately depends on you. Consuming this knowledge is only the beginning. It's what you do with your new knowledge that will determine your success.

I encourage you to read and listen to each volume in this series and put each to work for you. In this volume, you learn how to create your own killer sales videos.

Read it, listen to it and put it into action.

ABOUT THE AUTHOR

Terry Telford



Terry Telford comes from the marketing and advertising world. In 1991, he graduated with honours from the Advertising Program at Loyalist College in Belleville, Ontario, Canada. Immediately after graduating he started his own advertising agency with a partner. 6 months later, Telford sold the agency to his partner and moved to the "big city" - Toronto.

But things were a lot different than he expected. Landing a good job in a big advertising agency turned out to be like looking for a needle in a haystack. Competition was fierce and the job market was quickly drying up.

To pay the bills, Terry took whatever jobs he could find. He sold vacuum cleaners, shampoo and soap, drove a delivery truck, and eventually ended up managing a paint warehouse. Although they weren't glamorous jobs, they were full of enriching experiences.

Terry learned the psychology of sales. What to say and more importantly...what not to say to have prospects beating down the doors to buy, buy, buy.

Along the way, he bought a small mail order company and started experimenting with direct mail campaigns. He worked through the typical learning curve and made all the mistakes in the book. He paid too much for advertising, mailed to cheap junk mail lists and used a good deal of time and money learning the ropes. Luckily,

Telford learned from his experiences. He was able to turn his learning curve into a positive learning experience and profited greatly from his trials and tribulations. In 2001, he hopped onto the internet with the hopes of expanding his mail order business. At first glance it seemed pretty simple. There were Free For All (FFA) sites where he could advertise to millions of people, free. Classified ad sites would run ads for \$5 or \$10, or the big expensive ones were \$20 a month.

To put that into perspective, Telford was spending \$600-\$1000 a month offline on classified ads, so \$20 a month was like hitting the jackpot.

The upside of online marketing was, it cost next to nothing. But the downside was, he was getting very little response. He spent a lot of time experimenting with ways to advertise effectively online. He tried everything and anything.

All in all, it took 3 years online before he actually had a profitable online business and not just a hobby.

Today, Terry is the Chairman of The Bridgeport Communications Group of Companies, which owns or is a partner in:

Terry Telford News

The Newsletter That Pays You Every 2 Weeks

<http://www.TerryTelford.com/newsletter>

The Business Professional

On Demand Mentoring In A Box

<http://www.TheBusinessProfessional.com>

Your Marketing Journal

Free Business Building Basics Home Study Course

<http://www.YourMarketingJournal.com>

Mega Daily Profits

Your Affiliate Power Training Center

<http://www.MegaDailyProfits.com>

Millionaire Newswire

Revealing The Real Story Behind The Online Elite

<http://www.MillionaireNewswire.com>

Terry TV

Draw Customers To You

<http://www.TerryTV.com>

Imocent

Just Ask Me

<http://www.Imocent.com>

Terry:

My name is Terry Telford from TerryTelford.com and today we're very lucky to have Jay Douglas with us. Jay's been creating high quality internet video since about 2001. That's four years before YouTube came onto the scene. So you can see where Jay's experience level is.

Jay's a master at creating high performance sales videos. These are videos that help you sell your products. If Jay creates a video for you, you're pretty much guaranteed your products are going to start flying off the shelf. So I guess without further adieu, I'd like to thank you very much for being with us here Jay.

Jay: Well, it's a pleasure talking to you as usual.

Terry: Thanks much. Maybe you can start off by telling us a bit about your background. Where did you come from before you got on-line, in the video scene, and how you got where you are today?

This is the end of the example

Jay: Well, just a little bit. Long story short, I'm a retired military officer, US Military. I think my first website was actually made for the military in 1996 for my unit because we had an upcoming exercise and they needed their unit logos and everything on them. I had no idea what I was doing but I was the only one that could even spell website back then, so they said, go figure it out. It took me a couple of weeks to get through what html was and this that, etc. The site didn't turn out too bad. I'm actually an attorney by trade, I don't practice law anymore but between being an attorney and retired military officer, I traveled all over the world. Before I settled down, I said well let's go ahead and do something serious on-line; start a business on-line.

Terry: Excellent. So how did you end up getting into the video side of things?

Jay: Well, you mentioned high quality videos, I started making low quality videos about 1998, and there was a guy on the web, I don't know if he's still on it but his name was Scott Culvert, he used to make videos on-line. I started out with a program called Lotus ScreenCam, I'm not sure if you've heard of that, I don't think it any longer exists, it was a one shot thing. You turned the program on and it said on and you started recording; if you made a mistake, there was no going back editing or anything. So it was a real challenge and then the files of course are humongous and then the other piece of it, there was nowhere on-line at that point.

You couldn't put them on-line because they were so big. And I actually made

a series, my first video, a series on Windows 98 and Microsoft Office. I moved from that and bought the first version of Camtasia Studio; in fact I bought every version since then, it's a wonderful program. And I started making videos for people like Mike Filsaime, Russell Brunson, Monica Forte and Ryan Diaz, John Delevera, Jeff Alderson, Keith Baxter, all those guys.

The way I started out, I was kind of a cheapskate, I had money but I didn't really want to spend it on-line because I didn't know if this was going to work or not. So I said to these guys, if you have a product, I'll make a video and if you don't like the video, I'll pay for whatever the product is. So that was like a no-brainer for most people and I think one of the first ones I made was for Mike Filsaime for his Carbon Copy Marketing and a bunch of other things.

So just the process of doing that, over the years I've learned all the tricks and tips, what really makes videos sell as a medium, as opposed to just writing text copy, hard copy on a web page. I was never really into the 'I'm going to blow your socks off, this is going to blow your mind' kind of thing. I said, look, this is what you get. I wanted to do it in 60-90 seconds, I'm up to about 90 seconds, I'd like to trim that down to 60 seconds, because that's what the public is used to seeing on TV.

If you make a 3 or 4 minute video, I guarantee that no one's going to watch it. Look at your conversion rates; no one's going to watch it because they don't have time. 60 seconds, yes, we can do it better; 90 seconds, as long as it's quality, high quality video, they'll probably watch that. In my experience and the experience of people I've done videos for, is that video really rocks. It will do what the experts say, it will increase conversion rates but it has to be good and it has to be short and sweet and to the point.

Terry: So then what's actually on the video? Is it a really quick summary of what would be on the sales letter? What's the content there?

Jay: Well basically I tell them what I'm going to tell them, tell them, and tell them what they have to do to take action. I'll go over the sales letter and see what the features are; I'm not worried about the benefits. In traditional copywriting, they tell you to tell them what the benefits are; you're going to have a lovely home and you're going to get all the things you want in life and blah, blah, blah. Well, look, I have 60-90 seconds and I've got to tell the people, 'look, this is what you're going to get with this product, this is what it's going to do for your business, this is what it's going to do... a, b, c, d, you're going to get this and this.' It is a short, tight synopsis of what is on the sales page. Then people can look at the video and say, 'you know what, I'm really interested in this, I'm going to read the sales letter to get more information about this.' Then you have a really targeted person that is on your web page. They see the video and you do your 60-90 second "schpeal" and well, they're not going to read the rest of the sales page. And my point is, they probably won't reach your sales page anyway; for the most

part, people are getting away I believe from these 30, 40, 50 page long sales letters that talk about, I call it obnoxious things, like 'I'm going to blow your socks off.' It's unbelievable, it's not credible and people don't have time for it.

