

Video Marketing Secrets



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Introduction

One only needs to go to YouTube to understand why video marketing has so much potential.

Let's put it this way. Take the top article directories online for content and look at their Alexa Rankings.

Ezine Articles – 130

Articlebase – 462

Buzzle – 1,339

Not too bad.

Now...take a look at the top video sites.

Yahoo Video – 3

YouTube – 4

MySpace Video – 12

Big difference...wouldn't you say?

But why is this? Why is it that it appears that more people would rather watch video than read?

Because video is more entertaining. It's visual. It's exciting.

Don't get me wrong...there is nothing wrong with reading.

But the stats don't lie. The most popular sites online, outside of Google and Yahoo's search engines are video sites.

The evidence is overwhelming.

Having said that, you can't just toss up any old video online and expect that it's going to attract millions of views...it won't.

So, this short little report that you're reading right now is going to provide you with a few tips to get the most out of your video marketing.

I hope you find these helpful.

Where To Begin?

Where to begin is always the hard part. If you don't already have a niche that you're interested in, it's a little easier because finding a profitable one is a lot easier than trying to fit your existing one into a model that doesn't support video.

No, not all niches are going to work with video and you need to learn how to recognize them.

Oh sure, you can make a video of yourself "talking" about just about anything. That doesn't mean that people are going to be interested in it. Imagine if I made a video and started talking about the oldest manufacturing company in the world that was started by Paul Revere in 1801.

Do you **really** think anybody would watch me talk about that for 10 minutes? I seriously doubt it.

Point is, you need a subject that is going to be conducive to video to begin with or you are just wasting your time.

So how do we figure this out?

Probably the easiest way is to head over to one of the popular video sites and see what videos people are actually watching.

With YouTube, this is easy.

Let's go there now:

<http://www.youtube.com/>

If we scroll about half way down the page, we'll see something like this:

Boyzone - No Matter What
2 months ago
523,722 views
★★★★★
BoyzoneVEVO

One Night Only - Just For Tonight
6 months ago
1,611,580 views
★★★★★
OneNightOnlyVEVO

Christina Aguilera, Lil' Kim, PJ Harvey - This Is Love My...
5 days ago
25,062 views
★★★★★
CAguileraVEVO

PJ Harvey - This Is Love My...
6 months ago
135,926 views
★★★★★
PJHarveyVEVO

It's a small section called **Featured Videos**. Take a good look at the number of views. You might think that the 25,000 plus views for the one video isn't much...but this is after just **5 days**.

That's over 5,000 views per day.

Now, I don't know how well monetized these videos are, but one thing is certain...they're popular. So what you need to do is view them and see what subject matter they deal with. These are the kinds of videos you need to think about making.

Let's look at another section of the home page.

newyears
As we near the end of the decade, we spotlight the blockbuster clips that brought smiles to millions in 2009. Revisit these memorable YouTube moments one more time.

Susan Boyle - Singer - Britains ...
8 months ago
83,131,609 views
★★★★★
BritainsSoTalented

David After Dentist
11 months ago
42,350,685 views
★★★★★
booba1234

JK Wedding Entrance Dance
5 months ago
36,447,378 views
★★★★★
TheKheinz

New Moon Movie Trailer - Official...
7 months ago
24,561,441 views
★★★★★
cleverTV

This section will change depending on the time of year, but take a look at the views for these videos.

I want to talk about **David After Dentist**, which is a very funny video.

Here is what the smart people did.

They took this concept and ran with it. So, if you look up **David After Dentist** in the search box, you will find something like this.

▼ Related Videos



YouTube has a section of related videos for each video you view. These are people who took the David After Dentist theme and ran with it making their own slightly modified version.

Take a look at the views.

Over 8 million for the top one and over 5 million for the bottom one.

That's smart video marketing...spot a trend and hop on it with your own unique slant on it.

Think of all the things you could do with this:

John After The Lawyer
Bill After Divorce
Carl After Bankruptcy

Each of these could be targeted to a specific product in the legal, breakup or debt relief niche.

See where I am going with this?

But how do you actually get these massive views?

Probably the best and easiest way is like this.

Let's take a look at the David After Dentist video page.



Underneath the video, you will see a section called **Video Responses** and a link that says **Post a Video Response**.

After creating your related video, simply upload it to YouTube and then post it as a video response to every video that is related to **yours**.

Can you see how, after just a short time, you can get massive amounts of views?

