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# VIDEO SOLUTIONS



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# Chapter 1

## Introduction

In this ebook we're going to be talking to you about how to create video properly in your business. We're also going to be talking about how to use it so you can engage people better, so you can generally grow your business and become more profitable by using video. We're going to be cover why and where you should be using video in your business. There are a lot of places in your marketing where you might want to use video to connect better with your audience, to get them to take action. We're going to keep it as concise as possible and cover the most important things that you should be considering.

### **Selling**

Anywhere that you're using video, you're trying to sell something in your business. Whether it's on a sales page or perhaps on a webinar, or an upsell or downsell, we've found that it's very powerful to put a video there because you're connecting with your audience in a better way than just with text. When I started using video I actually got much better results, so I try to add video to just about everything I do online.”

### **Content**

Content is another great way to make that connection with your people. When you use video to deliver content they become more engaged and they are more likely to take action. I've found that when I just deliver an eBook, the majority of people don't all respond to reading. You're going to have part of your audience who enjoys listening to the content, you're going to have a segment of your audience who likes reading, and you're also going to have a great portion of your audience that will connect with video. I've found in my own business that when I deliver content via video I get a much higher response than I do just with text.

In essence, I think people will take action more on the content you're delivering when you deliver it through video. I think it's got a higher perceived value as well. When people buy an eBook it's just an eBook, but if you deliver the same content via a video and an eBook obviously the person receiving the content thinks 'wow there's lots of stuff to get through here. I also think as time has





gone by people expect more for their money when they make an online purchase. The price of information products has come down and I think just naturally, people expect to get more content because of more and more people actually using video.

I remember years ago when I first started learning from John about creating products, I remember one of the things he taught early on was when deciding whether to create an eBook or a video product or an audio product, that we should always consider doing all of the above. You're going to have people in your audience who connect with different types of teaching methods so it's important that you use all of those methods. In essence if you've got the content written or if you're planning something, it's really just one additional step you can take to read the content and create an audio. Maybe create some slides and create a video out of that audio, so it really is just one additional step that you're taking that will create a much higher perceived value in the eyes of your audience.

### **List Building**

List building is another portion that's very important for us as internet marketers. We all know everything we are doing online should be geared towards building a list of followers, a list of subscribers, a list of customers, and video is a great way to attract people. Let's be honest, when we make friends with people in real life we don't do it by sending them letters. We do it by walking up and shaking hands, or by being introduced in person. That is just generally how human beings are used to meeting other human beings. When we try to create a list and build a following just using text, we are creating something called the digital divide and we are literally separating ourselves from our audience which is our potential customers.

By adding video to the list building tactics, we're getting a bit of a better connection, more like what humans are used to doing when they meet people in person. I think that particularly applies to squeeze pages. If you imagine just a video and you're telling someone live on camera what they're going to receive if they enter their name, you can actually say, "enter your name here" and point to the direction on the page where they can do it. Just that one little thing can make a massive difference to your conversion.

### **Webinars**

Webinars have proven, in my business, to be one of the most profitable ways to build a business in general. They've created an income stream for me that far surpass any kind of eBook or product that I've create in the past, and there's several reasons for that. We're not going to make this entire chapter about webinars even though we could, and we actually do have a section that teaches about webinars. However, what I've found is that recording webinars and turning them



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into videos creates a very profitable evergreen product and income.

When we create webinars and when we do them live, yeah we can make money. However when we record them and turn them into a video and we play them for our audience later on, the majority of webinar money is made from the video replay of that webinar and it's added so much to my business that I thought it was very important to bring that up and cover webinars when we talk about video. You also have to think about when you're doing maybe webinar tutorials, if you're doing live coaching, any live training, say for example you had a six week live coaching you could always record that content as well, then you have another product you can sell. So it's not just sales webinars, it's content webinars as well so you can record that and use it again and again.

A lot of people don't think about doing webinars. What they end up doing is leaving that money and content on the table so to speak. They do a webinar because they promised it as part of a product or maybe they just want to deliver some content. However, they can record that and turn it into products. I personally have a huge archive of webinars that is a product in itself.

These are the things that we're going to be covering. We're going to be talking about these four main ways of using video in your business.





# Chapter 2

## Connect, Engage & Impulse

In this chapter we're going to be talking about connecting, engaging, and impulsing. Basically the videos in the accompanying training will help you connect with your audience. If you're trying to sell a product, if you're standing looking at the camera and giving a rundown of what your product is, it's much better if you have a video that does this.

A lot of sales pages back in the old days used to have just text on, but since video has evolved.. more people are using video; and I think when you get to a page and see a video start to play, you usually want to see more. Whereas sometimes, if the page is just text there's more chance someone isn't going to read and they're just going to leave. Video helps you make that initial connection.

We've become a society that expects video. We want to see what other people are doing and we want to have that connection. At the end of the day, if you're not using video in your marketing to connect with your audience, your competitors are. You should leverage the power of video. There are a lot of things you can accomplish with video that you just can't do with text.

There's a lot of connecting that's done visually with body language and with facial expression. We all know this is true with your voice. When you speak to someone on the phone, you can tell if they're smiling, or if they're not. You can just hear it. That's a fact and you can't dismiss this in your marketing because in essence that's what marketing is all about. It's about raising certain emotions and compelling people to do certain things with your message. Connecting with your audience in text can only get you so far. However, connecting with them with both text and audio can take you to another step.

When you're getting in front of a camera, you're putting the entire thing together. You're actually using the visual stimulation where they're seeing the body language, the facial expressions, as well as the voice fluctuations. After you've connected, you can then engage your audience. It's good if you're showing a demo of your product. Maybe you're selling a piece of software and you



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need to show people how it works. This is a very good way to do that, you're engaging with your product, and that's a very good way to create video.

I think we've all heard the old phrase "I'll believe it when I see it," it's a silly little cliché but a lot of people think that way. When you add that visual aspect you can engage people more. What I mean by engaging them is compelling them to be more involved, be more interactive in what's going on. You can call them to action on your page, you can point to things on your page and tell them to look here and their eyes are going to follow your hands at whatever you're pointing to.

If you have a video on your squeeze page where you point to the left hand side; it makes them look and forces them to move their eyes to the opt-in form. This is getting them to take action, to do something based on what they are seeing and what you're commanding them to do visually. A lot of times, I used this tactic in sales when I was doing door to door sales many years ago.

When you want someone to say yes, move your head up and down, it's contagious. You move your head up and down in the yes motion as you're trying to get them to agree with something and people tend to do that. I remember I was taught during sales, when you want them to sign the contract you've got to reach out and hand them the pencil. They aren't going to ask for it and unless you reach out and hand them the instrument to sign with they aren't going to grab it. I'm not saying they can actually grab something from a video, but using that motion and gesture gets them to take action.

People like to see who they are dealing with. I think one thing you can do with a sales page is put a picture of you on, or maybe a picture of you doing something or driving a car, but you can take this a whole lot further with video. Overall, I think people really like to see who they are opting in too. People like to see who they are dealing with and obviously video helps you do that in a massive way.





### What Could You Accomplish In Your Life With Those Earnings?



To: All Marketers  
From: Omar & Melinda Martin  
Higher Level Strategies, LLC

If you've been trying to build an online business for any time at all and you're just not making money I'm really glad you're on this page right now...

Even if you've been an internet marketer for some time and you're making a little bit of money online I'm glad you're here because I'm going to share something that I've really never told anyone before.

It's about how I really built my online business.

Honestly, My wife Melinda is *the only one that knows this about me.*

I'm going to tell you exactly who led me down the wrong path and why I felt compelled to follow them

We've also heard the saying, "It said that it's not what you say, but how you say it", and that's another important part in making a connection. Sometimes, when you say something in text, it's hard to convey that and it's hard for them to see who they are dealing with. It's very important, our minds think in pictures. When we imagine something in our minds eye we are imagining it visually. We aren't imagining it in text, I'm not going to get into the psychology of all of that, but I do know it's important for them to see who they are dealing with because of one simple thing called trust. You want to build trust, and as long as people cannot see who they are dealing with, the trust factor remains perpetually elusive in the back of their mind. They are still going to have that little bit of apprehension, until they can see it subconsciously it doesn't really exist to them until they can physically see it.

When they see you, they think "Okay, this is actually a person who exists." Even though they've been reading about you and saw a picture of you, now they can actually see an animated person there on the camera. You've made a subconscious connection with that person that you can't make just with text or just with a photograph. That person remains elusive in their minds until they actually see who they are dealing with.

I know I briefly mentioned it earlier, but you can say to someone 'enter your name and email and grab your free training.' You can point with both hands and say 'click the add to cart button and I'll see you on the other side', or 'keep watching the video and I'll take you to some training'. You can tell people what you want them to do. Yes you can do that with words, but there's much less



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chance of anyone taking action than when people can physically hear your voice and see you saying 'check this out'. It's so much more powerful with video.

The fact that you're running video on a sales page, or any type of web page, means that there is an active script running on the page. When that viewer loads your page that contains a video, there is a code behind the scenes that's playing the video. If you're using the right kind of software, let's say Easy Video Suite, you can do things in the video. You can tell the video that at a certain time you want an action to happen.

For example, you can say at this point in my video I want this form to pop up, I want to tell people that they have to enter their name and email if they want to continue, or you can say at the end of the video I want their browser to automatically go to xyz.com. With video, you can in fact tell people to do certain things at certain times. You control the experience. You can't really do that with text. Now, I hate to use this particular word but you can force people to enter their name and email before they continue, or to do certain things simply because it's a feature of the video player.

Overall, video works better than a regular page. Obviously this is something you have to test, but usually you will find a video sales letter will convert better than a regular text sales letter, or a sales letter with a video at the top generally converts better than just a regular sales letter. Overall we've found that, when we started using video especially in the sales material, the conversions went up.

We're a society on the go. Nowadays, when we're doing marketing, the majority of our marketing and our traffic reaches people in the inbox. There's a certain state of mind people are in when they are reading emails. They find some sort of email about your product and click the link to go to your product, now they find themselves at your sales page and they have to make a decision whether or not they are going to take action on your page and start reading this really long page, or continue what they were originally doing which is clearing out their inbox. This is called marketing the inbox.

When you're marketing to them while they are doing something else, it's kind of like going door to door and knocking on the door at dinner time. When you've gotten that person to get up from the table in the middle of a meal and now you're trying to sell to them, it's not particularly the ideal time to sell to this person. You have to make sure if you're doing that certain selling that you're cutting to the chase and you're giving them everything they need to know right away. In the back



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of their mind, they've got something they need to finish doing.

Video works much better than regular long form sales page in these particular situations, which are the majority of the marketing situations we find ourselves in. It's important to realize that you should test certain types of marketing and products, depending on how you're driving the traffic and what type of traffic you're bringing to the page. I can understand how in some particular instances it might be better to use more text than video or more text than audio, but overall what we've found is video will work better than just regular text on a page. We've proven this over and over again.





# Chapter 3

## Selling, Sales Pages, Upsells And Downsells

One thing I like to tell everyone is that you are always selling and you should always be closing. Even when you're delivering content, you're selling. You're selling your brand, you're selling you, you're selling them the fact that they should continue listening to you, that they should watch the next video, and that they should open the next email from you. You are always subconsciously selling. Not just on sales pages, upsells and downsells, but whenever you have a conversation with someone you always want them to leave that conversation feeling like there's more here and they have to come back to it; that they need to know more about you.

When it comes to sales pages I've found that sales letters are here to stay. I do find myself using hybrid sales pages a lot; a hybrid page is one that incorporates a video on the top then has some specific points I've covered in the video, down beneath the video in text. I do this because some people respond better to text, some people respond better to video, some people respond better to audio, but what I've found is there's a happy medium. Below is an example of one of my hybrid pages.





# What The Heck Is A **SALES FUNNEL?**

A Sales Funnel is just a fancy word that marketers use to describe a sales process. Sales funnels are a proven way to **INCREASE SALES** and build big subscriber lists.

**This is the way most marketers sell products online:**



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When I use video to make a connection to stress specific points, whilst following up beneath the video with certain bullets, certain closing points and actions I want them to take. If you just look around the industry, it's not just in the internet marketing space; it's in e-commerce. When you go to a regular e-commerce site, you can usually click and see a demo of a product, even a physical product. You can see other businesses in just about every industry do this. For example, you can go to a real estate site if you're shopping for a home and you'll see they have video tours, etc.

Six or seven years ago we just didn't have the speed in our computers and on our internet to stream video well. I remember when I first started online to watch a video you had to download it overnight. Once it was on your computer the next day you could watch it. This is because the technology just wasn't there, but now we do in fact have very fast computers that are affordable, the average person does have the power to stream video, now we have video players like Easy Video Suite which can play videos on mobile devices so you can watch a video on your phone or on your iPad or your tablet. This technology just didn't exist five, six or seven years ago. It was different selling back then. You would have to sell in a long form sales letter just because you had to, but now that's changed.

You go to YouTube now and you usually have to sit through a video ad before you can watch the video you want to watch. If this doesn't tell you how important video is, I don't know what does. What I want to get across is, if you're not prepared to start making video in your sales process, maybe you're just the type of person who thinks, 'Well, I've wrote sales pages before and they've always done okay.' People are expecting a video when they hit a sales page. I think if it's something you're not doing, you have to start learning and you'll see a massive improvement in conversions. Hopefully after this ebook you'll be in a position to do that.

One of the things that hold a lot of people back are they think it's more complicated than it actually is. The reality is, you can create a video from whatever content you are using to compel the person with text. You can also create a video directly from the sales copy, so after you've written the sales copy for your product. This relates to sales pages as well as upsells and downsells. In my opinion, I think it's more important that you create videos for your upsells and downsells.

When someone is in a purchase process, or sales funnel, it means they have decided to take action on your sales page. Whether it was for a five dollar product or a five hundred dollar product, it is smart to make them an additional offer because they've proven they are a buyer. You should prove that you have other things to offer them as a proper marketer. While you're doing that, understand that people have a limit to their patience and they eventually want to get to





their product that they've purchased. If you do too much upselling, cross selling and/or downselling, they get frustrated and are going to begin questioning where their purchase is.

By creating videos from your upsells and downsells from the copy itself, you can now shorten the amount of time that they are involved in the pitching process. Create a five minute video where it would have taken them an hour to read the copy, or where it would have taken them a lot longer should they have to read the entire page to make a decision. By simply putting a short video on the upsell page you are now shortening the amount of time they are involved in the purchase decision and that is going to help you.

You don't have to be Steven Spielberg to create good videos for your online business. All you need to do is know what you're selling, obviously if it's your product that you're very familiar with then you should know enough about it that you could create some bullet points. As long as you have this you can turn the description of the product into a video. Whether it's something that you are reading on camera or it's something you are creating slides with and narrating later, it can be created from your actual sales copy.

For one of John's products, Affiliate Promo Formula, he wrote the sales page and then he gave the page to his son. He made the whole sales page into a keynote, added some nice animations and put some extra pictures in. All he did was read John's copy. He didn't do anything difficult. John took the keynote, edited it and made it the way he wanted it. Then he just recorded the page on top. If you go and look at that page you will see there is the regular sales page, but the keynote is actually just the sales page repeated with a few little bits added. If you ever want to see an example, this is the perfect one.

You can create a sales copy which and have somebody else go through it, pick out the key points, and turn it into a video. This is a very powerful thing you can do or you can have someone else do for you. You don't necessarily have to create an entire screenplay to think that you are making a good video. If you have sales copy on your page before-hand, find the key features and benefits of the product and talk about them. What works well is to use the video to talk about and build you as the authority figure; especially when selling a product that depends a lot on your own credibility. Explain why they can trust you to provide them with this product; conveying, compelling people, engaging them, and building that trust.

Stressing important points work well on upsells. I have a few upsells throughout my sales flows, and most of the time I will look at the upsell page, then I record a video of myself saying, "Thank you for your purchase, I'm going to make you one more offer." I'll look at three to five bullet points



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and talk about that. The upsell video should only last three or four minutes.





# Chapter 4

## Make A Personal Connection

Something that I learned a long time ago is when I create a video, especially one that I am in front of a camera, I imagine myself speaking to one person. Remember, you may be creating this video for your website that you tend to be seen by thousands of people. However, those thousands of people aren't sitting together in an auditorium all watching your video at the same time. It is one individual. Start off by saying "Hi, thank you for watching this video. I'm glad that you are here because I have something very special to share with you." Make a personal connection with the individual. Try to make them understand that you are a person just like they are.

Look directly at the camera. Find where the lenses are, or if you're using an iPhone or look at the actual lens. Do not look into the middle of the phone, because you need to look into that person's eyes. I think that's one of the most important things you can do to make a connection; just look directly at the camera.