Terry: You know what Jay? This just blows my socks off! Because part of what I do is copywriting, so from a copywriting standpoint, I always sell in the benefits, I sell the sizzle, not the steak. What you're saying goes completely against my copywriting training: don't sell the sizzle, sell the steak. So in a video, you're doing the absolutely opposite, focusing on the features instead of the benefits. You're doing it opposite to what your sales page is doing.

Jay: That's true, and I've done for example, videos for major copywriters like Mike Fortin, the copywriting king, but the videos that I've done for him have all been in the vain that I told you. I talked features, what you're going to get, what this is going to do for you, what's the bottom line, what am I getting at? That's what people want to know in the 60-90 second realm. Now, as I said, once they watch your video, then they become qualified; 'well, yeah, I'd like to get some more information on that.' They'll either bookmark your page or sit down and read it right then and go through that 10, 15, 30, 40, 50 page letter at their leisure because now they're really interested in what you have. But if you come off with a video that says 'oh, we're going to give you the lifestyle that you want and you're going to be walking the beach with 15 Tahitian girls,' they don't want to hear that. That video is not going to sell, guaranteed.

Terry: Then the actual purpose for that video is not necessarily to sell the product, but to draw people into the sales letter; your video is actually acting as a surrogate headline.

Jay: This is true. This is true. And actually, we started testing videos that are on a squeeze page and they say, 'here's the video, here's the headline, here's the sub-head;' and it's either got an order button or a sign me up for more information button. That's it.

Terry: Wow, so you just eliminate all the copy and have the video do all that for you!

Jay: Yes, and we found this, believe it or not, very effective. The reason is, that people don't have time, they're too busy, or the baby starts crying; the phone's ringing; people have short attention spans. Hit the video, they say 'oh I like that' or 'I don't like that,' and you've got a really targeted person coming out of that funnel.

Terry: That's fantastic. So basically, the videos can be the summary, same procedure or the same purpose as what the headline would be. If you combine a 60-90 second video at the top of your web page, then continue on with your regular copy; for anyone who's very detailed oriented can go ahead through the copy, but basically that video's going to sell for you.

People are getting to scroll down to the order button, they'll read the copy or they'll disqualify themselves and hit the back button.

Jay: And move on, exactly.

Terry: Excellent. I think what we should do Jay, before we go on down the vein of the actual purpose and what the video is doing for us, maybe we can backup and get a little bit more technical and look at what kind of software, and hardware we need to get this video going. Let's look at the hardware first; what do we need hardware-wise?

Jay: Obvious you have to have a computer and if it has Windows XP on it [I don't know anything about Macintosh so I'm speaking only to the Windows people and I hope that doesn't tick some people off that are on the call], but I'm a Windows guy. Windows XP, you already have the software on your computer that you need to make videos and it's called Windows MovieMaker. It is almost like a step child of the Camtasia Studio Suite. Camtasia Studio, it's a \$300. program; that will do a little bit more than Windows MovieMaker but Windows MovieMaker is a free program and has a phenomenal set of capabilities, it's pretty straight forward. Once you get in there and start playing around with it, you'll see it's quite easy.

When you first open it up any program, it looks a little bit daunting if you don't know what you're doing; you're not familiar with it. Get in there and play around with it a little bit, you've got everything you need right there. The only other thing you really need to start making your own videos is a microphone and there are three kinds. There is the desktop microphone you can move around on your desktop, the headset microphone and then what's called a Lavalier microphone. Of course the headset is just strapped on your head with the earphone and a little mouthpiece. The Lavalier is what you see the newscasters wear on TV, NBC, ABC news; they have a little tiny black microphone that's clipped right on their shirt or blouse. When they talk, it picks up really well. You can get it at a place like Radio Shack for \$10, \$15, \$20. I recommend the one with the headset with the boom microphone on it. Something from Plantronics is a good buy; also Logitech has good microphones like that. Once you have the microphone, speak into it, I'm just talking about doing what they call Screen Capture Videos. That is, you can combine things that you put up in PowerPoint, still photographs, you can even combine moving video, live video into it. But that's all the equipment you need to make what I would call Screen Capture Videos.

Now of course if you're going to make a live motion video then you'll need a video camera. One of the biggest fallacies that I've discovered when 99% of people talk about 'let's make videos,' they think automatically, 'I've got to stand in front of a video camera.' That's not the case. If you want to do that you can, but if you're going to be producing your own video, then of course you're going to need the camera but there are massive amounts of video on

the internet you can purchase; you never need to touch a camera. You can purchase the raw video; if you want a video of a fireman or a video of a mother with a child, or whatever video you want; you can combine that video with your still shots, with your graphics, with whatever you want to say, and put those in a Screen Capture type of video and do very, very well with it.

Terry: Okay, so we really have two different ways of going about things and almost a third way with a combination. We can go into Screen Capture Video, where everything is done right on the computer, we don't need the video camera. Or, if I want people to actually see what I look like, and I want to sit there and talk for a few minutes, I can record myself on my video camera and then I can use that. Then, somewhere in between, I could combine it so you can see what I filmed on my video camera combined with a PowerPoint and some stock video, is that right?

Jay: That's right. Hang on a second, is that my competition I hear breathing on the phone? I'm just kidding. Let me tell you this though. There is a caveat. Even if you buy a camera, if you get in front of it and you're not... you know, some people can sing but they should only do it in the shower. My partner, John Ward, who's in Scotland, is very, very good in front of a camera, he's a natural; some people could get on video, you just point a camera at them. But if you are not photogenic or don't come across well, you can do yourself more damage trying to get on the video yourself than if you just went on and went with the screen capture we talked about earlier. That is one point to consider. I think this way, you've either 'got it' or you don't. When you come across on camera you're trying to sell the audience and if you just don't come across well; no disrespect, some people just don't look good on camera, they don't come across well, they don't get that good feel, then you shoot yourself in the foot before you ever get started. Do you see what I'm saying?

Terry: Right. Let's use the example of 'I look good on camera,' I'm not talking specifically about me but somebody sitting there says 'I look good on camera, I'm photogenic, I'm a natural, I'm going to videotape myself and then I want to use part of that video on my website. How do I get the video from my video camera onto my computer so that I can use that clip when I'm creating my video?

Jay: Typically, you plug your camera in, most often it's via a USB port, usually a 2.0 port; you go into the software you're using, and just press a couple of buttons and the software will take over your camera and will actually import the video from you camera into the editing software that you're using. For example Sony Vegas will do that, Pinnacle 10 has a product; most software that deals with video editing does have a function that will allow you to get it from your camera into the editing software that you're going to use.