Once you have gotten this all figured out, the only thing left is to actually create your video.

Okay, you're probably thinking, why am I showing you this part first instead of how to create your video so that people will actually want to watch it?

Because I had to show you the potential first...otherwise you wouldn't go through the process of making the video in the first place. Now that you see what is actually possible, you'll be eager to do the work involved.

Yes, creating a video is work.

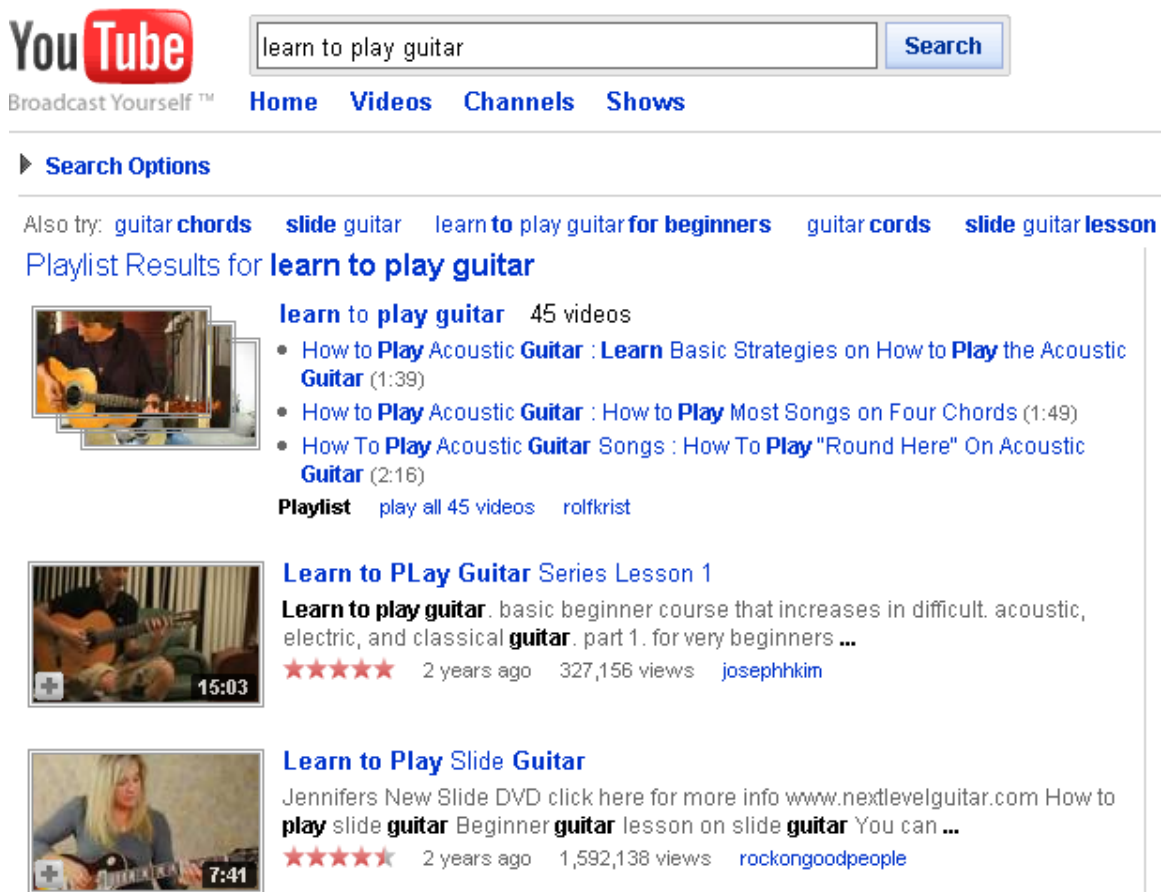
Were you expecting anything less?

Fine, then let's get to the actual video creation part of the process.

Creating Your Video

Okay, now that we've gotten the incentive part of this document out of the way (At least I hope that millions of video views is an incentive) now we're going to get into how to create our video including how to best monetize it. Again, some niches, you're wasting your time. So, we're going to use a niche with plenty of views as an example and hopefully, you'll get the idea.

Let's go back to YouTube and look up **Learn To Play Guitar**.