### **The Five steps to Making a Connection/ Making a conversation**

One of the most important things when you're selling face to face is called the see principle. This includes:

1. Smile
2. Eye to eye contact
3. Enthusiasm

You need to have all three of these things to make a personal connection. Eye to eye contact is one of the most important things in personal interaction. When you're not looking at someone directly, there is a psychological message that you are in fact conveying to that person, and it's an undesirable one when you're trying to get them to take action. By not looking at them directly, you are portraying certain feelings, feelings of shyness, apprehension, that you're afraid, and you may be hiding something. Think of the instances in your life when people aren't looking at you in the eye. They were not being 100% truthful or they're holding something back, afraid to look at





you in the face. This is why it is so important for you to be looking directly at the lenses.

There's no problem glancing off camera and reading a quick bullet so you know what to talk about. However, when you start reading word for word and not looking directly at the person, you are almost having a completely opposite effect. It is a psychological message that is being portrayed there so you should in fact look right at the camera.

I'll be honest, it usually takes me a few takes to get it right, but every time you get it wrong you have learned up to a point and you'll start to have a little script in your head where you don't have to glance down. Don't do one take, maybe have five or ten goes and you'll probably find after you've done it a few times what you want to say will naturally start to flow. You'll find when you get to five or ten attempts you're making a better video.

There are certain parts where you will have to go back and edit, and this is always the case. Put yourself in a situation where if you make a mistake, then it's no problem. Leave a little room and then afterwards you can go back and cut that out using your editing software. Many people look at other marketers that have produced these videos and feel like they couldn't do this themselves. In reality, these videos may have taken hours to edit and had many takes, even though it might be a three minute video.

Like anything else, it's a skill that where the more you practice, the better you'll get. I can assure you; the first time I got on camera I had butterflies in my stomach. Eventually from making videos, editing them, and realizing how many mistakes I would make, I learned how to avoid making those mistakes by doing something else. Now I have got a system where if I goof up, I clap. This helps me go back later into the video, find the little spike in the audio and I remember that was the spike where I had made a mistake. Then I go and cut that section out. Find little things like this that will help you, and the quality of your videos will improve overall. Don't ever think you can't make a personal connection or you can't come off the way you want to come off just because you can't do it in one take.

Now we're going to talk about content, stuff you're going to put in your members' areas, in your blogs, possibly on YouTube. If you can take a regular eBook, let's say for example a fifteen chapter eBook. Take each chapter and make a keynote or PowerPoint presentation, make it into a module, then you take those fifteen modules and record them. Then export them into multi formats, such as iPad, iPhone, regular phone, computer, mp4, that's what I tend to do with my products. Then when someone comes along they can have the eBook, and they can then enter



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your members area and have it in all the different formats.

For example, with Easy Video Solutions we have these different formats. Not only does it make our members area robust but we're giving our members options. Who doesn't love options?



Someone who owns an iPad might think, "wow I can download all these videos onto my iPad and watch them on the train," or whatever. Someone might come along and say, "brilliant I can sit and watch them on my computer," someone might have an iPhone or a cell phone. Just by doing that, all you have to do is instead of producing your video once maybe product it five or six times, it takes a little bit of time but when someone comes along and sees all of this it gives them the "WOW" factor and all you've done is taken a little bit of content, created some slides, and made



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some videos. The perceived value when you do it right is absolutely massive.





# Chapter 5

## The Power of Media

How many times have you heard a song that just sucks? It's completely terrible, yet it has been played on the radio over and over again. Before you know, it you're singing and humming that song. Why? Because it was played on the radio so it must be good. We have been conditioned to think this. Who knows how it got on the radio and who they had to pay to get that song on the radio, but it's caught on, and now everybody is singing the song.

The same goes for TV. Sometimes we believe things because it is said on the news, so it must be true. When you come across through media you're just seen differently. You are perceived differently when you are on camera or providing video content.

The average new person, especially if you're targeting a segment of the population that doesn't create their own videos or do their own marketing, when creating a video, are just perceived as somebody so much higher than they are. You are perceived as an authority figure, as an expert in your niche simply because you said so on camera; or simply because you said in the form of a video or in the form of an audio. Media is very powerful to create a perceived value for something as opposed to just text.

It's easy to record and produce video. Especially now because we've got tools like Easy Video Suite where you can record, upload and create a page. It's like recording on camera, the more you do it the better you get at it. I found, I can probably teach something that would take a week to write down in an hour. The technology has advanced so much that I don't think anyone can use the excuse "I can't do it." For example you can record on your iPhone now and stick it straight on YouTube or Facebook.

When we're talking about content, I'll expand a little bit on those three specific angles for delivering content. The thing is, a lot of people make the mistake of thinking that this is a talent they don't have in order to create a video. That is the wrong way to think. When I see an athlete, a professional basketball player for example, run across a basketball court, jump ten feet and





slam dunk the ball that is a talent. That is someone who has perfected a God given talent of a certain height. I could probably get really good at shooting a basketball, but there's just a certain level I'd be able to reach before talent has to take me the rest of the way.



When we're talking about creation video, it is a learned skill. If you have the right tools and learn how to use them, then it's just about practicing and executing it. That is what we mean when we say it's easy to record and produce.

We know that when you're just starting out that it doesn't seem easy. However, know for sure it doesn't require any God given talents. As a matter of fact, I was more shy than most, I didn't grow up wanting to be a marketer, wanting to be a salesperson, I didn't go to school for this. It was very tough for me to break out of my shell, it took a lot of practice. I was the type of person who used to hate hearing my voice when it was played back, but the reality is that those were personal things I had to overcome and was a skill needed to learn. This is something you can learn and perfect, and once you do you will see how easy it is.

It is easier to teach others using video. For example, if I wanted to teach someone how to build a blog from scratch. If I wanted to write an eBook about that it would be very hard to tell people how to set up a database, whatever it may be, unless you can take screenshots and put that into a PDF. But if you can actually walk someone through what they need to do, record a thirty minute video of you setting up a blog, it's much easier. It is easier not only for you but also for the person following your training. It can be hard to convey what you want to teach when you're writing an





eBook. Now, you can plan out what you want to teach, maybe have a few pages open, hit record, and walk people through it. If you make a mistake clap your hand, repeat what you need to do and just go on.

If you look at just conventional education around the planet, you go to school you learn using different mediums. There's usually a didactic portion of your education. There is usually a practical portion. When I went to college there was written work that needed to be done as well as lab work that had to be done where you had to create projects. It's not about writing a report, it's about physically doing something. There's multiple things involved in the true learning process, it's not just about reading. If it was just about reading there wouldn't be any reason to actually go to a school, and there wouldn't be a need to watch a teacher write things on a blackboard. The learning process has to do with triggering multiple senses, the visual sense as well as the auditory, for your user and your customer to absorb information.

You can physically demonstrate yourself doing things on video. It really becomes a lot easier not just to teach it but to absorb it, you will actually have people that absorb your material and retain it better than what you're teaching if you use video.

A lot of people tell me they find my training easy to follow because they are step by step. For example, one week I covered how to build a blog. Instead of creating one video about half an hour to an hour long, I created about fifteen videos showing each step. I've learned over the years if I split a process into about ten to fifteen parts and make the videos one to three minutes long people will absorb it much better than just one very long video. I've found that you if you teach it step by step, keep it short, that people will devour your content.

There's a certain amount of time you can absorb information before your brain needs to look away. We tend to absorb things in smaller chunks better than we do in big huge pieces. You can break things up with video in a way you can't do otherwise. In a document a person can see straight away they can see there are three hundred pages to it. They're going into page one already apprehensive about how much is left to go. However, it is a completely different mentality when it's say a six or seven minute long video. They go into it with a totally different mentality when you're doing small step by step programs.

Earlier I mentioned about iPad, iPhone and MP4, all of the different formats of video, but I tend to deliver my training in multiple formats as well. If I was to go back to the original example of how to build a blog, we have ten to fifteen step to step fifteen minutes videos. But what I also do is I





give people a PDF and I tell them to print it and tick each task as you complete it.

Now straight away you have turned just a training video into multimedia. I've done this with nearly all of my products, I will usually have a worksheet or check sheet or just something that accompanies the video, what helps the person go through your training, but again it's about perceived value. It doesn't take two minutes to create a worksheet with some checkboxes, but when someone prints it off and goes through your training checking off the tasks, at the end of the ten or fifteen videos they've accomplished so much and you've made it as easy as possible. All you've had to do is create an extra PDF to accompany your video. Whenever you create your products, whatever it may be, try and think when you're recording videos it's not just about the video, try and add some other material to it. Some checklists, some worksheets, maybe a mind map, just whatever it may be to help people go through your videos.

People love accompanying material. My members love the fact that I give them a PDF that accompanies the video or an MP3 that accompanies the PDF. With this particular example, we are talking about content; different methods of delivering that method through video. The area to focus on for me, is delivering in multiple formats in member areas. I look at my members areas more like a private area where people who have paid, people who have taken action and truly wanted to be educated. I made those more private, they have a password to get into these areas, but I deliver the content there with video as well and it's very powerful.

In my blog however I might deliver content and I might teach stuff that is really more broad, I put content on my blog in the form of video with the intention of eventually leading them to become a member of one of my members areas. With YouTube you can deliver content and it's easy to share.

If you're teaching a tutorial about basket weaving, and you use keywords like 'basket weaving' or 'how to make a basket' in the description, you are very likely to be found on YouTube. This is a great way to start establishing a connection with your audience. This description can bring them to your blog where you're now even branding yourself a little more, and eventually getting them to purchasing access to your "how to create baskets" members area. There's a certain amount of content I give away for free on YouTube that I want people to share. I want as many people as possible to find this content so I can create an interest and they'll come back to my blog to watch more videos about me. Then eventually I can create an interest in them to buy access to my membership site. So I recommend that you consider delivering in multiple formats but putting your videos in multiple areas on the internet like blogs, YouTube and membership sites.





# Chapter 6

## List building

Some of us make the mistake of thinking that the most important thing is to make a list and doing nothing other than that. **LIST BUILDING IS VERY IMPORTANT!** As a matter of fact I'm going to say everything you do online should one way or another lead you to creating a list of people to market to in the future. It's very powerful to have a list of subscribers you can email and communicate with. There is an additional power when you add video to your list building. When you create lead magnets and you raise your company brand, you elevate your image when you use video on your squeeze pages by using videos to build your list.

I also have videos that are just screen capture videos where I show them what I'm going to give them, I give them a demo or a walkthrough.



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The purpose of the video is to serve as a lead magnet to attract someone to enter their name and email. What happens here is we elevate our company brand, it takes things to a whole new level of branding. Again, we get back to the whole perceived value here when we get into list building and elevating your brand.

Now when we use video for the purpose of capturing the name and email, I use it two fold. I have a video on the squeeze page itself compelling people to enter their information. I would point to the area I want them to enter their name and email, making a connection with that person.

Smiling, eye to eye contact, enthusiasm, is a way to brand myself and let them see me, meet me and it's kind of like a formal introduction. On the other side of the fold is the fact that I am going to be luring them to enter their information, I'm going to be ethically bribing them with the advent of getting more videos from me. I'm putting video on the page to introduce myself, elevate my brand and get them to take action, and I'm using video to deliver the content when they've already taken action on the squeeze page.



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If you deliver some content, then people have to take action and do something to receive the rest of the content. You see this often during some of the big launches. You will see they may deliver three videos over the course of seven days, usually you can see 'video two coming soon'. When you click the play image, it will ask for you to enter your name and email to receive the next video. Little things like that can make a massive difference.

When you're trying to build a list it is important to establish yourself as a person who people need to listen too. The best way to prove that is to provide some unconditional value first. I like creating a video on a squeeze page that teaches a broad overview or introduces them to a concept or method that they may be vaguely familiar with. I then give them more specifics in that video without asking them to do anything. I say "Hey, if this is something that interests you I have a whole lot more material that I've create a series of videos with, and I'd like to give it to you in exchange for your name and email address." What we've done there is we've built a list by branding ourselves as an expert on the squeeze page as well as using video to compel them to take action so they can receive their video product. It's good for building leads and connections.

Here's what I mean by creating connections, when you're creating video and when you're using video to introduce or establish a relationship with someone, you're taking it to a new level. I've done this before in my own business to try and get people to promote my products. I've literally just turned on my phone and held it out in front of me and created a quick introduction video.

For example, I might create a video that says, "Hey John, I'm Omar Martin. I've seen your work and I know you do this and that. I just wanted to take the moment to introduce myself and let you know I'm also in this same sort of business. I'd love to talk to you a little bit more this was just to serve as a quick introduction." I'm making a connection with somebody there, starting the building blocks of a relationship by using video. I guess this kind of goes a little bit more on the side of JV building as opposed to customer list building, because let's be honest both John and I have lists of customers, tens of thousands of people who have bought things from us and subscribed to us, but we also have lists of affiliates and people who have worked with us. I have several thousand JVs and affiliates on a list that I have connected with as well using video.

I've actually done a lot of personal videos, I've received a lot of personal videos, it's something that gets done a lot more now and it's maybe not as effective as it used to be but it's still effective if you do it right. One thing I do to connect with my affiliates, if I have a launch I have a JV blog and I tend to have daily updates of who's winning, and usually it's a lot more informal when you're talking to affiliates so you can have a different type of connection with them.





# Chapter 7

## Social media

Nobody can dispute the power of social media for making things go viral, for making a connection with people in a way that you just can't do otherwise. I think the reason for that is first of all its social, and secondly it's media. When we talked about people on the social media networks, the biggest being Facebook of course. I mentioned earlier about the mindset that you're marketing in, and when you're marketing to people in the inbox they are in the process of checking their email. When you're marketing to people on social media or you're trying to connect with people on social media they are in the process of having fun, they are in a little bit more of a leisure mindset. They are on social media checking out what their friends have posted, looking at pictures; it's a lot more of a laid back way of reaching people out.

This is very powerful for attracting leads if you market to them properly. People love sharing video and watching video on the social networks, especially if they're entertaining videos. Now an entertaining video doesn't necessarily mean you have to write a script like Steven Spielberg, it doesn't necessarily mean that you have to dive off a cliff or fall off your bike or something like that. Those are funny videos and humor is powerful, especially across social media because nothing compels someone to share a video with their friends and family more than humor. You can find a way to create entertaining videos, even something that adds humor to make a connection with people, if you can find a way to incorporate that with social media, Facebook, and attract people using it as a lead magnet, not necessarily to add their name and email but to like your Facebook group.

You're aggregating people that are interested in you, you are putting them all together in a place that you can later ask them or invite them to go to one of your websites or watch one of your videos, or maybe go to a squeeze page. Be mindful of the mentality someone has when they are on Facebook, they didn't go there to look for products to buy, they didn't go there to opt into any lists. Be sure to keep in mind that you don't want to become the spammer guy, don't become that guy who tries to push business down someone's throat while they are having fun on Facebook. That's like showing up to someone's birthday party and whipping out a whiteboard and trying to





sell your product there. That's not what you want to do they aren't in that mindset. However, knowing this and using this properly can in fact help you attract people to your business.

What I would also advise is when you actually share a video yourself, maybe think to yourself why you just did that. When you take an action think what made you take that action, and if you can maybe think why you clicked "like" and what the video did to make you share. You could think what could you do to incorporate something from that video into something you could do yourself. What I find in the past is that I've gone on rants on videos, something maybe that has upset me online or something I didn't agree with, I go on a rant and I shout things at the camera, and people seem to love that sort of thing. Some people will agree, some people will disagree or whatever, but it could go viral. Sometime that sort of thing can get someone's attention. Some things wouldn't work on Facebook, so keep that in mind. But if you do something quick, engaging, powerful, or funny, people will think wow I like this and it could go viral. Just be creative.

Videos go viral much easier than pages because they are so much easier to share, it's important you keep that in mind. If you leverage this power and create something that people are willing to share. Think about the last time you shared something. You see people all the time sharing pictures of their cats and their pets, sharing images of people and things gone wrong, somebody that fell, something that makes us laugh, something that actually brings some pleasant feelings to us while we're surfing social media. Those are the things that go viral,

Things like, an educational video, it appeals to a very small segment in people, people that are interested in people. Having a video go viral in a global type of sense it's not going to be very practical for that to happen. However, when you make it general and make it part of a lead magnet, for example let's say you had a product about dogs, dog grooming, or what have you, a great way to attract people would be to create a dog group. A great way to get people to join your group is maybe have a funny video or cute video about dogs. Essentially what we've created there is a funnel, it's a funny video people are willing to share about dogs, maybe something that has the brand on it, a little logo of your group or a little action call saying join the group.