Terry: Okay, if I'm using Windows MovieMaker, that's enough, that's all I need?

Jay: Yes.

Terry: All I need then is my video camera, my free copy of Windows MovieMaker, which is included in XP. I upload that clip off my video camera and then in Windows MovieMaker I can manipulate my clip, stock photos, PowerPoint presentations, the whole bit, I can do all that I Widows MovieMaker.

Jay: Right.

Terry: Okay, so that's basically all we need as far as hardware, software.

Jay: Right.

Terry: You mentioned also Camtasia Studio. Is that something that I would need as well?

Jay: Now you get into the different options. You know, you get what you pay for; Widows MovieMaker is free, you did pay for it, you have to have Windows on your computer, but it is limited. It will let you do nice transitions, graphic headlines, writing on the screen, etc. As an example, you can put your domain url, your web address, on your video, messages but it's limited. Then you step up to a program like Camtasia Studio and it costs about \$300. They just came out with Studio 5 and it has more options, it gives you more transitions that look really, really great. For example, you can do quizzes, interactive surveys, you can tell the video 'at the end, I want you to automatically send viewers to my website' and if that url or web address has your affiliate cookie in it, then as soon as the video stops, it shoots them to the website and automatically the viewer's computer is cookied with your affiliate link. It's great, but you're paying \$300 for those features. It's well worth it. Even after that, we use a combination of Sony Vegas and Camtasia Studio because even Camtasia Studio is limited. There are some things that Sony Vegas does really well that Camtasia Studio cannot do. As wonderful as Camtasia Studio is, if you want to get into doing really powerful video productions, then you need to consider getting other software and I'd say you can probably spend \$300-\$500. But when you think about it, this is a business. Where else could you get into business under \$1,000.00? You can't be a plumber or a car mechanic without any tools and these pieces of software, are tools.

Terry: Right, exactly. So if we want to go at the very, very basic level just to get our feet wet, start off with Windows MovieMaker because it's on your computer if you have XP anyway.

Jay: I'll tell you something that's even easier, that's even more automatic, and that is a program called Movie Producer 6, it's MUVEE.; and it's at www.muvee.com. That is a wonderful program; it allows you to put video and audio together, and still clips; you just drag all the video, audio and still clips

you want and then, it's just really pushbutton. You take and press. 'I want it to be a fast dance type hip-hop video,' press enter and boom, in about 30 seconds, there's your video.

Terry: Okay, that sounds like it's the easiest way to do things.

Jay: Well, it probably is one of the easiest. There are so many programs now that are coming out with video kit editing; it's almost getting hard to keep up with, just as much as audio.

Terry: From a simplicity standpoint for somebody like me who has never created a video like that, how simple would it be? Ranking 1, 2, 3, if we took Windows MovieMaker, Camtasia Studio, and Movie Producer, what's the easiest to most difficult to put together?

Jay: The easiest is probably Movie Producer [www.muvee.com].

Terry: So would it be Muvee, and then the next would be Windows MovieMaker and then Camtasia Studio?

Jay: Yes.

Terry: Camtasia Studio is from Techsmith.

Jay: Techsmith.com [Camtasia Studio]

Terry: Cool. Once you get to the point where you've got the hardware, the software, the idea, everything happening, you then join the millions and millions of other videos that are on-line; except 90% of what you're going to see on YouTube or any of the other video depositories like YouTube, is like 'hey watch me fall off my motorbike,' or it's a talking head that's not very photogenic, you really shouldn't be there. How do we produce a video that's effective and looks professional?

Jay: Well, that's the thing; you hit it on the head. 90-95% of those videos are really called hobby videos; they're not out there to sell anything. If you're doing this for a business, you have to get serious about it, it has to be quality, and it has to be professional because it's a first impression. What's the saying, first impressions are lasting impressions? There are some people who say 'well, I'm doing underground videos;' I think for some small niche that may work. But I'm the kind of guy that says, look, this has got to be really good, because you're asking people to spend money with you, you want them to spend \$27, \$47, \$67, \$97, sometimes hundreds of dollars. If you put out a video where you're jumping off a skateboard, no one's going to be impressed with that.

What you're basically telling them is 'I don't care about my product, I'm going to put up what amounts to a crappy video and hope that you go for it; or I'm going to tell you that this is going to blow your socks up.' You hardly say that in real life and if you start putting videos up like that, people don't believe you. Right off the bat they say, 'you know what, I don't think this is a serious offer, I'm not giving this guy my money, or this girl my money.'

You want a nice, tight video. That is a process you have to go through. You have to write the script. For example, what are you going to say in the script? You have to script this out. The videos I do are all scripted, word for word. Some people can knock out a script and kind of wing it. I'm not a winging it person, I do the um's and the ah's and make stupid mistakes and it's no big deal because you say things into a computer, you can always back it up, you can do the cutting and pasting. You have to be meticulous; you have to be almost Mr. or Mrs. Perfect. Realize, the end product, you're trying to make thousands of dollars with this thing, so it's got to be good. You can't come off like some underground we don't care type of person. In some markets, I've seen it work. I don't recommend it.

You write the script first, then even before that, you have to have the concept. What are you going to try to say to these people? How are you going to address these people's pain or pleasure? Put that down into a script. 60-90 seconds is usually about three to four paragraphs. Then you have to tell them what you're going to tell them, tell them. Then you have to tell them what you want them to do. At the end you say 'I want you to press this button, I want to put in your name and email address; and if you do that you're going to so and so and so and so, this is a limited offer.' Those things are necessary at the end of your video. Then take your script and make it into a story, you're telling a story. You've got to find the video or shoot the video; you've got to find the pictures, the music, that matches the story. If you have a good video but the soundtrack doesn't match, people can tell right away, and that is where creativity comes in. You've got to match the sound and the video. Then you have to synchronize the voice (what you're saying) with what's on the screen at the same time. When I first started, of course I didn't know what I was doing. I used to make the video first and try to match my voice to what's on the video, don't do it. The other way around is the way that you do it. You do the voice, the soundtrack first, and then you synchronize the video to the soundtrack.

Terry: Really? For me that would have been natural thinking, the way that you first started; I would do the video first, then voice. But you do the voice first.

Jay: Oh, it is a real bear to do it the other way around. I found out the hard way. If you want to do it, you can try; I guarantee you'll only do it one time.

The final piece of that whole puzzle is to make it digestible, and that means that if you're using live video, what I call motion video, and graphics that are

moving, you could end up with a huge, huge video file. I've made video files that are 1.5 Gigabytes. Then you have to go through a process called rendering. You have to use the best quality when you're recording, the best quality audio recording and the best video settings. That's why the videos I make at that last stage are huge; they're the best quality audio, the best quality video that I can possibly produce. It's easier to go down and shrink a video than it is to try to pull quality out of an audio session for example that's been recorded from a low quality.