The screenshot shows the YouTube homepage with the search bar containing 'learn to play guitar'. Below the search bar are navigation links: Home, Videos, Channels, and Shows. The search results section is titled 'Search Options' and shows 'Also try:' suggestions: guitar chords, slide guitar, learn to play guitar for beginners, guitar cords, and slide guitar lesson. The main results are 'Playlist Results for learn to play guitar'. The first result is a playlist titled 'learn to play guitar' with 45 videos, featuring a list of three videos: 'How to Play Acoustic Guitar : Learn Basic Strategies on How to Play the Acoustic Guitar (1:39)', 'How to Play Acoustic Guitar : How to Play Most Songs on Four Chords (1:49)', and 'How To Play Acoustic Guitar Songs : How To Play "Round Here" On Acoustic Guitar (2:16)'. The second result is a video titled 'Learn to PLay Guitar Series Lesson 1' by josephhkim, with a 5-star rating, 327,156 views, and a duration of 15:03. The third result is a video titled 'Learn to Play Slide Guitar' by rockongoodpeople, with a 5-star rating, 1,592,138 views, and a duration of 7:41.

YouTube
Broadcast Yourself™

Home Videos Channels Shows

► Search Options

Also try: [guitar chords](#) [slide guitar](#) [learn to play guitar for beginners](#) [guitar cords](#) [slide guitar lesson](#)

Playlist Results for **learn to play guitar**

learn to play guitar 45 videos

- [How to Play Acoustic Guitar : Learn Basic Strategies on How to Play the Acoustic Guitar](#) (1:39)
- [How to Play Acoustic Guitar : How to Play Most Songs on Four Chords](#) (1:49)
- [How To Play Acoustic Guitar Songs : How To Play "Round Here" On Acoustic Guitar](#) (2:16)

Playlist [play all 45 videos](#) [rolfkrist](#)

Learn to PLay Guitar Series Lesson 1

Learn to play guitar. basic beginner course that increases in difficult. acoustic, electric, and classical **guitar**. part 1. for very beginners ...

★★★★★ 2 years ago 327,156 views [josephhkim](#)

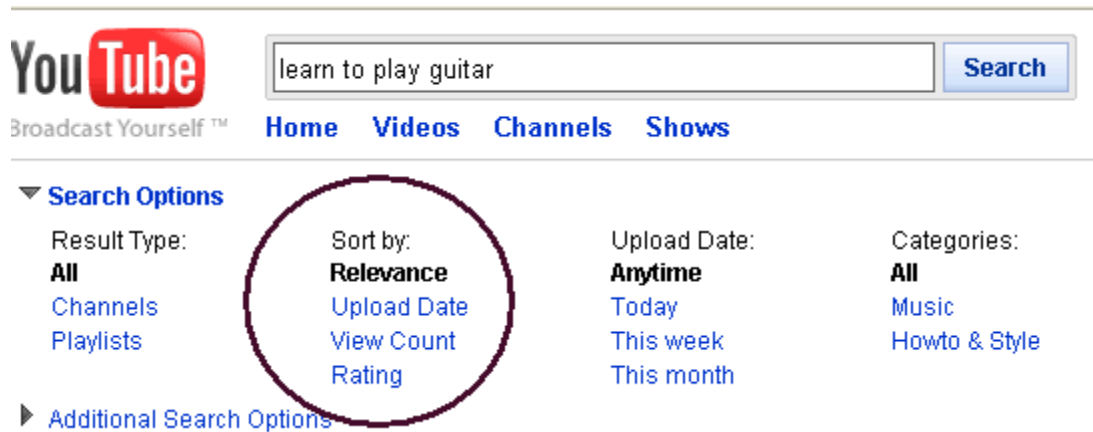
Learn to Play Slide Guitar

Jennifers New Slide DVD click here for more info [www.nextlevelguitar.com](#) How to **play** slide **guitar** Beginner **guitar** lesson on slide **guitar** You can ...

★★★★★ 2 years ago 1,592,138 views [rockongoodpeople](#)

At the top of the page you'll find playlists for this topic. However, under those, you'll find the top videos.

If you click on search options, you'll find the following:



Take a look at the **Sort by:** column. For our purposes, we want to sort by **Relevance**, which is the default, so we can see what videos are the most relevant to the search. That's what the typical user is going to find upon searching. For posting video responses, however, we're going to want to sort by view count as well to link to the most viewed videos.

Let's take the **Learn To Play Side Guitar** video.

If you watch it, you will notice that this isn't a professionally made video by any stretch of the imagination. You can easily do this with a digital cam and some editing software.

I want to take the video apart for you so that you understand, not only what makes it popular, but what makes this the perfect video for monetization.