Now that video gets shared by people because it's funny and cute and now people join your group. Then eventually in your group, you can share more videos and more pictures and introduce people to your product. You've created a funnel and you're using the power of social media to make it go viral but you're not being intrusive, you're not directly going in there posting a video of your dog product and trying to force me to buy something while I'm in there having fun. Videos do in fact go viral much easier than pages for this very reason, because it's a totally



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different mindset you're marketing to people with.

Now I'm going to discuss webinars. We do a lot of webinars, we do webinars where we sell products, we do webinars where we teach methods, we do coaching webinars. John does weekly webinars with his coaching students, while I do weekly webinars with my MUA program, and we record everything. We record absolutely everything and there's a reason you should do that. You need to make sure that everything you do when it comes to webinars is recorded, because you can create further products from your recordings which we are going to discuss a bit more later in another chapter.

I think that webinars are so powerful because we've been talking about the mindset that people exposed to your marketing are in, webinars are teaching and selling outside of the inbox. People are allowed to schedule when they attend, they make time for it, and they're not in a rush. The people on the webinar know they are going to be there for a while, so they are prepared. It's a lot different than when you're quickly marketing to someone while they are in the process of checking their emails. You should always record your webinars, especially a webinar that you're selling a product on. A webinar is a live broadcast, it tends to be a broadcast where you get people to register to it. We use a platform called Gotowebinar but I know there are others out there.





John and I recorded the Easy Video Solutions training on a webinar. John was in his office in the UK, while I was here in my home in Florida, and we're using a webinar as a method to record a video for you so you can later stream it in your home or wherever you are watching it. With webinars there's basically two types.

1. Content Delivery: There's webinars you are doing for the purpose of content of delivery, which is what John and I did with the training videos inside of Easy Video Solutions.
2. Demonstrating: There's webinars you do for the purpose of demonstrating a product and possibly getting someone to purchase that product.

I've found that it's extremely powerful when you have a video replay of your webinar especially for the purpose of selling, so you should always record your webinars.

My Unfair Advantage, is one of my products that people purchase, become a member, and on a





weekly basis, can attend a live webinar. In the site itself we have all the recordings of prior webinars in the archive, just over 130 at the time I'm writing this right now. People can join this site and all of a sudden have all this content I've recorded, and they can play the video replay.

The value to that person is huge. Even if they couldn't attend, the fact that I recorded that webinar means they can take that value from that recording regardless of when they are watching it. Whenever you do a webinar you should always record it. Why not turn it into a product? You can group two or three of your webinars that you did on a specific subject, put those together, and that becomes content. You can get that transcribed, there's so much you can do if you have the recording of the webinar.

One of the most important reasons why you should record a webinar is the webinar replay, especially when you're pitching something. If you're selling a product on a live event you must provide a replay. The reason is, I have found, that you will usually make more money from the replays than you would from the live events. What you'll find will happen when you do the live event, is that people will be either in a different part of the world, where they may be at work, they may be asleep, or for whatever reason they can't attend the live event, but they can watch the replay any time they want. What we do as well what to make it a bit more successful, is limit the replay. If you just say to someone the replay is online, they'll say, "we'll watch that tomorrow." However, most times, tomorrow never comes. What we tend to do is limit the time and have a 72 - 96 hour window and we find that works fantastically well. So make sure if you do anything live, record it, and provide a replay.

I've proven this time and time again, when you create a sales webinar and you have a live event, you'll make sales because people are there in person and can interact and ask questions. However, I've proven that over sixty percent of the overall sales from a webinar come from the video replay, especially when you've limited that replay to 72 hours. I put a countdown timer on the replay page, I personally feel 72 hours is more than enough time for people to attend and watch at their own pace.

When you say to someone "Hey, this is going to be perpetually available to you," it becomes something where they'll think, "I'll watch that whenever, there's no urgency and no reason for me to say I need to make time in the next few days to watch this webinar." You're trying to sell something on this webinar so you want them to make that decision as soon as possible. You don't want them to think well I could maybe buy this next year, you want to make a sale as soon as possible, but at the same time I'm respectful of that person's time and I think 72 hours is a





good time for them to make room in their schedule.



As I've mentioned before, well over sixty five percent, (I've had webinars where even seventy percent of the sales), are made on the video replay. This just proves if you were only doing a live webinar, and not offering a replay, you're leaving up to seventy percent of money on the table because you did not offer them the opportunity to watch it when they are available. It has to be both, you have to give them an opportunity to watch it when they are comfortable and when they have the time, but you can't make it perpetually available because that's just shooting yourself in the foot. When I have a sales webinar I tend to do a replay.

Content webinars are different, like I said with My Unfair Advantage I do one every single week. There are tons of them in the archives, but not sales videos. I don't have an archive for sales webinars. I have a 72 hour replay period and if you miss it then it's gone. That urgency causes people to watch it now and make their purchases now, it simply works.

You can also create an automated funnel. There's a couple of ways you can do this. You can put your replay inside a member's area; I've done this where maybe I'm not going to plan a live webinar for two to three months. I'll just put a replay in there and then that can sit there and make sales. You can also create content and automate the delivery of it. You could maybe have a sixteen week live training program, you could sell the content and you could drip feed that content. You can use it for selling or you can also use it for training.



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Inside My Unfair Advantage, John and I teamed up to create an entire module, called Webinar Evolution, where we talked about how you can create one of the sales webinars. We show you how you can have that 72 hour urgency on a perpetual basis. Now, I know that sounds a little weird, but there's actually software out there that allows you to automate the entire webinar process, meaning you create the webinar once. However, people can actually register for that webinar and attend that recorded event as if it is live and watch the replay over the course of 72 hours. They can do that this week, they can do that next week, and it always appears to be that urgency motivated type of replay. It is the happy medium between something you only do for 72 hours and something that only happens 72 hours for the individual person. It's very powerful when you do that and when you master it. John and I have created a training series that teaches how to automate webinar funnels like this and still have that urgency. We use a software tool called Evergreen Business Systems to do this and it's very effective. I remember the first time me and John did this we accidentally made \$12,500. That was not knowing what we were doing or how we were going to do it, we were testing around the software.



Keynote is what I use for a live event, I may change it slightly to use in a webinar, but I'll then record it for an automated system. I won't have the time and date and don't use words like 'live'. I don't think you should do that. Use words like 'presentation' and things like that. If you do a recording for an automated system, you can take out some imperfections. You can cough or say something wrong, and edit the video, put it in your automated platform and do the best you can possibly do. There's a place for live webinars, there's a place for using automated webinars and I find both work very well.

Overall, we can agree that implementing video properly is going to improve your success online, whether you are creating the video to establish your brand, putting that video on your sales page to compel people to take action. There are so many possibilities for you to use video to improve your overall success. We've done it in various parts of our business and we continue to do it in overall success all over the place.

You have to evolve with video. If you're not using any form of video, now is the time to start implementing it into everything you do online.





# Chapter 8

## Types of Videos

Now we're going to talk about the types of videos. We're going to cover the main types of videos you can use and how to create them. We're going to cover the common methods used by online marketers to produce quality web videos. There's basically three ways you can record video:

1. Camera: This is where you are looking at the camera
2. Screen Capture: Where you are recording what you are doing on your computer.
3. Slideshows: Where you produce a slideshow and record it then use that.

Let's start talking a little bit about being on camera, and for me this has been quite a growing phase in my business because I wasn't really the best person on camera when I first started doing it. However, I realized very early in my business that I needed to be on camera to make that connection with people. I found that there were two basic struggles for me to go through when I first started creating camera videos, and that was overcoming the fear itself of being on camera, what to say, what if I mess up? As well as, the equipment, am I using the right type of equipment? I didn't have a big budget or anything like that so those were the main challenges for me, and I presume a lot of other people out there maybe even you as you're reading this or trying to think of a way you can be doing videos on camera, but you're maybe a little afraid of doing them.

Maybe you're not sure what you're doing, or the equipment is something you think is holding you back, but I'm going to start by saying doing videos on camera is very good for your sales pages. It's very powerful. When you create a presentation for the purpose of selling something there is a series of steps that you want to follow, there are generally five steps which we are going to be talking about in a minute, they are the following:

- Introduction
- Short story
- Presentation
- Close





- Rehash

These are the things that are important to cover during your presentation.

When you're doing a video conveying these things in the form of one camera video, they are very powerful in comparison to just a slide show for the purpose of selling. I personally tend to think that slideshow videos are very good for delivering content. They can also be very powerful as far as doing launch videos and things like that and upsell videos. However I don't think they are any replacement for actually being on camera because of the things you have to do, things like, smile, make that eye to eye connection, and display that enthusiasm that you just otherwise cannot do with just text.

I think it goes back to what I said earlier, people like to see who they are buying from as well. If you can be a likable person on camera you're halfway to selling your product before people even see what it is. I also think when you're looking at the camera it's great for telling a story as well. Sometimes you can put together a series of videos that tell a story of maybe how you struggled, how you overcame problems to become successful online, and if you can be on camera doing that it usually works very well indeed.

You can actually become personal in a way that you can't do when you're just doing it with text. People can see emotion a lot more when you're on camera. I want to point something out here, when you're trying to sell something and you're all of a sudden proposing a concept or idea to someone that's going to require them to take action, especially when it's going to require them to dig into their pocket to pull out their credit card and make a purchase, it's important that you make a personal connection with them.

When you create a message for the purpose of selling it's often referred to as a sales pitch and that's not a negative term, but when you're creating a pitch there are three subconscious questions, apprehensions, that in almost every particular situation your prospect will have.

You need to accomplish this, you need to resolve these three apprehensions in the back of their minds as quickly as possible if you plan to establish a connection that will need to a sale. Those three subconscious questions that need to be answered are:

1. Who
2. What





### 3. Why

I make the comparison a lot to when I was knocking on people's doors and selling products. When you knock on someone's door for the purpose of selling something, when someone opens their door and they see a complete stranger smiling, having eye to eye contact with them and being real enthusiastic, there are three things that run through the back of your head.

1. Who the hell is this person?
2. What the hell do they want?
3. Why are they here?



Those are very important things to answer in the back of the prospects mind and whether they are asking this directly or not, be certain that they are apprehensions that your customer has. When you're on camera you can create a personal message in a way that is still generic to appeal to everyone, but you can make a personal connection with someone and answer those three apprehensive subliminal questions that the person has in a way that you just couldn't otherwise do.

I think that's probably the most important part of using video Omar, that you're getting the message across, telling people what it is you want. You don't sell on a video you tell a story and get the message across. If you look at launches, you'll see that they usually always have some sort of video message in there, and if you get that part right you've cracked it. Being personal and





connecting with your audience is one of the most important things you have to learn to do when creating video.

When you're on camera, the best way to connect with people is to tell a story, stories sell. I think the mistake that a lot of people do when they get on camera is they talk about things other than themselves. They talk about features, and they don't focus on benefits as much as they should, but they avoid telling stories. People relate with stories, people buy on emotion, this is a fact. You need to comprehend this.

Nobody wakes up in the morning and turns to their spouse and says, "I really do hope someone pitches to me today so I can buy something." They just don't do that. People buy based on emotion, they buy based on impulse, and it's your own ability to raise that impulse and make the connection with your audience that's going to determine whether or not you make a sales.

Now please don't freak out, don't think that there is some God given talent you need in order to be able to do this. You will get better with practice, you will get better when you follow the steps I'm talking about, like the introduction, short story, presentation, and rehash. We're trying to put these things in your head like answering the 'who, what, why' question. These things can be done in your message as you're connecting with the purpose. If you don't do them and completely omit them, completely disregard the fact this person didn't necessarily plan on running into your video today, they didn't plan on buying your product today, you need to approach the whole on camera video creation and connecting with your audience. Think with the mentality of "I need to tell them a story and let them get to know me, I need to make them understand I'm not much different to them, I'm a person."

Connecting with your audience really is in fact about telling a story, I've seen videos of John where he talks about how he used to be a factory worker, about how monotonous that job was and he always wished that he didn't have to go to that job. I've heard him tell stories about how his office is now really close to his job and literally passes by his job I believe, and those are the things that resonated with me. Those are the things that people will remember, that is how you make a connection with your audience when you're on camera, by simply being yourself and telling them a story.

Be **YOURSELF!** I think when some people start doing videos you can usually tell when people first start out, I think they believe that they have to turn into some sort of actor. You see people that sit upright in their chairs as if they've got a broom handle down their back or something, and





they are very upright and tense, where they need to relax. Try to imagine you're sat at a table opposite a friend and you're going to tell a story about yourself then explain what your product will do. You've got to learn to be yourself. You don't have to be Hollywood actor, you don't have to go out and win an Oscar, just be yourself because that's what people will connect with.

John used to work in a car factory, and that story helps him connect with his audience because a lot of people who are watching the video may have had a similar job, they are working in a factory or in a job they don't like. That's his past and his history so when I talk about that people are like, "yeah that's what I'm doing right now, so if John can get out of that situation then maybe I can too." So if you make that connection you're halfway there to selling your product.

There's also some very important psychological things that are happening when you're telling a story by talking about your past. We tend to be very emotionally attached to our past and the things that have happened to us, and we can convey that in a way when we are on camera and make a connection which otherwise we simply cannot make. We portray a certain expression on our face, a certain tone of voice, when we are talking about things that have really deeply impacted us.

People have heard me tell my story about how 9/11 changed everything for me and made me come down to Florida and start a new life, and get into sales, and I tell that very passionately because it's something that truly happened to me. It's not just some hyped up sales copy that some copywriter cleverly wrote for me to then narrate on a video while I'm looking down at my notes, it's a truly impactful message that helps me connect with my audience. Everything that happens on camera from the way my eyes are pointing to the facial expressions, to the emotion in my voice, all of that is real. It's genuine and I'm being myself. That connection happens without me forcing it to happen and that's what truly compels people to take action, when you are yourself and when you remove that broomstick handle from behind your chair and when you actually come out of your shell and you're just yourself.

A lot of people think to themselves, "hey I should write the perfect script then read it." The problem is that we don't speak the way we write. For example, especially for me when I pronounce the word 'a', when I'm telling a story and not reading it I pronounce the letter 'a' a different way, and when I am reading a story out of a page in a book I actually say the letter 'a'. It comes out totally different, the way we read and the way we write is totally different in the way we connect, and it's important that you connect with your audience when you're on camera because the last thing you want is to come out disingenuous in your video, because then your video now





has an opposite effect.

If you're not real, your audience can sense it and aren't connecting with you. They can tell that you aren't being yourself, and that's very important to keep in mind.

### **Spontaneous videos**

That can be so awesome, when you create spontaneous videos you can literally have an effect on people that you just can't do otherwise. People seldom write spontaneous copy, seldom do you sit down and come up with a ten page eBook, but it's very easy to get an idea, or a message, and be in the moment so to speak. Just pull out your camera and start talking and create a video that's spontaneous. Sometimes the connection that you make with people with spontaneous recording is really powerful and you can't do this otherwise, you can't plan to capture a moment. I don't know if that's really coming across the way I meant it to come across.

Another thing you can do is be aware of what's going on. For example, sometimes something might happen on the news or something big might be happening online, like a big launch. If you can create something that people can connect with at that time, at that moment, and maybe turn it into something that teaches a bit of marketing or something like that, you'll usually find that your subscribers really appreciate that sort of thing. I do tons of video training where I'll just suddenly have an idea, or something will happen online or a news event, and it just sort of triggers an idea and I'll go and make a video. Then I'll tell my subscribers about it, mail them, and they love that sort of thing. Remember what we said earlier, in today's society, you can create a video from your cell phone and have that online, and it could go viral in no time. If you have an idea for something don't just put that idea to the back of your head if it's something that's going to brand you as a person, get it out there.

Sometimes the things I like about spontaneous videos are the fact that we typically plan a video, the fact that we write a script, the fact that we set up the lighting, it almost kind of creates this expectation within ourselves that it has to be perfect. Some of my best videos I've just literally been sitting down, pulled out my phone, and just started recording. Now there are some things to be mindful when you're doing spontaneous video like the environment, maybe you're outdoors and there's a lot of traffic noise, maybe you're just holding the camera up with your hand and it might be shaking a lot.

These things can be distracting when we're watching them back, but as long as you're mindful of how you're using the equipment, spontaneous videos can be very powerful. Using your iPhone or





a HD camcorder has become much more prevalent these days because the technology is there now. You can record high quality video on most smart phones, they have a really good camera, it's easy to just plug into your computer and upload the video, and before you know it you've got a video up and running.



If you want to take it to the next level, you can throw that video into an editing software like Screenflow, which is what I use on the Mac, I know John uses Camtasia as well, but the point I'm making is with equipment you don't need to have really fancy professional studio type of cameras because the technology to create that same quality of video is now available on most people's hips. John and I just did a big product promotion for a product called Easy Video Suite which I'm sure you've heard of, and we actually created all of our videos for our bonus with our iPhones.