You can't make a quality audio out of something that was recorded incorrectly to begin with. I make everything really, really good, top notch, then I render it. There are some tricks of the trade that are too technical for this call but I can take a 1.5 GB video and boil it down to 2 MB. That could be another two to three calls to explain how I do that, but there is a process that takes me through those steps.

Now the thing that we're assuming is, if you're going to do videos of that nature, you have a powerful computer. You're going to need a couple megabytes of ram, couple gigabytes of this and that to actually make all that work, as well as a great video card. If you have just the run of the mill Wal-Mart CPU, it's not going to work for you. If we back up, you can still make the videos on Windows MovieMaker but it's going to take you a lot longer. If you're going to do video with full motion, then you'll either have really long render times, just go put your computer over to the side for 12 hours and don't touch it, or your computer's going to crash because it can't handle all the tasks that you're giving it.

Terry: So how do I get past that, I want to make a 90 second video and I want to get a little bit more into the details of exactly what we're looking at to be able to make it into a professional sales video. Taking a look from the standpoint that now I've created a 1 GB movie, let's say we're using Windows MovieMaker. 90 seconds, it's sitting at 1 GB, what do I do? You said there are a lot of rendering techniques, but from a layman's standpoint like myself, I've got a 1 GB piece of movie that I want to get onto my website, which is un-user friendly, so how do I get it from Windows MovieMaker at 1 GB, down to a couple of megs that I can have on my website.

Jay: Basically, you're going to have to upgrade the hardware on your computer. If you have a desktop computer, that's relatively easy. To make it as simple as I can, I would suggest, for anyone who is contemplating doing that, is to go see a techie personally. Go to, in England it would be Tesco, overseas; here in the states it would be Circuit City. Talk to a techie and tell him what you want to do. 'I want to start making impression videos, give me the necessary ram, video card, for the computer I have.' Let him make recommendations for you, he can take you right to the equipment you need. Because there are so many variables as far as getting good quality, you don't want to buy something you don't need, but you certainly don't want to under buy.

because you simply won't be able to get the work done that you really want to.

Terry: Let's assume that I have a Hewlett Packard Pavilion Desktop, fairly heavy duty, it has pretty much what I need. Now I've got this video I created in Windows MovieMaker, it's 1 GB. Is Windows MovieMaker the piece of software that's going to render that, compress it down for me to be able to upload it onto my website?

Jay: I've never taken that big of a file and worked with it in MovieMaker, I would have to test it. Usually I use Sony Vegas and Camtasia Studio. I'd never tried it but I can tell you this, get at least 1 GB of memory on your computer; also a high definition video card. These are just general guidelines. You said you have Hewlett Packard; I would call their support or sales and tell them what you want to do; ask them what you can add to this computer from what they offer. If you have HP, I'd probably stay with HP peripherals that you could slap in there. I'm not a big techie, but I know that you're going to have to get more memory, a video card that can handle the things that you're throwing at it to be able to render this with any software that you use. The software is like the organizer that can put it all together. You have to have a machine that can handle the processing, the computing power that would be required to do that.

Terry: Okay, let's assume the computer is set; I've got everything that I need hardware-wise. Let's use the system that you use, it makes sense to follow along with the exact process that you use. You use Sony Vegas and Camtasia Studio; that software, will that render?

Jay: Oh yes, you're set.

Terry: So I don't need a separate piece of software that's going to render this and compress it?

Jay: Oh no, no; I really love Sony Vegas, Sony puts out some great products as far as software goes. I do lay everything out on the timeline in Sony; I put my videos on there, my pictures, my transitions, my graphics. When I say graphics, I mean my wording, the text, choose text size, font size; manipulate that, I put everything together into a final product and tell it to render it. And I'll render it as a wmv file, which stands for Windows Media Video. That video file sometimes will be pretty big. Sony Vegas doesn't make flash videos and flash videos are some of the smallest videos that you can make to put on the web. I take the wmv file and put it into Camtasia Studio.. Camtasia Studio not only accepts the wmv format, but it will also convert that video into a flash file, either an flv file, which is Flash Format Video file, or an swf file. One thing about swf though, if you're using a bunch of full motion videos as we call them, with a lot of movement, the limitation of swf is, it will only handle

16,000 frames, that's it. If your movie is over 16,000 frames, you'll get an error that say we cannot convert this because it's over 16,000 frames.

Terry: How long is that? I'm only looking at 90 seconds, would I be able to do 90 seconds worth of video within 16,000 frames?

Jay: Oh yes, that's very easy if you're using full motion video.

Terry: If we're doing a 60-90 second short sales video for our website, we could use an swf or an flv file.

Jay: Yes, some of your videos are going to be shorter than 16,000 so you could use either one, swf or flv.

Terry: So as a rule of thumb, let's use frames, up to 16,000 frames; it would be preferable to use swf, over 16,000 we have to move to flv?

Jay: Since I run into that limitation so often using a lot of full motion video, I'd say 95% of the time use flv. I find that it renders, I can compact the video much more. Honestly, I can take a 1.5 GB movie and compact it into 4 or 5 MB, which is fine for video. If you're going to upload it into any of these video sharing sites, whatever you do, at least get it below 100 MB. I think YouTube and Google are saying it can't be larger than 100 MB. If you're going to upload it to these sites, you want to make sure that it's at least under 100 MB. You cannot upload a video to your own site at 100 MG and hope that anyone will ever see it. When you upload it to Google and YouTube, they convert it for you to flv; it's an automatic process for them.

Terry: So it makes sense just to go with flv, rather than all the other letters?

Jay: Exactly, that how we do it.

Terry: To briefly recap and make it quite simple, we can use Camtasia Studio, which will give us everything we want to do professionally and once we have the video completed, we put it into a flv file and then upload it. Now, how would we get some stock video?

Actually, before we get to that, let's take a look at creating a sales video. You said first of all we have to come up with a concept. I'd like to just break down the steps individually. What's the concept of the video, what would that entail?

Jay: You want to tell a story. You don't have to be a good storyteller. When you think of 60 seconds, it's a long time or it's a short time. It's a short time when you think about the concept and think about putting it together. It's a long time when you're actually making the video. Five seconds is an extremely

long time when you're making a video if you look at the end product and it ends up being professional. The first thing you have to do is come up with an idea. What are you going to tell people? What is it about this product that you want to get people to know right away? What pain do you want to associate with this that you want to help people overcome? What joy, what things do people want that your product or service is offering that you want to get right off? You make a story around that, you want to tell people that 'you just came to a place where I'm curing this pain or I'm giving you this pleasure.' Make your story from there.

Terry: I think it can be easier if we can use a real life example. Let's use your site, because you have a really cool video on your site. When you go to www.ordersqueeze.com, there's a cool video right at the beginning. What did you think of at the beginning? What's the concept? What were you trying to say with that video?