The first 30 seconds of the video is like a splash page. You're first greeted with the URL of the web site, followed by the performer playing some super fast slide guitar licks. You're then given another short display of text.

"You Can Play These Licks...TODAY!"

Look familiar? It should. It's a common sales page tactic.

You're then given some more playing followed by more text.

"Please Click the ORANGE Subscribe Button If You Want More FREE Guitar Lessons."

All that in 30 seconds, all the while with the music playing so as to keep the listener's interest.

Finally, at 30 seconds, the performer goes into her instruction with a few text boxes placed at strategic locations to alert the viewer what instruction is coming next.

The video closes with the same text box as earlier on, telling the viewer to click the ORANGE button to subscribe.

If you watch this video very closely, it is VERY simple. The video quality is quite good and I have no doubt that the cam used DID cost a pretty penny. But videos can be done that are almost as good in quality without having to spend an arm and a leg.

Your viewer is concerned with one thing...what they're going to get out of the video. Video quality is secondary.

Please watch this video and learn from it.

Essentially, it's copywriting on film...and it's NOT rocket science.

Okay, so now that we have an idea of how we want to present our topic, let's put it in the form of an outline, so we can use it for any video we do.

1. Create text intro giving web site. Have some music in the background to keep the viewer interested. Silence, in this case, is not golden...it's deadly.
2. Introduce the key elements of what will be learned.
3. Present the meat of the video, placing text boxes where appropriate, usually when a new sub topic is going to be started.
4. End the video with where the viewer can go to get more info or buy your product.

It's copywriting 101. If you follow this outline for any video you do, as long as it's entertaining, you should have no problems.

Okay, how do you monetize a video like this? Well, think about it logically. A person interested in learning some guitar licks just might be interested in a full blown course...at least the serious ones.

At Clickbank, there are several products having to do with learning guitar. One, is the 10th most popular product in the marketplace under **Fun and Entertainment**.

10) [Jamorama Guitar - New Changes! Big Commissions! Low Refunds!](#) Best Selling High Quality Guitar Course In CB! Earn 75% On Our \$49.95 Standard Edition! Earn 75% On Our \$99.95 Deluxe Edition!! Earn 25% On Our \$149.95 Hardcopy Edition!!! Jamorama Is A Pro Affiliate Program.

\$/sale: \$25.24 | Future \$: - | Total \$/sale: \$25.24 | %/sale: 75.0% | %refd: 52.0% | grav: 158.26

[view pitch page](#) | [create HopLink](#) | [Vendor Spotlight](#)

So as you can see, there is definitely a market for guitar courses and a market that lends itself to video.

So let me digress for just a moment.

How can you tell WHAT niches are conducive to video?

Think of something where you really need to **see** the thing to get the full benefit.

A golf swing

A guitar riff

A keyboard riff

A Photoshop graphics trick

An appliance demonstration

Okay, get the picture? If you need to see it to get the full effect, then video is probably the best way to go.

All right, where was I? Oh yeah...let's get back to where we were.

I was going over monetization. Now, you're probably thinking to yourself, "But I don't know how to create products." That's fine. You don't have to send people to your own web site. You can always promote a product as an affiliate.

However, if you're going to do this, you don't want to send prospects directly to a sales page.

Why not?

Because think about it for a second. What separates you from every other affiliate who does this?

Absolutely nothing.

So, if you want to have an advantage over other affiliates, aside from the video itself, what you want to do is write up a little review of the product you're promoting and put it up on a blog. Then, send prospects to the review...FIRST.

Trust me...you'll have a HUGE edge over everybody else between the video and the review.

You don't even need to get your own domain and hosting to do this. You can easily just use a Blogger blog which is totally free.

The cost of this whole process should be nothing more than your recording equipment and video software.

So let's get to that in our next chapter.

Your Tools

Okay, now we get to the actual tools you're going to use to create your videos. Believe it or not, you can do this at absolutely no cost.

How?

Well, imagine the Photoshop Tutorial niche.

You're not going to need a camcorder taking a video of yourself, right? All you're going to need to do is find a way to record actions on your PC...and this is EASILY done for free with something like Camstudio, which you can download here:

<http://camstudio.org/>

It is almost as powerful as Camtasia, the paid solution, and will easily do screen capture videos.

If you can afford Camtasia...get it. It is very powerful and will offer you many features that Camstudio does not.