Literally John in the UK recorded his portion of the videos on his iPhone, I recorded my portion here on my iPhone, then we edited them together and came up with great quality videos. People literally came to us and asked how we were recording, and when I said I just used my phone they were like, "no way." The reality is that you don't need real expensive stuff. Even if you have an old school phone that doesn't have a camera on it, you can get one of those flip cams for less than \$100 nowadays because the technology is there. You can get really good quality phones and really good quality video from really inexpensive gear.

I was surprised when I used my iPhone, I actually found it was better quality than my HD camcorder which cost me over \$1000, and obviously that's made for just recording video where





the iPhone isn't. I find you just get a lot better lighting and it's a lot sharper, it's better in a normal environment so you don't have to have the studio lights on. I use the iPhone 5 now which has a forward facing HD camera, obviously with the iPhone 4 if you wanted HD you couldn't face the camera, but with the iPhone 5 you can see yourself and see exactly what you're doing. It's brilliant. As far as I'm concerned that's all I ever need to record my video.

We're going to talk about equipment in a lot more detail in the next chapter but they sell little clips so that you can attach your phone to your tripod, there's inexpensive tripods. I literally use a \$10 tripod, so again no need to have a movie production budget to create really good on camera videos. Whether it comes to the equipment or what you're going to say while you're standing in front of the camera, I think that it's important to keep in mind that practice and education is what is going to help you overcome this. There is no God given skill that you need or talent to become good at this. It is a myth that you need to have really expensive stuff to create good looking video.

### **Screen Capture**

Now we're going to talk about screen capture, which is basically you on your computer just recording what you are doing. In my opinion this is the most common form of training, it's certainly the most common form of training that I have ever done. Most of what I teach involves me having to show people what to do. For example, if you're teaching how to create a blog, the best way to do that is by using screen capture. Now there's two main pieces of software, Camtasia for Windows and Screenflow which is what John and I use on the Mac. If you have to teach anything where you're showing people how to do something on a computer, screen capture is the best way to do it.

Screen capture is also the most common form of training once you get inside of my members areas, because in my particular niche, I'm teaching people how to do things online, how to access certain sites, how to use certain pieces of software. Obviously these sorts of things can't be taught in front of a whiteboard in classroom style as effectively as they can be taught using screen capture. This is something that you will need software to do in order to capture your screen, the Easy Video Suite software that was recently released has a screen capture feature. As I mentioned before, there's also more advanced editing softwares like Camtasia and Screenflow which we will be covering in a little bit more detail. I think what's important to keep in mind here is you can also do things with screen capture that involve your webcam.



# Easy

## VIDEO SOLUTIONS



### Easy VideoSuite



**Telestream**  
**ScreenFlow**  
Screen Recording & Video Editing Software



A lot of screen capture software now also allows you to turn your webcam on while you're doing the demonstration, so in the bottom right hand corner, for example, they'll be a little live video of you being recorded. That could be another option if you want to try to connect with people that way as well as sharing your screen.

It's also fantastic for teaching step by step methods as we've briefly discussed earlier. If you want to teach something break it down into actionable steps and just show people step by step how to do it, it's much easier than trying to write it down or talk about how to do it. For example we can talk about things using PowerPoint and Keynote but we can't show you, and that's why step by step methods and screen capture is the best way to do it.

Using some sort of software also makes it very easy to break down your videos into even smaller videos. I can literally record an entire process in my screen and maybe that process took me half an hour to accomplish what I was setting out to teach, I can later take that recording and break it up into three ten minute videos. It becomes a lot easier to absorb when you're doing screen capture videos for your audience because you have a lot more control of the environment on the screen, you have time to prepare what they are going to see, you can have your tabs open, you can basically have notes in front of you as well.

A lot of times I'll find that as I'm recording a screen capture I have bullet points on my screen, but I also have a notebook and since people aren't seeing me physically I can be glancing down at





my notebook. It can be talking and mentioning points that are in my notes while the user is seeing my screen. So it's a very good way for you to create demos and walkthroughs.

It's also a fantastic way to do what we call "over the shoulder training." The way you sort of sell this type of training is you say, "it's like you're standing behind me looking over my shoulder." What I do a lot of as well which I want to mention here is I do a lot of coaching, I might have a student who approaches me and let's just say for example he can't get an image to display on his blog and he might be stuck. Then I would maybe say, "let me have a look." I would then fix that but I would be recording what I was doing. So I'm recording the situation and basically then I fix the problem, now I've got a recording I can put in my members area so if someone else had the same issue instead of having to record it and show people again I can say 'go and look at this video'.

In my business, I also do a lot of sales page reviews for my students sales pages. I get their permission and ask if I can record what I'm going to tell them, so then I can have a series of videos that teach writing copy. I also do blog reviews, membership site reviews, etc. There is a lot of stuff where you can just record what you're doing. Where you might tell one person how you are doing something, if you record it you have material you can use for over the shoulder training.

The powerful thing about over the shoulder screen capture training is people feel like you're there with them. People feel like they aren't alone. When you give somebody a printed book they don't feel like you are there with them because they can read it on the go. I know that for me this was crucial when I first started to build my internet business because I was learning from John how to build a blog, how to drive traffic, how to create a product, as I was watching him do it. I was literally able to have two screens open. On one side I had my laptop and on the other side there was my computer. I could literally watch his video on one while I would pause and actually take those actions on another computer. It made it very easy for me to follow his movements on the screen. I could then expand it and make it the full screen size to see where he was clicking, how he was going to a page, how he did something, things that you just can't do in text.

The person can actually see what you are doing. You can say to the person 'hey go over to this tab and click on it and then open this tab', but what if the person just can't find it, they aren't sure where? If they are watching you over the shoulder that relieves that apprehension and stress, it just simply makes the experience a lot more enjoyable for the student.

Screen capture is also brilliant for product demonstrations. You could be demonstrating your own





product on a sales page, maybe you want to show people how they get results using your software or your product. It's also good if you're an affiliate. If you can get permission from the product owner to maybe do a member walkthrough, or maybe you using their product which I did for Easy Video Suite, I showed you myself using the actual software. If you can do that then you're showing people how to get the most from the product if they then go ahead and purchase. So if you can demonstrate a method, a product in action, a members area tour, show people how to get the most out of something that you are promoting, they are more likely to go and buy the product if you're showing them how to use the product, get traffic, make money, or whatever it does. It's fantastic for product demonstrations.

There's a lot of reasons that people don't buy things. There's a lot of reasons that we could probably estimate and take guesses at why people didn't do this or didn't do that even though we asked them to. But at the end of the day it all comes down to fear. People are afraid of making a bad decision. A product demonstration is ultimately the best way to show someone what they are going to be getting. When we're talking about software, when we're talking about website memberships and things like that, literally showing them what they are going to see the minute they purchase and doing the demonstration; you are removing all of their fear of 'what if I buy this and then I don't get what I thought I was getting?'

It is the complete opposite of what we call doing a blind offer. Blind offers are something that I tend to stay away from, I tell my students don't do that, you want people to know what they are getting without over selling because that can be a problem as well. You don't want to create a two hour product demonstration, you want to cover the important things. Product demonstrations at the end of the day are the best way to remove any fear from the person that they may be reserving as far as 'am I getting into the right thing here?' So a very powerful thing for you to do.

We will be covering this in more detail later on, but the three main products for recording screen capture is Camtasia which is for Windows, you can also get it for the Mac but I only use it on Windows as I'm not a fan of the Mac version. Screenflow, which for Mac and there's also Easy Video Suite which now has a screen capture recording feature. I'm finding Easy Video Suite brilliant and I've actually used it about three times today to show my students quick little tips, quick one or two minute videos because you can just record, upload, and send the link. So that's the main software that's out.

At the end of the day there's always going to be an investment required in your business. You're in business, and there's no way that you can expect to run any profitable or successful business without investing in it. In online business, especially any type of training, it's going to require





some sort of software. There will be some free ones out there, but you will be compromising all kinds of stuff when you use free screen capture video. It won't render in the proper format or record the amount of time that you need, or maybe it will put some sort of watermark on your video. At the end of the day it tends to be the standard when you're recording video or when you're editing video to be using either Camtasia, Screenflow, or Easy Video Suite.

We're all going to be needing Easy Video Suite so that we can play our videos, so we can manipulate the video file, but when it comes to editing and recording the videos especially on larger size screens Camtasia and Screenflow are the way to go. I prefer Screenflow and there's two reasons for this:

1. I'm on a Mac and Screenflow is for Mac.
2. Screenflow handles large files a lot better than Camtasia.

Camtasia, especially on the Mac, it leaves a lot to be desired when you have big file sizes. When your video is say longer than twenty or thirty minutes, when you're going to be doing a lot of editing and cutting things out, adding transitions and things like that, Camtasia, in my experience just doesn't seem to handle those files well.

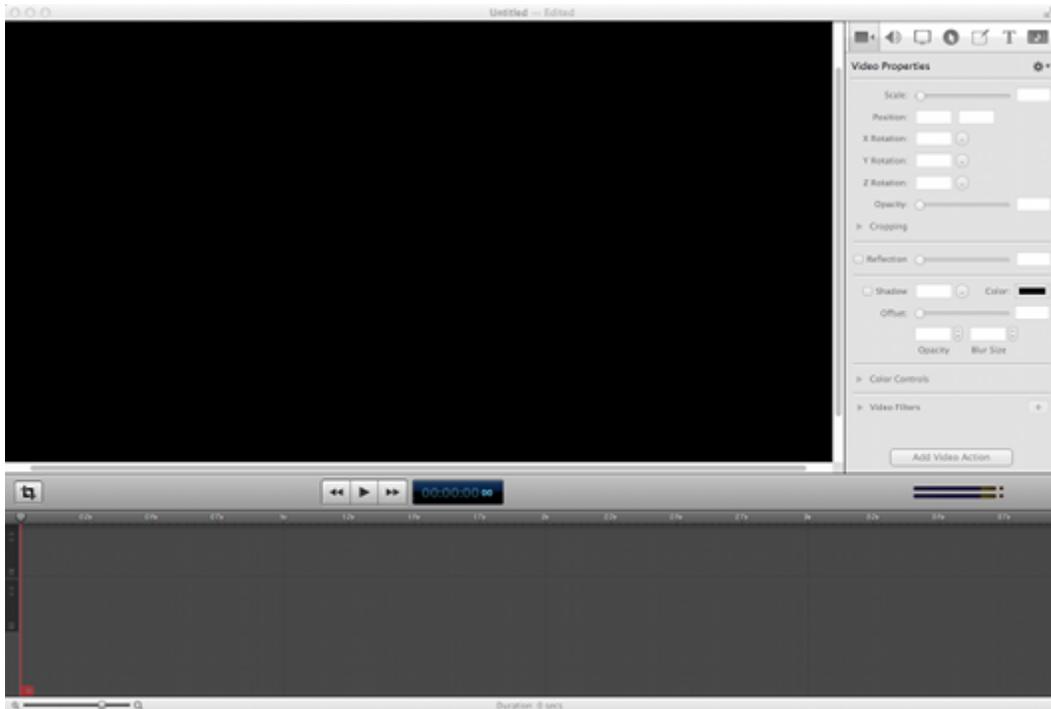
When you've got a lot of data manipulation Camtasia kind of gives you that little spinning wheel of death and you're like oh my God did it lock, and you're kind of working in fear that you might lose your material with Camtasia. I've found Screenflow to just be a far superior type of product. With Camtasia, if you're using a PC then your hands are tied and you kind of have to use Camtasia, like I said there are other free alternatives out there. Then there's a much more expensive alternative like Final Cut Pro, and I would have to say that for the majority of stuff that you're going to be doing as an internet marketer, as an online business owner, as regards to screen sharing, screen capture, demos and walkthroughs, and even editing of your on camera videos, I think Camtasia and Screenflow are going to be reasonable prices and can definitely handle the tasks you need to do.

For me, even my on camera videos that I shoot with my phone, I upload them onto my computer and I drop them into my Screenflow, and I do that to do whatever editing I need to do. Sometimes I like to put music behind it, I like to add an additional track. If I'm doing something with green screen for example, John and I recently done a video together where we were both in the same frame, we were both standing side by side in the video. However, he was in the UK and I'm in warm Florida and we shot this video. Him on his iPhone, me on my iPhone, I did mine in front of





a green screen. Then he emailed me his video clip and I uploaded both of them to my computer, and then I put them into Screenflow as different tracks, as separate tracks, and I was able to position them and export a video of both of us on the same camera, on the same frame basically and you're obviously going to need software to do that with. So I mention this because they don't just limit you to screen capture, they are probably the best option for doing screen capture, but I also use this sort of editing software for my on camera videos as well, and naturally Easy Video Suite, regardless of whether you're using Camtasia or Screenflow you're going to need to convert it to be web ready, you're going to need that video file to be MP4, and you're going to need the player code, and that's all generated by Easy Video Suite.



### Slideshows

Slideshows are easy to create. At the end of the day when you're making a video it really is simple to create slides, because you have various software's you can do this with. I love using Keynote on the Mac. Keynote is relatively affordable and it just makes videos that looks great, slides that look great, there are all kinds of effects and animations and things you can do once you get a little more advanced with it. This video series that we've inserted inside of the Easy Video Solutions members area were created in Keynote. We literally use the tools that we talk about in this ebook.





You can literally just start a slide by opening up a template that they already have, and just type your text, move onto the next slide and type that text. In many cases you can copy the text over from any written material that you already have, if you're doing a sales video you can copy the text from your sales page. If you're doing a training video you can copy the text from the eBook or the module, but it's very easy to create. You don't need a PhD in computer science to create slideshows using Keynote or PowerPoint.

I use Keynote a lot. It's very easy to pick up and learn, and there's a ton of videos out there. If you go to YouTube and type in 'Keynote/PowerPoint tutorials' there's enough videos to get you through the basics. You don't have to use Screenflow to record as well, we use Screenflow to create the videos in the members area. However, if you were just on your computer by yourself recording, Keynote has a record feature. You can just record your audio directly onto your video.

You literally just play the slideshow, and as I'm hitting the spacebar I can be talking, it actually records the timing of the slide with what you're saying through the microphone. Then you can export a movie file right from within Keynote or PowerPoint, so that's very powerful.

You can prepare it, you can record it, then you can produce it. We used Screenflow because we were planning on doing some editing, and because I'm going to be recording a large file and because John is involved we have to make sure if we make any mistakes I can edit it out. However, when you're using a slide software, whether it's Keynote or PowerPoint, or there's actually other software out there for example OpenOffice and free software that allows you to create slides, it's just a matter of pairing it, recording it and then exporting it and producing your actual video file. It's really those three steps. You can spend as much time doing any one of those steps as you particularly want to do, for example I might want to spend a little bit of extra time in the preparation phase because I like to use images. I've got from an icon website that provides icons and that's where I get images quickly.

You might want to do nice transitions and animations, so you might want to spend specific time in the preparation phase. Maybe you want to spend more time in the recording phase, maybe you've got a specific timing that you want to do, maybe you want to add music behind your recording, maybe you want to do extra editing and have transitions and things like that. The point being that you can record, you can edit, you can prepare everything and you can literally compose everything right on your desktop and create really cool and compelling videos with just starting from slides.





When you think about it, you can put a simple presentation together and you don't have to have all of the bells and whistles, you can record it, if you make a mistake you just go back to the previous slide which is one good feature when you're recording. Then you just need to produce, export or I think it's share or something like that on PowerPoint, then you've got a video. You can then take the video and put that through either Camtasia or Screenflow if you want to do any editing, or straight into Easy Video Suite if you want to upload and then make it ready. It is a really simple way of teaching what you want to teach.

You can make it as complicated as you want to or you can make it as easy as you want to. It's completely up to you. It's great for teaching theory style training, slideshows are an awesome way to give a presentation when you're illustrating images and things like that. It's very tough, for example if I were trying to illustrate a graph, if I'm on camera I would literally have to be pointing at a whiteboard or something like that but if I'm doing a slideshow I can literally just paste an image or a chart right onto the slide. We're actually do that on the Easy Video Solutions training videos quite a bit where we are giving screenshots of software and demonstrating what a script looks like. You're going to be able to see how we've literally just pasted that script inside of the slide. So it's very good for illustrating theory style training.

What I try to do as well when I teach my methods and whatever I do online, I try to have a theory section and a practical section. When we were talking about breaking stuff into step by step, if you are putting a product together and for example I would try and create ten theory modules where I talk about each method, then I'd try and have ten practical modules where I teach the method. So obviously this side of the training is educating, it's educating your mind for what you may be going to teach later on. That's why the best way to do it is through slideshows. It also gives you a very professional look.