Jay: Well, how difficult it is to make your own video if you really wanted to do it? You have to go through the writing part, you've got to plan the story, the story creation part that we're doing right now. You've got to put together the video, do the lighting, the sound. You've got to figure out if you're not going to do the sound yourself, (you don't play a banjo or something), you've got to use your own soundtrack. Where are you going to get the sound from? You've got to go put the pictures in. Then you've put it all together, and, render it. Now you've got to put it up on the website and hope that your website doesn't crash because you have too fat a video on there. All those things are really hard to do, but there is a service that will just do it for you. I can do everything else for you, I can't give you the check that these people are going to be sending you because you used the video, but I can do everything up to that point.

Terry: So that's the concept. Basically, video's difficult to create, I'm going to do it for you and it's going to be really simple.

Jay: Yes, because you don't have to do anything, all you have to do is upload it and you're done.

Terry: Excellent. When you get into scripting, how did you turn that concept into a script? What did you say?

Jay: Basically, you have a beginning, middle, and an end. The end we've already talked about, just tell them what they have to do. The beginning is, what kind of problem can you solve or what kind of good feeling you can give them that they're looking for? The next step is to aggravate the problem, or incentivize the problem. Make it sound even worse than it is. I know it sounds kind of cheesy but it really isn't. You have to let people know, 'hey this is a problem, and it may even be worse than you think.' When you do that, you're sincere;

and that's something about audio and video, people can hear your voice, just like they can hear my voice right now. They can evaluate; 'this guy's full of crap, or this guy knows what he's talking about, or he's kind of like a sleaze, I don't like him, or her.' You have to incentivize. When people hear it, they identify with that. Get them to identify with what you're saying. Aggravating or incentivizing the problem helps you do that.

Then you give them the features. Okay, so now you tell me that you got me into this conversation, what are you going to give me, how are you going to help me? Then you establish credibility. Why should I believe you? Well, you should believe me because I've been doing this stuff since 1998; because I've done hundreds of video infomercials for the biggest names on the planet on the internet. So yes, you can believe me and I'll tell you something about video from my experience. I love teaching people what I do, but it's a long difficult process. For example, for the video that's on my website, I'm telling these people to order right now, because I'm going to just give you this and all you have to do is put it on your website and you're good to go. You're going to get the same kind of sales conversions, I know, because I've been doing it such a long time; that the big marketers that I've done videos for are getting high conversions. They have testimonials that show that that is in fact the case. That's how I did the video on my other site and you can see there's a beginning, middle, and an end. The key part that many people forget to do at the end of the video is to tell them what to do. What you want this guy to do after they watch your video?

Terry: So that's basically the formula. If I don't have my own video and don't want to sit in front of the camera, where would I go to get some stock footage I'd be able to implement into being able to illustrate my story?

Jay: Well that's a good question, I'm glad you asked because as I said, this is a business, you do not want to go 'schnipping,' sneaking little video footage hoping that no one's going to catch you. If you get caught using videos that you aren't entitled to or are against somebody's copyright, you can get into a lot of hot water. The thing is, there are so many royalty free videos, pictures and royalty free music tracks, soundtracks, and even royalty free sound effects you can use that it's not even worth trying to use something that you're not entitled to. You just go to Google for example, or Yahoo and type in 'royalty free pictures' if that's what you're looking for, and you'll have a ton of videos or music that's available that you can buy. It's going to cost you a little bit of money to do that, but again, it's a business. Somewhere along the line, I think a lot of people have been mis-guided in thinking that just because it's on the internet, I don't have to spend anything. I'm sorry; you've got to spend something if you plan on realistically being able to make something. To do a professional video, you're going to have to spend a little money, that's just the way it is.

Terry: Do you have any particular places that you use on a regular basis as far as getting some pictures, video and music?

Jay: You can go to www.iStockPhoto.com there are some great photos, very professional. In fact a lot of the TV stations go there to get their photos. There is also a service called iStock Video. Go to Google search: iStock Video, the url should come up. That is a wonder repository of videos. All you have to do is say 'I want a video of a lady pulling weeds in her garden' type that in and all of a sudden you get a return of all these videos that show the subject matter that you're looking for. That's why it's important to write the script first, tell a story and then get the videos that match that story. The final thing is to get audio that matches the video you put together.

Terry: Okay, where do you get your audio, or your music?

Jay: The music, same thing: royalty free music, and there are tons that are listed. Pick the first two or three and what most audio and video sites will let you do (the same with photos), is audition them; they'll let you listen to a clip. Then you can hear it, say 'oh, I like this, this is exactly what my video is about, the story I'm about to tell.' Usually they use PayPal, you pay for the video, download to your computer and boom, you've got it in your own file.

Terry: To interject, what we've covered sounds like it's going to be very, very complex. It's going to be quite a lot of work, time and effort to get a video. Just listening to what we're going to have to go through, probably, I'm going to guess my first video will probably take me about a week working full-time trying to create it. Because I'm starting out brand new and going from ground zero to creating a video and it's probably not going to be as professional as if you did it, what would it cost if I was just going to hire you to do a 90 second video?

Jay: If you hired me, it would be \$1,275.00 because, you're right, a lot of these people that sell how to video courses, they try to make it sound really easy; I'm sorry, it's not easy. Even if I gave you for example, an easel and a bottle of paint to paint a picture, you have all the tools and that is exactly what we've been talking about, just the tools to do that. Then the other piece is being creative. As I said, for some people, their singing needs to be restricted to the shower. It's the same with video creation, some people's video creation talents are minimal, they just don't have it, and that's okay. They're probably wonderful in other areas. I couldn't write a song, I can't sing, I can't paint; but I can do videos. So for that piece, even if you have all the tools, all the software, even if it's free, even if you know where to get all the royalty free stuff that you want, some people still don't have the ability to come up with the creativity to do it. If someone said 'hey, I'll give you a million dollars to come up with a comic strip every week,' I couldn't do it; same with video.

Terry: I've got to let the cat out of the bag here Jay because I think this is really exciting. What Jay has done is actually opened a service where you can subscribe to professional videos that Jay has created and it's not going to cost you anywhere near the \$1,300.00 that it costs to actually have Jay produce a single video. What Jay's done, and I think this I absolutely genius, every single month, Jay creates 10 videos, not 1, but 10 videos, that's like \$13,000.00 worth of videos. You created them Jay by going to Clickbank and finding the hottest selling products that are listed on Clickbank and you've created a 60-90 minute video for that product. So all I would have to do is go to your site, pick up the video and you've got a cool little way to customize that video. So I put in my Clickbank link into a little form and then all I have to do is upload that video onto my website and it sells whatever product it is. One of them I know you have is the Rich Jerk video. If I wanted to sell the Rich Jerk product, all I would do is put a little video up on my website and as soon as people have finished watching this 90 second video, it automatically directs them right over to the Rich Jerk site, which is linked to Clickbank and I get my commission.

Jay: That's right, it automatically imbeds whoever's viewing that video with your Clickbank url, affiliate link, and so whenever they make a follow-up purchase, you'll get credit for it.