Now, if you DO want to do things like guitar lessons, then yes, you are going to have to invest in a camcorder of some kind. There is just no way around this.

But most people today own some kind of camcorder already, so this shouldn't be a problem.

Before you actually create your video, you want to script the whole thing out. Few people can do things off the cuff. So you want to make sure that everything you say is written beforehand.

If you're shy in front of the camera, screen capture recordings are your best bet. And you don't have to create the whole thing in one shot. With editing, you can do your video in bits and pieces.

In fact, if you watch the slide guitar video, you will notice that there were edits in it.

Don't be afraid to edit. Nobody is going to crucify you for it.

If you do want to do live videos and don't have a BIG budget, there are some options that will give you decent quality at a very affordable price.

Here's a link where you can view a number of options, all under \$300.

[http://www.pcmag.com/products/0,,qn=Digital+Video+Camcorders+Less+than+\\$300,00.asp](http://www.pcmag.com/products/0,,qn=Digital+Video+Camcorders+Less+than+$300,00.asp)

You're not going to get professional recording studio results out of these, but they will do the job with the right lighting.

For lighting, I recommend getting a couple of 250 watt halogen lights.

They will MORE than do the job. Just make sure the lights are positioned outside of the camcorder view and shining on the subject, preferably from the sides.

Also, if you have a hard time remembering lines, you might want to get yourself a teleprompter.

A **cheap** one is still going to run you about \$800.

Take my advice...learn to memorize lines.

Some Advanced Video Tips

I'm now going to go over a few advanced tips to make your videos a little better than everybody else's.

Let's start with live action videos.

The Talking Head

Talking head videos can be very boring. But do you know why? It's not so much because the person is talking non stop. It's because there is no variety in the viewing experience. You're looking at the person from one view from beginning to end of the video.

So, to give the illusion of activity, film the video with two cameras and then alternate between the two cameras in the editing process.

Or, if you don't have the bucks for two cameras, shoot one section of the video at a time, each one from different angles. You might want to change views at least once every minute depending on how long the video is.

Watch this Brian Tracy video.

<http://www.youtube.com/watch?v=NHMiNOQcNuI>

Make a note of the scene transitions (from pan in to pan out) along with the text screen interludes. All of this breaks up the video nicely.

You want to keep the action going but not stagnant.

The more videos you watch that employ these techniques, the better you will get at them.

Powerpoint And Screen Presentation Videos

Powerpoint and/or screen presentation videos can be very interesting if you use the same technique as above.

Essentially, what you want to do is map out your video into segments. Each segment is going to go over a different sub topic. Then, before each sub topic begins, a text box with a short description of the sub topic will help break up the video.

Of course, if your video itself has a lot of screen movement, the text boxes aren't as important if you're going over a step by step procedure.

Also, a video could be made **just** with Powerpoint slides as long as the transitions from one slide to another are fairly quick. To do this, you don't want to have too much info on one slide. 30 seconds per slide should be good enough to keep your viewer interested.

Facts Tell...Stories Sell

This is actually one of the golden rules of copywriting. You don't want to bore your viewers with a lot of facts. Stories, especially if they can be acted out or displayed through slides, video clips, or whatever, are much more effective in getting and keeping your viewer's attention and getting them to take action.

The Infomercial Video

Do yourself a favor. If you REALLY want to make videos that kick some serious backside, go watch some of Billy Mays' old videos, God rest his soul. This is the ultimate in video selling. If you can also demonstrate the product in the video...all the better. And if you can make the demonstration humorous...better still.

Remember...you want the viewer to be entertained as well as informed.

The Cliffhanger Video

Nothing will keep a viewer glued to your series better than the cliffhanger. Watch a good daytime soap on a Friday and you'll see what I mean. They always leave you wanting to watch first thing Monday.

Create a video series where, at the end of each video, you tell the viewer something that you're going to go into more detail about in the next video.

For example...let's say I was going to do a video on copywriting. I might end one video like this.

"Did you know that there are 5 words that you can use in copy that will almost guarantee the sale? Know what they are? You'll find out in the next video in this series."

That will keep people glued and wanting to see the next video.

What you want to do is space the videos at least a few days apart, but not too long. You don't want your viewers to forget about you.

You don't have to do this with every video you make, but a video series where you always leave them with a cliffhanger can be very effective.

Changing Scenes

One way to break up the monotony of your video is to shoot it using different scenes. For example, you can begin talking in your living room and then maybe switch the scene, a minute or two in, to the exterior of your home. From there you might want to take a shot of you in your car.