In many cases people are not happy with the quality of their video. Perhaps it's the setting of their video, maybe they didn't have that nice camera or a smartphone to use. Well here's a way where you can use a pre-configured template provided by either PowerPoint or Keynote, some nice images, things that will really give your presentation a professional look. I think it's a very good way to add a new level or a new look , it literally elevates your brand and gives you a more professional brand.

It doesn't take much to have a Keynote presentation that looks really professional. I'm sure you will agree this slideshow looks very professional, and I put this together with all of the slides in maybe just a few hours. It doesn't take long, just a little bit of basic education, implement what





you have learned, and you'll have a professional looking presentations.

Like we've mentioned throughout this ebook here, PowerPoint is a very popular software that a lot of people use, it's very prevalent for PC users and it's got a lot of advanced features whilst also being easy to use. It literally has, on the left hand side, pictures where you can see your slides. Then on the right hand section it has the typing area where you type in your content. Keynote operates very similarly, the cool thing about PowerPoint and Keynote is there are also advanced features on there.



As you get better you can use things like transitions and animations so that when you hit the spacebar maybe the text flies in or pops in, or maybe there is actually movement happening on your slides. For example, when you click the spacebar to display the next line of text, you'll notice that in the previous line of text the opacity goes down so they become more transparent and fade into the background. These are just little effects you can add to your presentation in Keynote and the same goes for PowerPoint. OpenOffice is another software that also has a slide software built in, and this is free. I'm not sure about the advanced features it has because I haven't used OpenOffice in a long time, but I do know that for basic recording of slideshows, I'm not even sure if it does implement a recording feature, but for the creation of the slideshow itself you can use this free software to create professional looking slideshows that are going to elevate your brand and are going to be easy to produce.

My personal opinion is that you should invest in PowerPoint or Keynote. If you've got a Mac





Keynote is \$20 or something in the app store, PowerPoint it's part of Microsoft Office and I don't know if you can get it individually. If you are going to be doing a lot of presentations my advice would be to invest in either one of the two depending on your operating system.

If this is your business, if this is what you do, and you want to be impactful and look good it's important to make this small investment. You'll make it back ten fold. Remember you never get a second chance to make a first impression.

So with that said, don't be afraid to experiment and be creative with video. I think we've been presenting a lot of different avenues, a lot of opportunities for you to create impelling and engaging video. We've talked about different tools you can use, we've talked about different options that you have whether you are a novice or want to try free software, which again remember when you do use the free software there's always a compromise, there's always something that in either one way or another will either cost you time or will cost you customers.

As you start becoming more and more conscious of the appearance and brand, you're going to want to make the investment. I recommend straight off the bat when you're going to be creating screen capture videos you should invest in either PowerPoint or Keynote, I recommend Keynote, and don't be afraid to experiment. Remember you're going to get better by practicing and by doing things so don't be afraid to play around with the lighting if you're using an on camera video, don't be afraid to try the different settings on your camera or phone, do a couple of different takes.

Don't get frustrated when you don't achieve that beautiful image that you wanted to in the beginning, you've got to learn to crawl before you can walk, and we all went through that growing phase. I mean, I'd be afraid to have you look at the first video I produced for online, so we've all had to go through it at one point or another. The key is that you remove that fear of getting started and just dip your toe in the water, little by little experiment and try new things and you'll see that you're getting better and better. It's not a God given talent to produce good video.

The good thing about doing video is you can take as many goes as you want, it's not like a live environment like standing on stage or doing a live webinar where if you mess up, you mess up. If you mess up on a video you can re-record. Practice makes perfect. The more you do it, the better you will get.

So don't be afraid to experiment, be creative with your video and I'm sure you will eventually reach the result you want. We thank you for watching this video and we look forward to seeing



*Easy*

VIDEO SOLUTIONS



you in the next chapter.





# Chapter 9

## Creating Video

In this chapter we're going to be talking about creating and editing your own videos. There's a lot of different methods and tactics that people use to create videos, so we're going to cover some general methods that we use, and we're going to get a little bit more specific. In the prior chapters we've been talking about theory, we've been introducing some concepts, but here we are going to be talking more specifically about what we do when we are going to create and edit video.

We're going to cover the key elements of a production. We've talked about the different ways to do it, we've talked about on camera and screen capture, but with this video we're actually going to talk about how we create our own recordings. We're going to talk about the script, now recently I had to do a script with John and I created the script, sent it over to him, he modified it, and we were able to work together even being miles apart by creating a script that we both used as a frame of reference. That seemed to work out quite well.

I remember thinking it would never work, but basically when the video was finished we were stood side by side as if we were in the same room because of the way we had put the script together and set up the lighting, we had thought of everything.

So we'll talk a bit more about how we did that with the green screen, and how the script made everything come together for us. We're also going to be covering the lighting. Now this is really important and a lot of people don't pay enough attention to the lighting, but it really affects the quality and the perceived value of the video. I've gotten more into lighting and I've come to find that it's just not expensive at all, it's just about knowing the techniques, how to position the lights, and how to do this. It makes a huge difference in your final product.

I can remember looking at some of my earlier videos and the lighting was completely wrong. I realize now that I know more, but at the time I thought I was doing things right. Sometimes it's just standing in a different place, putting the light in a different place, so simple but obviously if you don't know that it's hard to know.





## The Equipment

I've talked about this a couple of times in the prior chapter, and that is the misconception that a lot of people seem to think like, 'I just can't afford expensive equipment', or "I just don't have the right stuff," or how about, "I don't have a big fancy movie production budget like filmmakers do." The reality is that it will take a little bit of an investment, because you are going to have to have a way of recording your videos, and you're going to have to have a lamp, but a lot of this can be done with a very small budget, a beginners budget. You have a lot of the stuff you need already so I've found that I was pleasantly surprised when I started researching into what I really needed to create videos that look really good. I was pleasantly surprised when I found that it really doesn't cost a lot of money.

I think I spent over \$1000 on a HD camcorder, only to find out recently that I can usually get a better picture from my iPhone, so that was something I learned as well.

## Post Production

Post production is a lot more than just creating the recording. Once you've created the recording you've got to manipulate the file, so you've got to get it from your camera or phone into your computer, then there is some editing to be done. You usually have to clip the beginning and the end, you also might have coughed somewhere in the middle, so you'll need to edit that out.

You're going to need a software that's going to enable you to import that movie, so literally drag and drop that movie file into the software, then enable you to edit it. Depending on how involved you get into the post production or add music. There's more that you can do as well. You can also create clever edits and use video effects, most of these features are built into the software and we're going to be talking a little bit more about this, but it can really give your video production a really professional look by just using a couple of features from your software.

I think this is the part where a lot of people struggle, or they think it's going to be so hard that they don't even get started. When really, with the software that's available these days, you can create a very professional looking video with very little effort, and it's a short learning curve.

Remember, it's not about what you've got, it's about how you use what you've got. I just can't stress this enough. You can do this very affordably, as long as you have the "**WILL**" to look into it. Nobody was born knowing all these things and all these devices, you've already made the right





move by reading this ebook chapter. Like I said, it's difficult to give instructions for every single possible combinations of equipment and setup that you might have, so for the purpose of this ebook we're going to keep things as general as possible. Don't worry, you can achieve the same results as we do in the Easy Video Solutions training videos, using various different set ups. It's just about your own determination to make it happen, and don't ever think that "I can't do it because I simply don't have that particular device." Therefore, even if we mention a specific tool or one specific thing, there are alternatives and it's just about your willingness to go and actually look into it and find a solution for what you're trying to do.

Like I've already mentioned, I have found out I didn't have to go and buy a two or three thousand dollar camcorder and expensive lighting, it's more about how you set things up and being creative. So that's what we're going to show you throughout this video.

A good place to start when you're planning to create a video is a script. Now a lot of people skip this set because they figure "I don't need a script let's just jump on camera." What ends up happening is that they end up doing a whole bunch of different takes, messing up, losing their spot while they are trying to remember everything, and here's the problem with that. When you're creating a video for yourself and you're trying to achieve that really good professional look, you're wearing a lot of hats.

What I mean by that is your literally the playwright, the director, the producer, the actor, the editor, the lighting technician, the audio guy, you're **EVERYTHING**. You're keeping all of these things in your mind as you're producing your content, and it takes away from the most important thing which is the content itself. Your minds thinking, "am I standing in the right spot," "is that light pointing properly," "is this the right way to do this?"

Remember, professional movie sets have many people involved in the production, so be easy on yourself it's going to take a little bit of practice to get it right. A good place to start is a script because it gives you an outline and it gets you thinking, it basically sets your own expectations of what you want to achieve. It's a map, it's a roadmap to the production. You essentially need to have a mini screenplay, it doesn't need to be huge, but it's an idea of what's going to be said, how it's going to be said, who is going to say it. It's especially important when you have more than one person involved in the video as John and I recently had to do.

Don't get carried away with writing your script. You don't have to be Steven Spielberg to make good videos from your home. Just be sure to have a general idea of the script that you've created.





We don't tend to talk naturally when we're reading something. When we're writing things we tend to be more mindful of our grammar, we tend to be more perfect with our spelling and things like that. We focus on the way it's going to be read not the way it's going to be heard or viewed. That's why I think we shouldn't get too carried away with the script and making it perfect, because then we feel compelled to read it word for word and it doesn't come out natural. I think people can sense when you're reading as opposed to when you're being yourself, so there's a big difference between taking direction from a script then reading a script.

Personally, when I'm going to do a video looking at the camera, I'll just write down the key points and have them in a place where I can just glance. Sometimes it will take me a few goes to get it right, but I usually find that by the time I'm getting ready to do the perfect take as you may say, I've usually memorized what I've wrote down, and because I've written it down it enables me to learn what I'm about to say. I don't know if that makes sense, but if you write four hundred words on a piece of paper you're never going to remember that, but if you just write some key points that will jog you to what to say next that's usually enough.

I think it's counterproductive in many ways if you write a very complex script. The news anchors and people that have to do that for a living that's a very important skill that they have to learn and perfect, to be able to literally read a teleprompter word for word as it's being scrolled whilst maintaining an expression. That's a skill, that's hard to do. It's actually harder to read a script word for word than it is to take some bullet points and kind of just add things on your own.

So my suggestion is that you use bullet points on a piece of paper. Honestly there's nothing hi-tech about it. When it comes to creating the script, I write maybe four or five bullet points on a piece of paper really big so that it takes up the entire paper. This way I can see them when I'm standing a few feet away. I will write four or five bullet points with a marker on a white piece of paper so I can see it really well, and I literally tape the paper to the phone or to the camera or maybe just below it. This way, when I'm reading it, I'm looking directly at the camera and just moving my eyes a little bit glancing at the actual bullets that I've written down. This is a very simple trick you can use when it comes to the script. So from time to time when you hear me mention 'the script', I may just mean the bullet points that are there, but when we talk about a mini screenplay especially when there are multiple people involved, it can be a little outline that you create while you're planning your video. I just wanted to make that distinction.

I just wanted to point out if there's two of you, it's actually harder because usually one guy will mess up, you just tend to make more mistakes when there's two of you. What I tend to do, let's





say if I was doing a video with John and we stood side by side, while he was reading his piece I'd quickly glance and learn what I was going to say next or put it in my head. Then obviously while I was speaking I'm guessing John would look at what he had to say next, and it looks very natural when there's two of you on the screen. So that's how I do that.

Another idea for you when there's two of you and you're both looking at the same script, you can have the bullets in different colors. For example, you could my bullet points are blue and John's bullets are red. By doing this, it's going to be easier for you when you're both looking at the same script. Practice is what's going to make you good at maintaining a good facial expression and smiling whilst the other person is talking, so it's important that you use bullet points, in my opinion, that way you don't get too sucked into the whole reading.

Another option that there is out there, if you have a longer video and you have a little bit more that you'd like to say, you can use an app on your iPad like the teleprompt+ app. I think it's a few dollars, to buy this app. There is some free ones, I've tried the free ones and they do leave a lot to be desired. Some of them just don't scroll properly, you can't adjust the timing, there's TelePrompTers out there that you can control in your hand. You can have a little iPhone control in your hand or some sort of little Bluetooth controller in your hand, and you can move and control the speed at which the teleprompter is prompting you, but there is an app you can check out on your iPad called the teleprompt+. It allows you to record from the iPad itself, so think about that. You can actually use the lens and the camera feature of the iPad to record your video using the front facing iPad camera. This way you can be reading while recording.

They sell these little clips for the tripod where you can insert your iPad right at the top of the tripod, and now you can run the teleprompter app. That's very useful, you can consider something like that if you're dead set on having the word for word prompting.

As I said earlier, I personally avoid reading verbatim, we just don't write the way we speak, and the recording is going to seem disingenuous. For most of the stuff I do online and on camera I'm usually going to lead the viewer to a call to action. In order to lead the viewer to a call to action, during the video one of the important things I need to do is establish trust. They aren't going to do what I ask them to do unless they trust me and have a reason to follow my direction. So the thing that's going to happen, if I seem disingenuous, is they won't trust me and won't take action when I ask them to. Reading verbatim from a script and looking away, losing eye to eye contact, and not seeming like you're being yourself, that's got to be the best way to lose someone's attention and trust. It affects the overall performance of your video.





If you're trying to get someone to optin, if you're trying to get someone to buy something but you won't look them in the eye because you're too busy reading the script verbatim, you're too busy being disingenuous, you're defeating the purpose. Even if your script came out perfect and you read every word perfect, you have lost that genuine factor, that connection. You didn't make the connection so by having the perfect script you've literally caused your video to have a counter effect. I always avoid reading verbatim for that reason. I think it's all about trying to be natural.

If you're learning something word for word you will talk differently as you read the words on the piece of paper. I think it's all about the initial connection, especially if someone hasn't seen you on video before. I think I've said this before but try and imagine you've got a friend in front of you and try and explain what you want to do. You've got to try and put your script together in such a way so that you just need to read two or three words and you know what you're going to say next.

We use the prompts on the presentation to tell us what to say next, and that's sort of what you need to do when you record a video, you maybe need to learn it a bit more, practice. You will have outtakes but don't worry, the more outtakes you have the better you get, because you'll get past the stage each time where you had the mistake before. As I mentioned before, don't read off the paper and just try and be as natural as possible.

We have a product called Voxflair, and in Voxflair one of my friends who is a professional radio DJ shared a few pearls of wisdom that radio DJ's use to sound genuine, fun and like they are trustworthy, and to make a connection with an audience that they cannot see. What he shared to me was brilliant and so simple. He actually puts a photograph of his wife next to the microphone, and he's literally looking at her when he's talking so it's almost like she is his audience and he's connecting with her, and that allows him to be a lot more conversational than imagining this huge audience of millions of people who are actually listening to him. So just imagine you're talking to a friend, imagine you're talking to someone right there in front of you.

A lot of people lose their place sometimes. I know this used to happen to me when I had a message that I wanted to get across and I just didn't have a format to follow. I just want to share with you these five steps, I'm just going to give you a very broad overview.

I've got training inside My Unfair Advantage that goes into a lot of great detail on how to assemble presentations, scripts, how to present your products using the five steps.

## **Introduction / Short Story**





You want to start with an introduction. When it comes to the introduction keep this in mind. Who, what and why. That is, who you are, what you're doing and why you're doing it.

Once you've done the introduction, you'll want to move into a short story. What you want to accomplish with the intro and short story is to cover who, what and why. That means, who you are, what you're doing, and why you're doing it. It's really important to cover these things in the first two steps.

### **Presentation**

The presentation is the meat and potatoes of your video, it's what you want to talk about, what you're presenting them with.

### **Close / Rehash**

You've done your introduction, you've given them your short story and you completed the presentation. Now what?

You want to close and rehash, and the important thing with the close is that you make it a discernible close. You need to make sure that they understand what they need to do next. You need to call on them to **TAKE ACTION**. Here's an example,

*"ok, it is now time to take action. I've already told you about all of the stuff that you need to do and now what you need to do is go and do this, that and the other."*

Obviously, I'm ending my video with a command, telling them what they need to do. I often rehash or recap the things I've spoken about, so I'll say, 'we've covered this, we've covered the other thing, and like I said it's now time for you to go and do this'. Combining those five steps, the intro, the short story, the presentation, the close and the rehash, it helps me have an order. Basically, it helps me kind of put things together, put messages together for scripts and videos that make sense. It helps me assemble my message better.