Terry: That's so cool. You can take a look at the videos that Jay's offering for this at www.ordersqueeze.com. This is a very, very cool service. You'll get 10 videos per month and instead of paying \$1,300.00 per video, you're going to pay \$4.75. You get 10 videos every single month for 47 bucks. Plus, because you're on this call, and this is only for the people on the call, listening live, it's not going to be available after the recorded version. Go to www.ordersqueeze.com and when you take Jay upon his offer; he's going to throw in two extra videos this month; one for the Rich Jerk and one for Affiliate Elite, which is Brad Fallon's new product. Those are extremely hot selling products right now. You simply put them up on your website and let the video do the job, people go and buy it on their own, you just drive traffic on your site. So you're getting another \$2,500.00 worth of videos because you're ordering right now from Jay's site. I'm just sitting here beside myself because I'm so excited to be able to tell everybody about that Jay. Getting into exactly what's going into a video, I'm thinking, I just want to hire you instead; this is just too much. There is the logical sequence if you want to go ahead and create your own video, you get yourself Camtasia Studio or Sony Vegas, go through the process, go through the video and as you progress, you can get a whole lot more proficient and get a little bit more professional as you go along.

Jay: It's like anything; once you start doing it, you start learning the shortcuts and little tricks and it doesn't take you as long to do it. You know, I want to put an exclamation mark behind that because what I am really doing is giving \$12,750.00 worth of videos every month for \$47.00., it's ridiculous. My

partner with another project has said he can't believe I'm doing it. But it's true, because the videos that you're getting, if these guys would have come to me and said 'I want you to do a video for the Rich Jerk, I want you to do a video for the Affiliate Elite, I want you to do a video for Brad Fallon's Keyword Elite,' I would have charged them \$1,275.00 for each video. It's a crazy idea, I figured I'd try it to see if it works; this is the first month so we're going to see how it works out. That's why I'm encouraging people to go sign up now.

Go get at least ten videos and if you decide 'well, it's not working out, I might have to do something else,' then at least you have ten. I would say get over there because those are professional videos and they will sell. The reason I know they're going to sell, number 1, they're the hottest products on Clickbank right now, the product is already selling really well; and then add a video to that, that's just even going to be better because people have 60-90 seconds to see the video, it's automatically transferred through your link to the merchant's website (for example, the Rich Jerk's website), and boom, your chances of getting a sale are much more increased than if you just sent an email to your list or put up a link saying go over to check out the Rich Jerk's website.

Terry: Cool; and just to clarify that, these are videos that I download onto my computer and then upload to my website. So once I've got these ten videos, these are my videos. If I wanted to just get the ten videos this month and I don't want to subscribe next month, I keep these ten videos. They're mine?

Jay: You keep the ten videos, just cancel and you'll be all set. Now, they do come in their own web page, so all you have to do is upload the web page, the videos and files; so you don't need to know about html. They're already optimized for the search engines. You can edit the web page itself if you'd like, it's no problem, if you know what you're doing. I don't offer any other html or web design service other than what you see on the page already. There are some called skinny six packs that you can get that are really cool. You pop the video inside the video skin and it really enhances the video a lot. You'll see those on the inside of the membership area and they're very, very, very inexpensive, very easy to do.

You own the videos; the only limitation I should mention is you cannot upload these videos to a sharing site like YouTube and Google and there's a reason for that. We're only allowing 500 people membership because we don't want these videos to get all over the internet. They're going to be popular, don't get me wrong, I think that people are going to see them and say wow, I really like this; but if you're a member, we don't want thousands and thousands of the Rich Jerk video being out there so people will look at this 'oh yeah, I've seen this before,' so your video isn't worth the piece of web real estate it's sitting on. Another thing, if you uploaded the video to Google Video or YouTube, then you wouldn't be able to redirect it through your Clickbank url

to automatically get the visitors website ranked on the search engines and you're not going to be able to get your Clickbank ID into your visitor's browser. So when they make a sale, you get credit for it, when you put it up on YouTube, that's not going to happen. I have had some people that have written me and said they thought that was a very restrictive term of service, but I'm just going by what I know works, and that's what I want to offer people. I offer a service that I know is going to make them money. Don't reinvent the wheel; all you do is get the service, download the videos every month, ftp them up to your web host, let people know about the video you have and you are going to do really well; no question in my mind.

Terry: Well, I think that pretty much covers it Jay. Everything that we would need as far as software goes is basically either Camtasia Studio or Sony Vegas.

Jay: That's what I would recommend. Let me tell you this, you could go even higher, there are programs like Visual Communicator, Ultra Two, which allows you to do backdrops, the green screen effect like you see on TV. You can go all the way up to Adobe Aftereffect; it's what you see on the nightly news on TV, they're using Adobe Aftereffects. For a second of video, it takes them hours. I'm not a glutton for punishment, but there are even higher programs; they cost more money, there are more options available, but you do everything manually.

And you can go all the way back down the scale to what we talked about earlier, www.muvee.com, you can use that but still it's going to take you time, you've got to figure out what you want to be, you've got to write a script, it's just more of a hassle than people are willing to do.

Terry: Really? If you use one of those programs, it's going to do everything. You can use audio, video, still pictures, PowerPoint presentations, the whole bit. And then to get all that good stuff is use royalty free pictures, royalty free video.

Jay: Which you have to search and pay for.

Terry: Sure, and we have the two big ones, which are iStockPhoto where you can get photo and video, and then if you go to Google and type in royalty free audio; then you can produce it and put it all together. Or... you can just simply go to www.ordersqueeze.com for just 47 bucks.

Jay: That's like a no-brainer.

Terry: Ten videos for \$4.75 each! How does somebody go ahead and get hold of you Jay? If they want to say, okay, that's great, I've got the Clickbank videos,

that's nice, but I want you to create a video for me; I know it's going to cost \$1,300.00 but I want that video done specifically for my website, my product.

Jay: Just go to jaydouglas2005@gmail.com

Terry: Excellent; and are your contact details on the website as well if we go to www.orderssqueeze.com?

Jay: Yes, there is a support desk and I would actually recommend that you go through that because sometimes people send me emails (I get a lot of emails) and some they go to the bulk folder, sometimes to the trash folder where they shouldn't be. Go to www.orderssqueeze.com, click on Support. I pride myself in trying to get back with people as soon as possible; I don't live on the computer, but I really do believe in customer care. If you take the time to ask me a question, I'm going to take the time to give you my piece on it and get it to you as quick as possible.

Terry: That's great. I think what we'll do next Jay is open up the lines for questions for anyone who has specific questions.

[Q&A]

JP Meade – Hello guys, very, very excellent presentation and I've learned an awful lot. One question I have for Terry is, you mentioned that only for the live people tonight that are listening in on this, is there a special code we need if we order the ten video sessions from Jay, do we need a special code from him or you?

Terry: No. When you go to www.ordersqueeze.com, you can just place your order normally. Then Jay's going to send you two extra videos, there's one on the Rich Jerk and the other one is Affiliate Elite, Brad Fallon's new product.

JP Meade – Okay, thank you very much, I appreciate it.

Terry: I'm going to un-mute everybody, for those who may not have access to the ask button on the computer. We'll just see how this works; I'm going to un-mute everybody. Okay, anybody have any questions?