If you keep changing the action from one place to another, this will greatly help move the video along so that viewers don't get bored.

Music

Dramatic music at the beginning of a video can work wonders for a serious discussion by setting the mood. Same thing with some hard rocking music for setting up a fun filled video tutorial on just about anything. Silence, just like on the radio, is a killer in video.

There should always be something going on either visually or aurally.

Characters

If you really want to keep the attention of your viewer, get additional characters into your video. One way of doing this is with the "man on the street" approach. This is where you interview several people and ask them for their opinion on something.

Can't find real people to ask?

Xtranormal.com has the answer.

Watch this video insane marketer Steve Wagenheim made with Xtranormal characters.

<http://www.youtube.com/watch?v=d8yeSG32S7s>

This is a great service and will really make your videos interesting. Yes, it takes a bit of work to make them, but it's well worth it.

Here is the web site for Xtranormal.

<http://www.xtranormal.com/>

Go there...you won't be sorry.

Effects

While adding nothing of real substance to a video, effects, such as fade in, fade out and other effects and an element of entertainment to the video. While any video can probably be done without these effects, adding them, in just the right places, can greatly enhance the viewing experience.

Software like Camtasia is great for incorporating these effects.

You can check out Camtasia here:

<http://www.techsmith.com/camtasia.asp>

Don't overdo them, but use them strategically and sparingly.

They make a big difference.

Video Formats

The format you create your video in DOES matter.

For example, if you're going to create a video for YouTube, it's probably best to create it in FLV format as this will give you the smallest file size.

Why is this important?

Because YouTube has file size limitations. Long videos with big file sizes will not be accepted.

If you plan on using some odd format and hosting the video on your own site, make sure you provide info for any plugins the viewer might need in order to watch your video.

Also, links to common players like Windows Media and Real Player will also help your visitors.

The more support you give, the better.

Scripting

I want to go a little bit more in depth about scripting.

In addition to actually writing out what you're going to say, it is probably a good idea to write out scene directions.

For example:

(Video starts with close up of blackboard. Camera pans out. At the same time, subject enters stage right and walks up to the blackboard. Begins talking)

This way, you can get a visual of exactly how you want the video to look each step of the way. Having everything mapped out ahead of time will make the whole process translate to film a lot better.

The above is a short list of things you can do to enhance your videos. Other things you can do include custom made scenery, props and so on. But if you want to keep things on the cheap, the above should do just fine.

Marketing Tips

Aside from the few things I mentioned early on (posting video responses to most viewed videos) there are some other things you can do to get people to see your videos. What follows is a short list.

Social Networking

There are tons of these sites including Facebook, MySpace and Twitter. All these folks LOVE videos to watch. Have something really useful to say in them and they'll be spread virally like wildfire.

Articles

I know it seems silly to send people from articles to videos when I said more people would rather watch video. But...people still like to read and if you can capture them in your article and THEN get them interested in YOUR video, you'll get more viewers.

Here's a list of the top article directories:

<http://www.vretoolbar.com/articles/directories.php>

Social Bookmarking

Sites like Digg are great for letting people know about your videos. Just go to a few of these and bookmark your videos and that's even more traffic.

Here is a list of the top social bookmarking sites.

<http://www.ebizmba.com/articles/social-bookmarking-websites>

Mass Video Submission

If you really want a lot of viewers, just submit your videos to a number of video sharing sites.

Here is a list of the top ones.

<http://www.fridaytrafficreport.com/list-of-29-free-video-sharing-sites/>

These few tactics should be more than enough to get you a good boost of traffic to your videos.

Some Final Words

There is no question that video is here to stay. You only need to go to sites like YouTube to see that's true.

However, some people want to host their own videos as well in order to get even more traffic.

When doing this, you want the look of your video page to be as professional as possible.

To that end, there is a product called **Video Squeeze Templates** that have been designed to make your video squeeze pages look as professional as possible.

Rather than me going into a long spiel about the product itself, why not just visit the site and see what it's all about.

The last thing you want to do is spend countless hours of time designing these pages yourself when you can have one up, with YOUR video, in a matter of minutes.

And when you see how they look...you'll want to jump all over this.

Here's the site.

[VIDEO SQUEEZE TEMPLATES](#)

Video can skyrocket your profits if done correctly.

One only needs to check YouTube to see how true that is.