Can I just add something about the close? What I like to do, I like to sort of say what's going to happen next if they take action. So it might be "enter your name and email and you will see video two inside the members area," or "click add to cart and hopefully I'll see you on the other side." Little things like that to try and paint a picture, so the user thinks, "if I do what Omar is telling me to do this is what is going to happen." If you paint a picture in their head and if that's the final





thing you're saying on your video, the next thing they have to do is take that action you've just told them to take. So that's something, if you look at most of my videos especially on sales copy and squeeze pages, I always close the video by telling them to take an action and then telling them what will happen if they take that action.

The five steps can literally be maybe a sentence or two for each one of these steps. I have an example here of a script that I recently wrote together with John for a video that we produced. The top of the script it literally says 'this is John and Omar's script', and mind you this is an actual script that we used to create a video for a recent product launch. It says right up on top, this was direction as I was thinking what I wanted it to look like, I was thinking well we want to let the camera record at least fifteen seconds and then I want John to walk in from the right and say "hold on wait a minute" as he's walking in, then once he gets in the frame I want him to look around and say, "hello John Thornhill here sorry I'm late guys". Then I'm going to jump in and say "wow John I'm so glad you made it."

The lines that have a J in front of them belong to John, and I'm reading the lines that have an O in front of them. John would read his lines, I would read my lines, and we would leave enough blank space in between so the other person can speak. We went through this whole thing, then there was a section down at the bottom if you notice as you approach the bottom part of the script, where I put a note to myself saying where we were going to cut to the screen capture of the bonuses, because John and I were going to be on camera for part of this video but then we wanted to edit in a screen sharing section. Then I was going to edit that in post production, so once we were done we'd have some clips we were going to put together. Then those last couple of lines were going to be for the close and the rehash at the end of the video.

So literally we went and did the introduction and short story, that is the part in the beginning up to the screen capture. Then when we cut to the screen capture that's the presentation, and then the last couple of lines are the close and the rehash where we say this is the time to take action. This script, as short as it is, worked out very well and it actually was a very successful video. It helped us present a bonus that ended up making over **\$100,000** in sales. So I would say it was pretty successful.

John had the easy end of this deal, basically we had our lighting setup which we are going to talk about in a moment, but I had the easy part as I done the first part of this script. So he just had to do his part, but I had the difficult part because I had to fill in where John left gaps and then I would product the video. I think it took John literally twelve minutes to record his part once





everything was set up right, that actually was the longest part. For me, it was different. The point is that we set up everything in a way that this was one of the easiest parts, the hardest part was getting everything right like the lighting at John's end and the lighting at my end, and then obviously I had to produce it.

Inside the Easy Video Solutions members area, we actually show you a portion of the video we created with the above script. I don't play the entire video including the screen capture section in the middle, that video was probably about thirty minutes all together. I just wanted to show you what came of this script.

If you go back to the members area to watch the video, you'll see that the video didn't come out exactly the way that we wrote it down, but it doesn't matter because these were just guides and ideas of what we wanted to do and it came out pretty close. I was very happy with the production. Mind you in order to do this I had to record my portion in front of a green screen, which is something we'll touch on in a little bit further in this chapter. John recorded his in front of a white back drop, so I overlaid myself, my image, on top John's video clip, so literally they were layered. They were two tracks, I played John's on the bottom and mine above John's. His served as the canvas, so John literally walks in after I start talking and when these tracks are combined using the post production software, in my case I used Screenflow, but most software nowadays allow you to create tracks and they have chromakey built in which is the technical term for green screen.

Overall I think it was a very good production. You'll even notice we added the music in there and some editing, and some effects to really take it to the next level. Trust me if you were to see this in the stages as it was being built it was not an indication of what the final video was like. John was not expecting for the video to come out as well as it did.

When you think about this as well, this was the first time we'd ever done this. We did make a couple of mistakes; John actually walked in front of the light, big mistake but by the time I got my videos it was too late to do it again. Lesson learned though, we won't do it again. That's something I want to point out, we all make mistakes from time to time, but I guarantee the next time myself and John do a video where we appear to be standing side by side, I bet nobody would ever know. They would think either John had flown to America or I had flown to the UK, because we know from the little mistakes and we learned from that. For a first effort of doing that I thought it came out fantastically well.





When John walked in front of one of the lamps, it casted a shadow for a moment, typically that's not a big deal it actually makes it look a little bit more real when there's a momentary shadow, but as I said earlier shadows are enemies. Fortunately, when he walked in front of that lamp he then went and stood in the proper spot so there wasn't a shadow being cast through the entire video, but it's extremely important for you to consider lighting in your video. You always want to have full control over the lighting on your set, we're going to call it a set but don't freak out, by the set we're just talking about the area where you're going to be recording.

The area that's going to be visible in the frame of the video, that is essentially called the set. You want to have full control over the lighting and this is important for various reasons. When you're using natural lighting there is a very special and very pretty look to things, but natural lighting is very difficult to work in because it's constantly changing. One minute can go by and the lighting is different to what it was a minute ago, there could be cloud coming over, the position of the sun could move a little bit, so if you're recording over the period of a couple of hours I can assure you the lighting has changed from the beginning to the end. Then later when you go to edit your video and maybe you did a clip at the end and you've got to place it at the beginning, your lighting is off and you don't realize what went wrong. You don't realize it's because you're using natural lighting.

Natural lighting is very difficult to control, even in big movie picture settings when they are filming outside it takes them days to record one little segment of the movie because they have very limited time that they can record outside in natural light. Even when they're out there they are using mirrors, they are using all sorts of techniques to deflect the light and make sure that they are getting the lighting from the right angles and things like that. Far too complex for me, so I just like recording indoors because I can have full control over the lighting. When I say full control I don't mean that I can turn a switch on and off, I use lamps so I can point them, I can move them, I can position them where I want them and where I need them, and I'm very mindful of shadows.

When you're recording videos shadows are your enemy. Shadows are, in a way, they a pretty much impossible to avoid, but they can be controlled and they can be countermanded. Wherever there is a shadow I can point another light at that shadow and cancel it out. So when you're creating video lighting you're going to have more than one lamp. It's important you have more than one lamp so that you can cancel out shadows. Now the thing that's important to be aware of is that you don't create glare, especially on your face. What happens is when you're pointing a bunch of lights at your face, a couple of things happen. First of all, it gets really hot, so I'm going to talk a little bit about how to combat that issue in a few minutes, but another that that happens along with the heat is glare. As humans, our skin becomes reflective when it's being hit with light





because there's water in our body and it becomes reflective.

What ends up happening as well is because of the heat you might start perspiring and now there's other things to contend with. What a lot of people have done, and I'm going to be honest even what I have done, we use makeup. You actually put on makeup to get rid of glare, when you can't control it with the lighting alone a lot of people use makeup. The point that I want to make here is you must be mindful of the shadows, and the only way to do this if you're a one man show and you're doing everything, is to position your lights and stand and do a test clip. Then you need to go back and watch it back. You can't just look at it through the viewfinder, you've got to play it back, because sometimes if you're using a camera that has a little display that lets you see what you're recording, it's not really giving you can accurate lighting replay.

It's a very simple little preview of what's being recorded but it's not the actual recording. So I literally will record a couple of clips in my lights in a couple of positions, I'll try standing at this distance and that distance, then I'll record it and upload it onto my laptop, and I'll simply play it back. You can then see which one has the best lighting and positioning, and I'll put a piece of tape on the floor where I was standing, I'll put a piece where I had my lamp, just so I know where I set it up. It's important that you're consistent because if you're going to edit the video and the position of the lamp changed it can affect the overall quality. John went through this himself, he actually just went and got these lights, but it really isn't as tough as you might think it is as long as you're always being mindful of the shadows and the glare.

John was only using two lights and I told him to get a third that goes behind the camera, but that made a massive difference. John actually thought his videos looked ok but when he added a third light they got much better. Another important thing I want to repeat is mark where you stand. I use a piece of tape to mark where I need to stand. However, John was using a coin and put it on the floor. He has an area in his office where it's just the lights set up so he doesn't have to move things. If you're going to be putting the lights up and taking them down in a room in your house or something like that, you should mark where your tripod is set up, where you stand, because if you're going to do anything where you have to repeat a video you could find the lighting is different. I want to mention again, just because the preview looks ok on your camcorder or iPhone, you should always play the video back on your computer on a bigger screen, because you may see something like a shadow or notice the lighting isn't as good as you thought.

There was a video that I did not too long ago where I was doing that. I was watching the video in the viewfinder on the little preview screen, and I didn't see that there was a fly on the backdrop





behind me crawling around during my recording. I was so happy the recording came and great and the lighting was great, then I put it really big and clear on my computer screen and was like that's terrible there's a bug on the backdrop behind me. I didn't even know it was there because you couldn't see it on the little three inch preview screen. So again, this is a very unique situation naturally that was unavoidable and I had to reshoot that. Some things to be mindful of are that you should have a preview and have a good look at it before you go and do the final production.

Quality lighting can be achieved with three deflecting devices. I'm going to go into detail and I'm going to explain why you need three. Some people even use four, but three is more than enough, and you can use things like umbrellas or soft boxes. The reason you need to deflect the light is you need to disperse it, I'm not going to get too technical but there is specific devices like soft boxes that deflect the photos on the actual light that is being omitted from the bulb. They literally cast shadowless light, I have some softbox lights that I can literally stand in front of and look at the wall and it does not display a shadow of me, whilst illuminating me. The reason for that is the photons are being dispersed in a way that doesn't cast a shadow, I'm not a scientist and I can't explain the actual process of that, but it truly is amazing to see that.



A similar effect can be create using umbrellas, where the light is simply dispersed in a certain way. Umbrellas aren't as effect as soft boxes, soft boxes are literally a material that surrounds the light. You may have seen them as covers and they literally look like boxes that engulf the bulb, and when you position these soft boxes in a certain way you can achieve really good lighting. It almost looks like you're outdoors when you're not, you're actually indoors. We're going to talk a





little bit about types of lights and how you should be positioning them, but keep in mind this is very affordable to do.

As a matter of fact umbrella lamps, most photo studio stuff, we're talking a couple of bucks for an umbrella lamp and soft boxes, and they sell these kits nowadays that make it really easy with the stands and everything that you need, and it can all be packed up into a little carrying case that fits in your cupboard. Very easy nowadays and affordably you can literally create a mobile video studio that you can tuck away in your house. So creating awesome lighting for your videos is well within your grasp. I'm going to talk to you a little bit about soft boxing. It's called three point soft boxing, because it really can achieve that professional look and they are easily set up. Here's the cool thing about soft boxes as opposed to using big construction lamps and things like that, they don't get too hot.

There are expensive bulbs out there and lights that are called LED lights, these don't get hot at all but tend to be a little bit more expensive and I didn't want to spend that amount of money on lights, because you spend \$300 - \$400 on one lamp, and if it topples over and falls you're like oh no my goodness. So I like soft boxes because they are affordable and don't get hot, and trust me someone like me, I'm not always one take kind guy and I sometimes need to spend a significant amount of time, and when you've got all of these lights in the same room pointing at you, I can't even have a fan or the air conditioning on because that creates noise. So it gets very hot, very quickly.

Soft boxes provide soft, cool light, and because they are dispersing the photons it just doesn't produce the heat that a regular lamp would do. I remember having regular construction lamps on the floor, the kind that construction workers use when they are working on the inside of a house or basement or something like that, and it's a totally different type of light that casts massive shadows and gets really hot. So I was doing it wrong, and believe it or not those sort of lamps are much more expensive than video lamps. By using soft boxes and more importantly three point softboxes, and that just means three softbox lamps, it becomes very easy to illuminate the entire room and it doesn't get hot. John does it get hot using your soft boxes?

John had some sort of movie production lights the first time he bought some, he bought three and I think he said he paid about \$500 on eBay for them. He told me that after about thirty seconds he was literally dripping with sweat because they were that hot. He made the mistake of looking for something along the lines of 'production lights' or something like that and bought the completely wrong stuff, then when he found out about the softboxes it was like a breath of fresh





air . No massive heat, not sweating, just so much better because it's a nice soft natural light it gives off.

These are important things to cover. You're very fortunate to be able to read this ebook because that one little tip can save you money, time, and really make your videos look better. A lot of people think they can go out and buy theatre lights, things like spotlights, these are lights that are designed to shine from across an auditorium onto a stage, and even there they are very hot so imagine that a few feet away from you. It produces massive shadow as well as massive heat, and definitely not a good combination when you're under the stress minding all of the different hats that you're wearing and trying to create a video. Let's talk about the three lights and what they are called.

The main light is called the 'key light', and the key light is always at full power. Most of these lights have more than one bulb inside of them, so the ones that I use have four bulbs inside of them. The cool thing about it is on the back of the lamp there's actually a switch for each bulb, so you can have it at full power if they are all turned on, or half power if two of them are turned on.

Here is an image of my garage video studio tools:





You're probably looking at the image above and probably wondering what the heck everything is. Well, I'm going to give you a brief rundown. :)

1. Motorized background roller system sold by Cowboy Studioon Amazon manufactured by U.B.
2. Savage 107X12-1 Seamless Background Paper, 107-Inch x 12 Yards (Super White)
3. Sound dulling carpet remnant (no particular brand) also helps keep my feet warm.
4. AmazonBasics 60-Inch Lightweight Tripod with Bag WITH Universal tripod Phone Mount
5. Key Light Softbox by Fancierstudio (Part of the 2400 Watt Lighting Kit 9004SB2#7)

The key light is the one to your left. If I'm sitting in a chair, about a meter and a half to my left would be the key light, and all bulbs are on, on that one. To my right what you're going to find is what we call the 'fill light', and that fills the light on your right hand side. The right side of your face, the right side of your body, there'll be a shadow on there naturally because the left side of you is being illuminated by the key light.

6. Fill Light Softbox by Fancierstudio (Part of the 2400 Watt Lighting Kit 9004SB2#7)





The fill light fills in that half of the image, but what you want to do here is you want to have it at half power. This kills the glare, it illuminates you on the right hand side while the left is brighter. It creates a natural lighting ambience there as opposed to two full power lights smacking you in the face that cause glare.

So there's a key light on your left, a fill light on your right. What happens though when you just record with these two lights is there is some shadow and a lot is left to be desired around the top of your head and shoulders, especially if you're on light backgrounds. If you're on darker or colored backgrounds what ends up happening is you can't really make out the top of your hair, your shoulders, so what we use is called a 'hair lamp'. This is a full power, just like the key lamp, but this is actually shining down directly from above you. So off camera, pointing straight down above the subject is what we call the hair lamp.

7. Hair Light Softbox with boom arm by Fancierstudio (Part of the 2400 Watt Lighting Kit 9004SB2#7) These three lamps, used together in this configuration, is called three point soft boxing, and it gives you the true, nice, crisp lighting you see in these professional videos. In some cases they even use a reflective, you may have seen it looks like a mirror like a foldable shiny cardboard thing, and some people sit this on their lap to reflect some of that hair light that is coming from above, onto their chin and neck and chest, giving you a full four point sort of lighting without four lamps. I don't take that additional step, but you can do that if you like with little card reflective pieces, I don't know the exact name of them but I've seen them on eBay and Amazon and they are quite cheap if you really want to go full blast to the next level with this. This is truly affordable, and is truly all that you need. A key light, a fill light, and a hair lamp, which is the one that John was missing.
8. Lowes concrete sprinkler guard for boom arm counter weight because a bag of sand ain't enough.
9. This is my Hi Tech Chamberlain Formula 1 Professional garage door opener (not required)

When we were looking for the hair lamp, I was looking for just one lamp to make my three point softbox, but we seen three point soft box sets for around the \$100 mark. When you think about it, if you're going to do a lot of videos it's not a great massive investment. I think if you're going to do any sort of videos where you're going to be looking at the camera selling products, for the \$100 or so investment, you're going to get that back.

When you think about it everything that you can buy, you can buy the audio stuff, the light, the backdrop stuff, you can probably do everything and have a kick ass studio for like \$300. You're going to end up creating awesome videos, and let's be honest you can make your money back





with just one video that you make, and that's the reality of it. You don't have to go all out, there's a lot of different shortcuts you can take, and if you shop around especially on Amazon and eBay you can find stuff at really good prices.

Let's talk about positioning of the lights. There are two different ways that I do three point soft boxing depending on the color of the backdrop. Now for some videos I like having a black backdrop, and I use a cloth that you can buy on eBay and photo studios, and you can have different colors. I usually go with one of three colors and that is white, black, or green, because if I'm doing green screen and I want to impose a different type of background, maybe I want to put a certain color of whatever, if you have green you can essentially put any color backdrop behind yourself later.