Gabriele – I have a very, very small list to start out with and putting these videos on my site, if I'm not generating a lot of people clicking yet, how do I generate more people to see these videos?

Jay: That's a good question. There are several methods of advertising and the one that I use (and it's very, very effective) is article marketing. Now it does take a little bit of time to get people to start coming, but that is what you call a long term marketing strategy. Let me give you a couple of others.

A Press Release, something that is actually almost immediate: if you go to www.imnewswatch.com – it's phenomenal. I have to tell you that I had launched a site a couple of months ago and I had no list. I just made a little post about this is what I had, this is what it is, and gave the url. I think in 24-48 hours, it was already listed in Google because IMNewswatch is huge and Goggle sends their bot over to see what's going on. That's the site run by a good friend of mine, Mike McGrawby and Frank Hayward. They have a tremendous audience that picks that up.

Ezine advertising is another one; that's long term. JV partners; I don't know if you know any people that are actually in the same business you are, that's another one. Another thing you can do which is what I've done with the videos themselves is to make sure you have your on-page and off-page SEO techniques down and that means: in the title tag, use H1 tags, do link exchanges, those types of things will get you traffic – long term again.

The other thing you need to also do is to have some kind of opt-in form when people come to your pages, to make sure you catch those names and email

addresses. The other thing that you can do, which I've found to be very, very, very effective – I can't stress enough – is get a Tell-A-Friend software, which says if you tell three people, I will give you this. I can tell you that I get hundreds and hundreds of people to my site and they're all from the Tell-A-Friend software that I have built into the site that I'm using right now. That really, really works well because people love stuff for free. If you can give them something quality, the people that do come to your site, instead of them just absorbing the information deciding whether or not they want to pay, they're going to tell three other people, those three people will tell three other people. That's a short term that works really well.

Gabriele – Where do you get the Tell A Friend software?

Jay: Just go to Google and type in Tell A Friend software. They pretty much all work the same, but the key to making it work now is to give them something, what is in it for them? Why am I going to give you three of my buddies? Give them something, make up something, make a report, write an article and put that into a report and say I'm going to give you this free report about so and so, just tell three of your friends and when you tell three friends, you're going to get the report. That works really, really well.

Terry: On this call, we want to pretty much focus on the video side of things; we'll include the script resource link as well whenever we do the actual transcript for the audio. We'll include the actual link for this.

The link for the script is <http://www.ScriptArchive.com>

Jay: I'll give you the exact script that I use, it's free and I'll let people have it – I know this works like gangbusters. I'm looking at my server logs, hundreds of people have come just from that script.

Gabriele – If I do Still Captures I can do my own video from my Sony Vaio, correct? From what you said in the very beginning, it's very do-able and it's not costing anything, right?

Jay: It's costing you time.

Gabriele – Thank you very much, I so appreciate it.

Terry: The other thing Gabriele, if you're looking for ways to get traffic, I just did a tele-seminar a week ago. Go to www.terrytelford.com/mark. You're all set.

Bill – My question has to do with green screen manipulating. Can muvee.com and Windows MovieMaker handle green screen?

Jay: MovieMaker cannot and neither can Movie Producer. That's a little technical. I don't think that Camtasia Studio can handle it. I've never tried it. If you're going to get a program, I'd probably recommend Sony Vegas over Camtasia Studio, because of all the extra bells and whistles it has in there. I think it costs around the \$200.00 mark. If you have an older version, it's only going to cost you \$149.00. If you're just starting out, Camtasia Studio is going to cost you \$300. If the only reason that you would get Camtasia Studio is to convert files to flv, you don't want to go that route. There are a lot of programs out there that will take what is produced by Sony Vegas and produce a flash video file, all you have to do is go on the internet (in fact, some of them I think are free), and type in free avi video converter, free wmv video converter; those are the major files that Sony Vegas puts out. So you don't have to get Camtasia Studio just to get your files converted.

Bill – I already have Camtasia Studio, I was just wondering about the green screen thing.

Jay: If you're going to go the green screen route, I would recommend the Sony Vegas, I would also recommend you go with a product called Ultra Two; if you go to www.Adobe.com and type in Ultra, they have a version 3. The reason I recommend that is if you really, really want to do green screen easily, get Ultra, it makes life really simple; it's almost push button simple to do green screen.

Terry: Jay, just before we go on, can you explain what a green screen is and why we want to use it?

Jay: Well, you could use either green screen or blue screen. You stand in front of a screen, or you have your object or subject in front of a screen (you could use other colors if you want but those are the two major ones), you do the filming and then in the post process, after you get done with the filming and bring it in to your computer, you can remove the green and the background basically becomes transparent. You can make this person look like they're at the beach, or in the office or on an airplane, whatever you want to do. Green is the most popular with non-commercial uses. If anybody saw the movie Spartan 300, they made 90% of that movie on a blue screen. Blue is preferred by Hollywood because blue casts a natural looking blue reflection on a person's face whereas if you saw green on a person's face, you'd wonder if that person were sick, what's wrong with that person. For non-commercial uses, it's preferable to use green screen. You can use a red screen, a purple screen; you could use a white screen if you wanted to. In the edit bay when you have your video in the editing software that you're going to use, ask the software to key out a certain color: anything that's white in this picture is going to disappear. If they have a white shirt on, you're going to see right through their body. That's why most people use the green. Don't be creative at this point; stick with the green or the blue screen.

Gabriele – After we purchase the ten videos, do we have to then sign up for Clickbank account, right?

Jay: Yes, you need to do that because the whole object of this is to make money by being an affiliate to sell someone else's product and the only way you're going to get credit and get the check in the mail is to have a Clickbank account. It takes only 3 minutes to do that. Do that first, you get your url, when you actually go to the member area, it will ask you what your Clickbank url is; you put that in the little box, click the button that says brand it and out pops your video, already branded with your Clickbank ID.

Robert – Is there a video to promote Jay's program?

Jay: Yes, if you go to www.ordersqueeze.com/affiliates - there will be the world's smallest video infomercial on there that promotes the product. It's a really cool video, never been done before. I think it's actually shorter than 90 seconds, but it's pretty cool, it promotes what I'm doing. Again, you have to have a Clickbank ID.

Terry: To interject, getting a Clickbank ID is really simple. Just go to Clickbank.com and sign up as an affiliate; it's free and as Jay says it takes about 3 minutes to fill out the form and you suddenly have tons of video from Jay that allow you to make money through Clickbank.

Mike from NY – How do you go about making your videos viral?

Jay: That's a good question. There are several ways of doing that. You can't do that with these videos, but my answer to the question in general, is to go ahead and put it on YouTube and Google Videos. The thing you need to do in the video itself is to put your url in the beginning, possibly at the end, and the middle; especially at the end. Sometimes people will put their url throughout the entire video so you can see it the whole time the video is running, so that as people watch the video, they know where to go, there's some reference point. The other thing you can do to make it successful on Google and YouTube (you just can't throw a video up and hope that someone's going to find it), is to use keywords that are targeted to the audience that you want the video to be attracted to.

In other words, use your keywords in the title, in the description itself and then use the keywords in the little box (some of them say keywords, some say tags), about five of them, you don't want to overdo it, then you're good on video SEO, video search engine optimization.

The other thing that makes a video viral is to make it funny. When you're telling a story, make it funny so people say 'hey, look at this thing, this is really cute,' or 'this is a cute take on that.' So make your story funny and then send it around; they'll want to send it to their friends because this is funny. It can be a unique take; it can be something, I won't say sad, but something that makes you think. There was a video last year that came out about God that was very well done; I think it was about a minute or two long, and it just went wild because it was really thought provoking. I think it's called A Conversation with God. Go to YouTube or Google Video and type that exact phrase in, A Conversation with God, you'll see it, it's very compelling; it's not funny, it's compelling. So those types of things are what people want to pass along. They're very unique, that will get your video going viral.

Terry: Excellent, thanks Jay.

Ed – Re your product and when that video that's on the web page, now do you host that web page or do you give us a code for us to upload on our host?

Jay: Good Question. When you get the video, download it to your computer, then use your ftp software program to upload it to your web host. I don't host the video on my site.

These are really good questions, questions we basically forgot to cover, it's good.

Participant – Those videos we're talking about promote other things, I really don't understand exactly what you're trying to do; give me a for granted.

Jay: Okay; one of the videos you're going to get for a bonus is called Affiliate Elite. If you go to www.AffiliateElite.com, this person is selling a piece of software that's does some wonderful, amazing things if you're into affiliate marketing. What these videos that I give you do is come on their own web page, it's just a video, it primes people, it pre-sells them. Once they get to that site, they want to buy; the likelihood that they buy and the conversion rate is going to go up. What you're basically doing is pre-selling them on what's coming next.

Participant – What are you trying to say on it? Is it a top pick or something?

Jay: For example, the Affiliate Elite video is selling the software itself; it's pre-selling the Affiliate Elite software that Brad Fallon is selling. So basically when you go to my site, what you get as a bonus, you download the Affiliate Elite video, that will be go on your computer, upload it using an ftp program to your website, then you'll get traffic to this video that is on your website now. It's already going to have your Clickbank ID imbedded in it so that when

someone sees the video and it shuts off after 90 seconds, its' actually going to redirect to Brad's site where the person that's watching the video has an opportunity to buy Brad Fallon's Affiliate Elite software. And I believe, if I'm not mistaken, there's a sale that occurs, Brad has it set up so that you actually make a recurring commission every month on that sale.

That's what the videos are about. You are basically pre-selling whatever the video is about because once the video is finished being viewed, it will direct the viewer through your affiliate link to the merchant's website.

Terry: That was perfect; basically it is high-tech affiliate marketing. When you're signed up to Clickbank, you can sell anybody's product that is on Clickbank. Let's say for example, you go buy an Ezine ad; you could use the link that goes directly to that person's site and hopefully their sales letter sells that product and you get a commission; or, instead of doing that, you can have people come to your website, look at the video that Jay created, the person gets excited before they see the sales letter. They've actually decided in their own mind that 'I want to buy this product,' regardless what the sales letter says, they've already been pre-sold.

Jay: In some cases, they don't even read the sales letter after they see the video; they just go to the order button because they know they want it.

Terry: Exactly; so you basically bypass the person's sales letter. It's a very, very efficient way of making sure you have the biggest chance possible to make the sale. People are going to watch the video, they're already excited about the product and when they get transferred to the sales letter, they scroll down and hit the order button or they can go through the sales letter and look at more information. I guess we didn't really cover the exact mechanics of it.

Jay: And that's why I'm glad we have these questions, to clear up any confusion. It's different. Like you said, it's high-tech affiliate marketing at its best.

Terry: If you have any last questions for Jay before we wrap up?

Dale – I got on the call late. I just wondered, I did get the master resale rights, is this recorded so I can hear the beginning of the call? And will I get an email since I purchased the master resale rights and get all of that information?

Terry: Absolutely; it generally takes between 10-14 days to get everything completed because we have to take the MP3 and transcribe it; so we write every single word that we've spoken in the last 90 minutes and then that transcription has to be edited, the website has to be written, the copy for that, plus the graphics done, so it is a complete Master Resale Rights package and we're usually getting that done in about 10-14 days so we'll have that all out to you and as soon as it's ready I'll send an email.

Dale – Now, since I did get on this call late, I have to apologize because you might have already answered it but are you showing exactly how to also set up affiliate marketing? For example, if we have our own product, we can put a video up of our own product and they can get excited and go to our own?

Terry: The short answer is yes.

Jay: When people come to the website and become a member, I give them a video that actually shows them the process of how to put these things in their website so that's also addressed.

Terry: Super, when they get to your site, you're going to also show them how to upload the video you created?

Jay: Yes, there's a video that shows them exactly how to do it. I'm one of these people that says just show me, I don't like to be reading a 600 page book on how to work the software. Just take 30 seconds and show me what to do. It's really easy. If you can see and press a couple of buttons, you're good to go.

Mike in NY – Is Master Resell Report brandable? So when people buy it, we make money off the sales?

Terry: Yes, that's a good point; I'll make it brandable for you.

Gabriele – Do you have to take the Clickbank affiliate url and turn it into a snipurl?

Jay: No, when you get to the page that downloads your video, it's going to ask you what your nickname is; for example if your nickname is Gabriele, your Clickbank name is Gabriele just for example, you would put in Gabriele just where the x's are.

Gabriele – Thank you. I appreciate you making it sound do-able.

Jay: Oh, it is, it is doable. The video concept has just gotten to the point in the last couple of years where it was feasible to do on a business sense, videos on your website. Now the next step is to use the technology to help you make affiliate marketing more profitable for you, and makes it more easy for you. You don't really have to do anything except just get people to look at that video. We really have found the first thing people look for is the order button.

Terry: Did anyone have any more questions for Jay before we shut down for the evening?

Let's wrap it up then Jay. Did you have any and last words you just wanted to add before we wrap up completely?

Jay: A couple things; video doesn't mean you have to stand in front of a camera, you can make powerful creations whether you're in front of the camera or behind the camera and it doesn't have to be expensive. All you really need is what we said earlier, a decent microphone and monitor the things that you need to do while you're sitting behind the desktop. Really, it boils down to the fact that video is just another means of communicating on your ideas; just like a painter with a brush and an easel. What really counts is how creative you can be, or how creative you are, and these tools just help you get your message across. The good point that I'd like to have people take away from this, is that you really don't have to do this yourself anymore because you could either have it outsourced or just have me do the videos for you, the ones we offer at www.ordersqueeze.com.

Terry: Perfect; there's nothing else I could say that would wrap it up any better Jay so we'll just say that you've been listening to Jay Douglas from www.ordersqueeze.com and myself, Terry Telford, from www.TerryTelford.com. I'd like to personally thank you very much for being on the call, taking the time with us, and I wish you all the success in the world. Bye-Bye.

Jay: Thank you.