I've personally found for my type of videos I love using white, lately I've been getting really into the white backdrop and I've been using a paper one, I've bought this back roll of paper that I hang on a stand that I also purchased online, and the paper comes down and I point my lights on it. If you have a full white wall, and this is the important part, your wall really isn't fully white. It might be an egg shell color. House walls in your home, they tend to not be fully white, they tend to be an off white type of color, they tend to have texture, and those are not particularly the way you want to go if you want to get that full crisp, white, apple style video.

You can probably achieve this a lot better using a bed sheet, believe it or not simply hanging a bed sheet behind you, when you shine lights directly at a bed sheet you're going to get some opacity so you're going to be able to see through them. I just decided to get a paper backdrop, it's just a roll of paper and it works really well. I think I got it for like \$25 - \$30 and I can roll out as much as I need and shoot my lamps right at it. When I'm using a light colored backdrop like that white paper one, I position my lights a little bit differently. I literally point my key light and my fill light, instead of having them point at me, I now point them directly at the paper behind me and stand a little bit in front of these lights. It adds a completely different effect, it literally creates a gradient, a really nice fill in the back and it illuminates to give that backdrop a real crisp, white color.

Then what I'm doing with my hair lamp is instead of putting it in the overhead position, I face it at me and directly at my face just above the camera, so now I'm being illuminated completely from the front and the backdrop is being illuminated by the key light and the fill light. If I'm using a light colored background, I use that particular set up. If I'm using a dark colored backdrop like the green screen or the black cloth that I use, that one I use that traditional three point soft boxing set





up, which is the key light, fill light, and hair light from directly above.

Here's the set up basically. On the left hand side of the screen you're seeing the Fancierstudio, 2400 watt 3 point softbox lighting kit. This is an affordable one, just the lights, the covers, the carrying case, the tripod, and if you notice that big hair lamp, the one that has the boom stand, that one on the end has some bags. Those are actually sandbags and it's just serves as a counter weight, because you don't want that thing toppling over and falling on your head. It's not that it's heavy or anything it probably wouldn't even hurt, what I did was I just went out to my yard and filled that thing up with sand. You can put whatever weight you want on there, but it literally balances that and makes sure that the lamp is hitting you directly from above. Then you've got the other soft boxes and those are the ones that would point at the back drop, or they would serve as the key light and fill light from the left and right respectively.



That set up right there, the Fancierstudio 2400 watt setup, you can buy that on Amazon or on eBay and they are very affordable, you can get something like that for about \$150. Within those soft boxes, those soft boxes are soft pliable material, you can assemble that very easily and like I said it all packs up into that little carrying case. The softboxes contain four bulbs and the back of the lamp itself has, you can't really make it out very well in the image, but switches that turn on the amount of bulbs thereby giving the lamp either high or low power. Now on the right hand side you have the backdrop setup that I was describing. You can see it's just the rod that goes across, then you have the stands.





These are telescoping stands, it's got a little tripod base and it just extends, and you just twist it into place to the height that you need it. It comes with backdrops that come in green, black, white, I literally have that kit that you are looking at right there and I bought it on eBay. I think it cost about \$130, I no longer use the umbrella lamps actually because I use soft boxing. A very affordable way, when you combine these things you have a lot of versatility and you can pack it all away and put it in the closet.

I have the set up on the left. I actually did have the set up on the right, but for me, just me personally with the room I have now, it's a little bit awkward to leave it set up. Where I had it set up before it was just left set up, but obviously if you want to move equipment the set up on the right is probably not for you, what you want is the set up on the left where literally it can just pack into that back in probably five or ten minutes. For me the set up on the left is the one I have.

I've actually got the stand set up right now at the time of recording this, they are set up in my garage and I can go in there and set it up now. Obviously if you don't have that garage the set up time and the break up time, it takes me sometimes to set it up longer than it does to record the video, because I'm a perfectionist with that and I make sure I take all the creases out, and I have to make sure it's the right height and everything. I do in my own office, I purchased a motorized one that I attached to my ceiling so that I can quickly just drop the back drop. Again I do videos much more often, I almost record a video a couple of times a week, so it just became a convenience thing for me, and my wife was upset that I kept having this thing set up in my garage and my living room, so I had to. As you business grows you can chose one of those options.

These are very affordable solutions to the whole scenery and back drop thing, and believe it or not, you may not think so but this adds a quality to your videos that it's just indescribable. It's very noticeable when you compare your older videos you done prior to these sorts of set ups, to videos that you do with the proper lighting. The light kit on the right, I took that picture from a company called Cowboy Studio, and they do all kinds of photography lighting and sell kits with the backdrops, so again if you do a search for CowboyStudio on eBay or Amazon, you'll find all sorts of items like this. They sell them individually as well so again I'm just making a suggestion of these kits, and I just wanted to make you aware that this stuff is out there.

Since we're on the topic of the equipment we have to talk about the cameras. We've mentioned the iPhone, I love to use my iPhone because it captures really good web video. There have been feature films shot with iPhones and people don't believe it but the quality of the iPhone camera is 1080p, it's very powerful and it really just comes down to the question of how much memory do





you have on the phone. So if you have it full of pictures and apps and things you may not have a lot of recording time on the iPhone, but let's be honest most of the stuff we record anyway is a few minutes long. We're not recording feature films, two hours of footage, three hours of footage.

If you store all of your videos on your phone, which I'm not recommending you do, it could chew up your recording time. We're going to talk a way around that as well. I just want you to know that the iPhone, I use an iPhone and John uses an iPhone too, but there are Android phones out there as well if you're an Android person, there are Android phones out there that have really good quality cameras as well. So don't dismiss this, learn from our mistakes. A smart person learns from their own mistakes, a brilliant person learns from someone else's mistakes. So learn from the mistake that John made, he went out and bought a \$1000 camera when he could have accomplished better video with his phone.

That was a big revelation for me when I used the iPhone. Particularly the iPhone 5 because it's got the forward facing HD camera, so you can actually see yourself on screen. That was one thing when I was using an iPhone 4 you couldn't do that if you wanted the HD quality. For me, at this moment in time all I am using is the iPhone 5 because it's producing the best videos I've ever done.

The iPhone 4, iPhone 5 is very powerful being able to see yourself. Just know that your phone creates very good video. There are other cameras out there that you can get for under \$100 like the Flip Camera, that's a good one it has a USB built right in. The problem with those now becomes audio. The camera itself and the lens is good and it produces good video, but the microphone leaves a lot to be desired. The actual microphone on some of these affordable cameras, they don't have an audio input so you can't actually plug a microphone into it, and you're forced to use that microphone that comes with the camera which is usually a very sensitive microphone that picks up an ant walking by. It's just very powerful, you can hear wind noise and room ambience, and yeah you're getting good video quality but you're compromising on the audio.

At Amazon you can get an adjustable telescopic tripod and a phone clip that screws right on to the top of the tripod and holds your phone at the perfect height. I literally use a \$8 tripod, it might be \$10 now don't quote me on these prices, but I bought it at Walmart. It literally serves the purpose perfectly, it goes up I think three and a half feet which is more than what I need, it might even be higher than that, but you can get a very affordable tripod and buy these little clips. If you're using a phone, your phone obviously doesn't have the screw built in to attach it to a tripod. Most cameras do, most cameras do have that little section where you can screw in the tripod, but





a phone doesn't. So if you're going to be using the phone and you want to put it on a tripod you will need a clip, I have one that my iPhone simply slides right into. I screw the clip onto the top of my tripod, then I just slide my iPhone right onto the top of it. They sell those clips for pretty much every type of phone out there, and you can find them on Amazon. It holds the phone right at the perfect height. I want to mention this app.

Until recently I was using HD video and that's awesome. It's an awesome feature of the iPhone, but I want to mention this. It's sometimes too high quality, it's just too good, and it creates very big files thereby it chews up a lot more memory on your phone reducing the amount of time you can record with. It also is a big file now to upload onto your computer, and you know what's going to end up happening, you're going to reduce it when it's on your computer anyway. More than likely you're not going to be using a 1080 pixel size video on your website, most websites and templates aren't greater than 900 pixels, so we're usually going to end up compressing that or even worse, try streaming a 1080 pixel video through an 800 pixel player that is now going to take time to buffer and affect the speed of playback because the file is so big. We spoke about that in an earlier video.

Even though the quality of the video is awesome, the reality is that your people watching the website video aren't streaming it on a movie theatre screen or watching it on their big screen in their living room. They are watching it on their laptop or on their PC, which is not particularly a big wide screen type of monitor. It kind of defeats the purpose to go out and create these 1080p beautiful videos to then have to compress them later. Unfortunately by default the iPhone only records in that high quality format, so I'm using an app for the iPhone that I purchased for about \$1 - \$1.99. It's called 'MRCamera', you can find it in the app store, and it allows you now to select the resolution that you want to record it. So it allows you to record in 1080, 720, 480 I believe and 288, and that literally extends the memory on your phone.

So you can now record larger videos. I record in 720p because I'm just generally going to be playing them back in 720 anyway, so that's really all you need for the web and this app enables you to record in the format that you're going to be outputting anyway. It thereby eliminates a compression phase that will affect the overall quality of your videos. So that one little app truly improves the quality of my videos and allows me to use my iPhone in a more appropriate setting for web video, which is 720p. That is my personal preference.

You'll have some video experts who are all you want HD, you want 1080, and I'm like I'm doing videos for my website, I don't need to have that much quality and I can make videos that look





beautiful using proper lighting in 720p. So not only do they look great, but the file size is smaller. There's literally less data that comprises the video file, which means there's less information that has to be streamed, which means my viewer can watch it fast. It can stream better, there'll be no buffering, and there'll be an overall better experience for your customers watching the video. So it's that one little thing that can really add a lot to the performance of your video file, and it's one little step. It doesn't add much to your actual process of production.

Sometimes you can get away with a microphone that's built into your camera. I did this recently, the video that John and I just showed you earlier, that was done using the actual built in iPhone microphone. That's because we recorded that in a closed environment, it was indoors, and you can get away with it in some cases. But for me, I'm a perfectionist and I can tell the difference. You can get away with the built in microphone in some cameras in some settings, especially when they are enclosed quarters. I tend to find that videos recorded with a microphone are much different. You get that full rich sound quality that you just don't get when you record with a regular open air microphone that's built into a device.

Those audio recordings tend to sound a lot more tin like, as opposed to the ones that are recorded with a microphone, there's a lot more bass in them and they sound better through computer speakers. That's because the microphone is literally clipped into your collar as opposed to be several feet away where the microphone or where your camera is. So again this is just one little additional things, and these additional things combined are what create that overall end product that looks and sounds really good.

I'm going to make a suggestion here, you can use an affordable lavalier mic. Lavalier microphones are those little ones that clip onto your belt, and it's got the little mic part that threads underneath your shirt and just clips to your shirt or tie or collar, and it's not very visible. You can tuck it away under your collar or shirt and it's like this little black microphone that pops out. With the right adapter you can plug it in directly into your phone, when in record mode a lot of people don't know this but the iPhone's headphone jack turns into a microphone jack, so you can literally plug a microphone into your phone and then clip that microphone onto your shirt. This greatly improves the sound quality.

Here's the setup that I use, and I'm going to show you this setup in a minute. I use the Audio Technica ATR-3350 Lavalier Microphone, this thing sounds great and it costs about \$20. It clips right onto the shirt and it's got a 6ft wire that comes with it, and I just put the wire right through the shirt and tuck it away so you don't see it. Then in some cases what I do is I connect an extender





wire because 6ft between threading it down my shirt and by the time it gets to the floor, I've only got a few feet and I still need it to reach the camera, so I have an extender wire which you can buy for like \$3 and it just basically makes the wire longer so it reaches the phone.



Now what I've gone on to do now is I use the Sony WCS999 wireless transmitter receiver. I paid \$100 for this. This clips onto my belt and now I don't need an extender wire that I'm going to trip on, trust I've forgotten it's plugged in and I've taken down my camera because I walked away, so I use this wireless transmitter. \$100 gets you the transmitter and the receiver. I plug it onto my belt, the microphone plugs into the transmitter on my belt which is behind me, then I have the receiver clipped onto the tripod.





Now that microphone receiver plugs into the headphone jack on the phone, this thing works great especially when you're outdoors. I can be up to 100ft or more away from my phone and still be shooting video and it sounds awesome, it sounds like I'm right next to it. Not like you'd have a particular scenario that you'd need that kind of a setup, but it's there. What you will need if you're going to be using your phones, especially the iPhone, if you're going to be using the headphone jack to plug a microphone in you will need an adapter. That adapter cost me \$25, it's an iPhone 1/8th inch microphone adapter and it's made by KV Connection, \$25. I'm actually going to show you this setup right now.

This is what I use. This literally is my setup. I've got that little tripod stand that extends to nearly 4ft, it's the Bower tripod and I bought it at Walmart if I'm not mistaken. You can probably find this online. I've got the clip, that is the clip for the phone which my phone slides into and that screws into the top of the tripod. It's made by a company called Glif and it is a tripod mount for the iPhone. Like I said earlier if you look around on the internet you'll probably find one for your particular phone.





There's that little Audio Technica mic, the Audio Technica ATR 3350 Lavalier Mic, it's battery powered so you put in a little battery like something you would use in your wrist watch and then it has a little clip for your shirt, and it's got the little microphone itself. The wire like I said threads through your shirt. Now the Sony WCS 999 Wireless Transmitter and Receiver comes with a microphone. However, I think the microphone is crap. It doesn't sound very good believe it or not. I just use that wireless transmitter and receiver setup with the Audio Technica mic, and it's worth the \$20 investment in the separate microphone, trust me. So together those two make a great setup.

Then there's that little adapter, the KV Connection iPhone adapter that's \$25, and that converts the signal voltage so that the iPhone can actually accept it and it works out really well. Honestly everything you're seeing on screen here probably you can get everything less for \$150, and you'll have your stand, your mic, your audio setup will just look great. When you combine that with the video lighting setup that we talked about that you can get for again another \$150, altogether you can have an awesome video studio for around \$300. When you think about that, you're going to make that back with one or two videos that you make. If you're going to be doing video, if you're in web business, if you're an online marketer, you're going to be doing video and this is a great investment in your business. I'm not making any money by recommending these products these are literally tools that make my life easier and I use them all the time.

It may shock a few people that the fact that for \$300 you can have a professional looking studio. I think if you ask most people how much they think this would cost most people would say thousands of dollars. Most people have the camera or the phone, be it an Android or an iPhone, then all you need is this equipment and you're good to go.

Just like I did, John spent \$1000 on a camcorder that left him dissatisfied when it came to producing web video. Even if you were to buy the entire video setup kind of stuff that we just spoke about here, and let's say you spent around \$400, heck let's say you even bought some extra stuff and spent \$400 on your setup. You could go out and now by a quality camera like let's say a Kodak Z18, which has an audio input and a USB connection, you can go out and buy a Gopro Hero, and those cameras are about \$400. So still the entire studio and a high quality camera that you could use, you could get for under \$1000. As oppose to just the camcorder that John purchased that left him without a video studio, without the lighting, without the audio setup and didn't record the video quality that he needed. So again some different options for you to consider, and like I said when we started this video, there are a lot of alternatives out there for you.





This is not the end all be all set up, I'm just offering some suggestions and giving you examples of what I know has worked for me. You might want to use something different, or maybe you'll find a better deal on something, I just know that I can recommend these particular tools because they work well and I can use them myself. Continuing on with the equipment, I like to record with the MR Camera iPhone app, it creates those 720 pixels files, we spoke about that already.

Remember that when you're recording outside you might need some additional planning and consideration to combat the elements. I know John will mention a little bit about this, but I'll tell you what I think we've all seen videos where someone chose a really nice scene, maybe they're standing at the beach which seems cool, but the audio sounded like crap.

John has even done that before. I believe that the name of the product was Multi Profit Websites and they did an intro video where they were on the beach, John and Dave Nicholson, and they went and used that video. It was ok but the sound of the wind, exactly what you were saying, because we didn't have the right equipment it was terrible.

It takes away, it takes away completely from the overall effect. On one hand you're saying the scenery is going to look great, and on the other hand the audio quality makes people struggle to listen, they can't make it out, it's distracting. The scenery itself is distracting as well. I use the white backdrop because it looks clean, it matches the white background of my website, and it doesn't distract people.

Let's be honest, when I'm creating a sales video or some sort of action video, and most of my videos where I'm on camera I'm calling them to action at the end, let's be honest I don't want them focusing on anything other than my message. I don't want them looking at the beautiful sunset behind me, I want them looking at me. I don't want them trying to make out the static, I want them listening to my message and what I'm saying. A lot of us sometimes go in the direction of wanting to have a beautiful scene in the back, in a garden with flowers, but no I don't want people checking out the tulips behind me I want them listening to me when I'm speaking. So consider if you're going to be doing things outside, be prepared for the elements. You're going to need a windscreen for your microphone, they sell them if you're using a lavalier microphone, I wouldn't recommend doing anything outdoors with an open air camera microphone because it's going to sound bad. I've done this myself as well and I have probably never recorded an outdoor video that I didn't regret in one way or another. Be mindful of that when you're recording outdoors.

Remember, the equipment you chose may vary depending on the type of phone or camera that you have. Don't just run out and buy exactly what we said, you're going to need to research it. Let's say you have a Samsung Galaxy Android phone or something like that, you might need a different type of clip. You may need an adapter for the phone, maybe it just works differently. I





suggest that you do the research like I did. I just wanted to make you aware that these things exist, they are out there and you can use them to create really cool looking videos.

Let's talk a little bit about post production. This is something that both John and I have done quite a bit, and you can get as carried away with this as you like, as a matter of fact it's kind of addictive. Once you're recording is done, whether it's on a camera or on your phone, you're going to use some sort of cable that generally comes with your device and it transmits to your computer using a USB connection. So what ends up happening is you import your video file into your computer using that wire, and now once the file is on your computer in a folder or on your desktop, you can drag it and drop it into a piece of software that you'll be using to edit.

Editing means you're literally cutting parts of the video out, you can move pieces around, you can add things like transitions like fading in from a black screen or white screen onto your actual video. You can do things like animations where things will fly in and out, depending on how advanced you get with the software. You can use software like iMovie or Screenflow on Mac, there's also Camtasia. I remember years ago Windows included something called Windows Movie Maker, I don't think that the later versions of Windows have any built in editing software for video. I know that John has used Camtasia on his PCs as well as on his Mac, I'm not particularly thrilled with Camtasia I like to use Screenflow. Some instances I use iMovie, but again you can use any one of these and there's an abundance of tutorial videos for these softwares. These are very common softwares, they aren't obscure that you can't get help for. You can probably do a search for Camtasia tutorial or iMovie tutorial on YouTube and I'm sure you will find hundreds to walk you through.

Let's say you want to use Camtasia. You can get a fully functional thirty day trial. So it works as if you've bought it for thirty days. If you opt in when you first download the software, every single day Camtasia will send you a tutorial so you can learn how to use it as you go. Camtasia is actually very simple to pick up. I also use Screenflow, I'm getting more to grips with it now because with me personally I'm trying to move over to a Mac completely, Screenflow is very powerful and again there's tons of tutorials. I've also used iMovie which I'll tell you one really good feature about, I don't think you can get this in Camtasia or Screenflow, and it's Camera Shake. If you do end up doing anything outdoors and end up with camera shake, iMovie can take that right out.

That's a really good feature, especially if you're doing mobile things where someone is following you around with a camera. There's devices for that, but that is a great feature to have, especially





if you're holding the camera out with your hand, iMovie can fix those shakes.

You're going to also be able to make minor adjustments to the light and the color quality within the editing software. I do this even when I have my white backdrop behind me, when I point the lights at it sometimes you get a gradient, now that gradient is desirable in some instances but sometimes I just want full white. I could literally just move the little slider with my mouse inside of Screenflow, I just move the slider over and it makes it brighter, move it the other way and it makes it darker, and I can control the light. As long as the data has been captured and you've used good lighting, you can really tweak it and make it look good.

The clip we played earlier showed you some effects that I used with Screenflow, they had this kind of cartoon effects that changes the color of the subject and the background, there's all kinds of cool stuff you can play around with. You can also edit out undesirable areas, for example, since I'm a one man show when I start recording I have to walk out onto the area, I have to find my spot, so I don't want to have the video on my website where the video is seeing me set up the camera, walk in front of it and then start talking. I want the moment they land on my website to just see me say, "Hi, Omar Martin here," and start talking. So by putting your video file into one of these pieces of software, you'll be able to edit out little parts in the beginning, middle, or end, and even do things like zooming and panning, that's something that I know John does a lot with Camtasia.

Yeah Camtasia has a great feature called zoom and pan where it can follow you around the screen and that's one feature I do use a lot.

Here's something that I do, and it's something you might want to do especially if you don't have a quality mic. Add music. Add music, you can get royalty free music clips and you can place them in the background, with these softwares you can create tracks and add a music track, then lower the volume of the music and adjust it to the volume of the voice. You can raise the volume of the voice, you can do various things with tracks that you just can't do when it's just one track. I like putting low level music tracks in the background because they mask noise, and they also keep the viewer engaged. Believe it or not having a low level music track in the background of your video playing all the way through, increases the retention of the viewer. It keeps them engaged and I've actually proven this. We've split tested this and we found that we have a 17% higher retention when you have music playing in the background of the video. You're going to be mindful of what type of music, I don't think you'll want heavy metal head banging music playing while you're trying to sell something, but you want to try to consider using music to mask some noises





and things like that. Again this is something where you want to be creative and you want to experiment with this.

Overall, don't be afraid to experiment. Practice is what is going to make you perfect, and again you're going to want to customize the things we've talked about for your particular setup. For you camera, for your equipment. The point is you don't need really expensive stuff as long as you're mindful of the techniques. Make sure you use things like three point softbox lighting, consider the environment, the position of your lights. Consider what you're doing with your audio, are you capturing it from an external microphone or are you capturing it from using a lavalier microphone. Consider the techniques we've talked about in post production, putting music behind your tracks, using lighting to affect the overall appearance. Also consider the type of videos that you're recording, are you doing it in 720p, are you doing it in 1080p, how are you going to be streaming these videos? All of these little things, when you put them all together, they put you in a position to create a really high quality video.

I will admit that John and I made mistakes. We've bought the wrong equipment, the wrong lighting setup, and hopefully because of that we now have what we called the perfect setup. As long as you follow what we have done you won't have to make the mistakes we've made. Some of them, for me at least, have been costly.

I think we've covered video creation pretty well, there's going to be one next step and that is getting it on your website and getting it to stream properly. We're going to talk about that in the final chapter of this ebook.





# Chapter 10

## Easy Video Suite Application

In this chapter we're going to talk about Easy Video Suite application. We've been talking a lot about how to create your videos, different types of videos that you can create, different tools you can use to create video, but one of the most important things to consider whenever you're doing video is how that video is going to be played back and the experience of the viewer. This is controlled by the player.

A lot of people think well I can use a free player, YouTube or whatever, but you should not underestimate the power of a good video player. We're going to talk about the application of Easy Video Suite as being that player, and talk about pros and cons of other players and in general just the specific features that you have inside of Easy Video Suite that will empower you to engage and really retain your viewer.

We're going to be covering the methods and tactics used by experts to stream professional web media that actually engages and compels viewers with Easy Video Suite. We're going to talk about conversion. Conversion is something that used to be really complicated and it's something that's very necessary, and so many people don't understand this. In order to stream media across the web it has to be the proper format, and it has to be the most widely accepted format. Not the most accepted by your viewers, the most accepted by your viewers device. You see people are on the internet on iPhones, smart phones, tablets, androids, iPads, PCs, notebooks, Macs, Windows, Firefox, Chrome, Internet Explorer, there are so many possible combinations that your viewer might be using to watch the video that you're providing.

Regardless of which one they are using, they expect your video to be playable, which means regardless of what device you used to record that video, it needs to be converted to a file format that will stream properly over the web and will be viewable across a wider array of devices. This procedure of making these videos web ready is called conversion, and we're going to talk in great detail about how important this is and what you need to know.





We're also going to be talking about the settings of Easy Video Suite. There's lots of different settings that you can apply to your video file and to the player itself. Some of these may be useful for your particular niche for your particular audience that your video will appeal to, and some won't. Some are very good and they actually give in to the marketing side of your video, things like social sharing buttons and comment features and stuff like that. We're going to be talking about these settings.

We're going to talk about video timelines. This is an awesome advanced feature of Easy Video Suite. Essentially you can insert an action, an event, anywhere in the timeline of your video. So you can literally tell Easy Video Suite at minute three with five seconds I want this to appear on the page, or I want this opt in, or I want this image or something to happen at this particular point in the video. You can do that with Easy Video Suite and we're going to talk about that. Then pages. Easy Video Suite actually creates a web page for your video, and you can actually dive in and customize those pages. This is a very useful feature for quick sharing of your videos and in general just for publishing your media. So we're going to be covering conversion, settings, timelines, and pages in this chapter and how they are actually accomplished through the use of Easy Video Suite.

Now one of the things that I always tell people is yeah you can use free tools out there, but there's always a compromise. We've all heard the saying you get what you pay for. There's always a compromise when you use something that's free, there's a reason that the provider is giving you it for free. They are gaining something out of it. When it comes to video, well if you use something like YouTube what are they getting out of it?

They are advertising on your video, that's the first thing that happens. The other thing is if you say well I can get the code and put it on my site, but if the viewer expands it they are taken to YouTube, and now YouTube is showing them ads on the right and they are totally taken away from where they were on the internet. It's a very viral way to get people, this is why they provide this free service.

When you are running a sales business, you don't want people leaving your page to watch a video. You want people only clicking on one thing and that is your order button. So it's very important that you consider using a professional video player. Then there's free ones out there that you can configure yourself but they are complicated and don't have the features that you really need, and you never get a second chance to make a first impression. Your video has got to stand out, it's got to look good, it's got to stream. If I'm just finding out about you and your website



*Easy*

VIDEO SOLUTIONS



for the first time and you've got a video up on top, and when I land on your site all I get is the little spinning arrow and I'm waiting but your video doesn't play, you've just made a terrible first impression. That's like showing up late to your first date. You don't want to do that. So it's important that your video streams well, works properly, and stands out. I recommend using Easy Video Suite, it's a very powerful tool for your video marketing.

The best way to actually accentuate the quality of your video is using the power of Easy Video Suite to stream it, and to captivate your audience with its dynamic and engaging features. It sounds like I'm selling it to you, but I guess in a way I am because I'm so fond of this product. This is something I use daily and it truly does take your business to the next level. I'm going to be honest with you, when I first started using the WebActics Product series first Easy Video Player and then Easy Video Suite, it literally changed the way that I did business. It literally changed the way I was perceived online because I became much better at creating video.

All of a sudden embedding videos on my site and sharing videos that had interactive, dynamic functions, was no longer a hassle. It was easy. Therefore, I've done it more often and I was perceived as an expert. I just was able to give better first impressions out there and this is the power that you have when you use a tool like this. Let's get into the specifics.

We said we were going to talk about conversion and that's where I'm going to start. You need to make your video 100% web ready, now many people think they know how to do this but it's a lot more than just creating an mp4 file. I know people have heard of mp3 files, well the video version of mp3, obviously mp3 are audio files, mp4 are video files. They are the most widely recognized file format for video. Meaning most devices that play video will recognize an mp4 file, unlike flash where some devices like iPhones and iPads, don't recognize flash. So if there is a website that has a flash video on it, when I go to that website using a mobile device, chances are I won't be able to see that video and that seller, that person, the owner of the website has failed to appeal to me and capture my business because their video didn't work and their site appeared broken to me.

I'm sure you've had that experience in the past where you tried to watch something or you saw that there was supposed to be a video there, and that's the worst part about it when it crashes or doesn't work, it literally says "the video is supposed to be here". I guess if it just didn't display the video at all it wouldn't be as bad, but it actually makes you look like your site is broken. A lot of people think they know how to convert video, and a lot of people use free tools like I used to use like Hand Brake. Hand Brake is a very powerful conversion tool but you have to know what you're





doing.

Some people kind of get it web ready, they upload a video from their phone or their camera or whatever, then they convert it and turn it into mp4 with some sort of free conversion tool, but remember what we said about free, you get what you paid for. They make it kind of web ready. Just because it's an mp4 does not mean that it's going to be streamable across all types of devices, and it doesn't mean it's going to be the right file size and it's not going to buffer, and give your viewer the spinning wheel of death. It's important you make it 100% web ready.

There are multiple factors that contribute to the playback quality of your video online, these factors will affect your viewer experience and engagement. If I'm watching a video, and I know this has happened to everyone watching this presentation, if I'm watching a video and suddenly that video stops to try and catch up, we call it buffering, that's when all of a sudden the video stops and you get the spinning wheel of death, then all of a sudden it plays three or four seconds but then starts buffering again. What's happening is, a couple of things are at play here.

1. **The connection.** The speed of your computer and the computer speed itself obviously have a big role, and what I mean by connection speed is your connection to the internet, remember the video is being streamed across your internet connection. If you've got a lot of things going on, downloads happening, if you're just being bogged down by a lot of activity that will contribute. In many cases this has happened to you and me when we aren't streaming, we aren't downloading, we aren't doing anything really spectacular with our computer but for some reason the video just starts spinning. It's so frustrating and this affects the viewers experience and engagement, if I'm considering buying something from you and you can't even get your video to work properly, how credible does that make you? This is important for you to consider.

The reason this happens is generally because the file size in the sense of bit-rate is too big, so there's too much data that you're trying to transfer through the web to the user's computer, and the computer has got to capture, accept the data and translate it into video format then the user's web browser has to display it for the user. If it's having trouble identifying all of this information because the file size is too big, then they are going to potentially get that spinning wheel of death which affects the experience and engagement. So it really becomes a game of getting the file size down and compressing it and converting it as much as possible, without experience the image quality.



The logo for 'Easy Video Solutions' features the word 'Easy' in a red, cursive script font, positioned above the words 'VIDEO SOLUTIONS' which are in a white, bold, sans-serif font inside a dark blue rectangular box.

Naturally, as you start reducing the amount of data that you're sending to reduce that video, you're starting to deteriorate the quality of the video that will be displayed, the visual quality. We want to try and get the smallest file size that we can for a video, without disrupting the quality of the playback. You have to consider various things, there's a lot of factors at play here remember. There's the file format, is it an mp4, is it an mpeg, is it a wmv? There's so many file formats out there and mp4 is the one you want. There's another thing to consider as well the file size, the bit rate we were talking about, the technical stuff going on there that needs to be considered, compression rate, audio compression rate, that's another thing.

You might have really big audio dynamic range that needs to be compressed. There's a lot of parameters to consider and what a lot of people do is they say well I'm just going to download the free conversion tool, use the default settings, and turn it into an mp4. Boom I got an mp4, that's what I needed. Wrong. You didn't do what you needed to do properly, then you're like well I converted it to an mp4 I don't know why it's not playing right. It's because you didn't do it 100% web ready. With Easy Video Suite one of the things that I love is the desktop app. You can literally take the video that you have on your desktop, you can drag it and drop it into the actual desktop app, and it will automatically convert. It will automatically set all of that stuff that we just talked about, they are all going to be converted and viewable across all devices, including mobile devices as well.

So what happens is not only is it compressing your video, but it's making multiple versions of the video so the video can be streamed on mobile devices, it will literally recognize the type of device your video is on and play the appropriate video in the appropriate compression, and that is awesome. This is all being done behind the scenes and you don't have a bunch of settings you need to remember how you set. There's one little slider down at the bottom, naturally if you want the really good high quality you slide it to the right, and if you want lesser quality and faster streaming you slide it to the left. I keep it right where you are seeing there, which is in the orange area. That's all I need for it to look really good and still stream fast without any buffering. I really like this feature about Easy Video Suite, you can actually alter it and make multiple copies, and there's a lot of behind the scenes stuff that goes on with the desktop app as well.

You can also use it to record your screen, your webcam, you can literally draw on your screen and record what you are drawing. So there's a lot of other little perks that come with this, but I'm really just talking about the player functions that come with Easy Video Suite and compression is a big part of that. This is huge. Eliminating the whole technical part of this, I





think anyone who has done video at one point or another has had to convert some sort of file format, like FLV to mp4, and it's like I don't want to pay \$100 just for it to convert. Then you find a free one and it leaves a watermark on the video or only let's you do three minutes, or it was a hoax and now you've got some sort of virus on your computer.

So this is an awesome solution. I love the drag and drop desktop feature, it converts everything into mobile and web ready videos, and it uploads them at the same time. So you can literally drag, drop, and just forget it. It's automatically going to put it online for you, it's automatically going to put it in your Easy Video Suite account, and it will put a link to the video page in your clipboard. So you literally drag, drop, and when it's done you just paste the link. It's already up there. Awesome, awesome features with the desktop app.

2. **The conversion.** Image quality and the video performance are the two things that will determine the perception value of your video. How clear can I see, is it fuzzy, is it pixelated, can I not see very good, does it look like it was shot on a low quality camera? Sometimes if you use a really good camera but compress the video terribly, it's going to look like it was shot on a terrible camera. So the quality of the visual aspect of the video, that's a big part of whether it's going to be perceived as valuable or not.
3. **The performance.** You can have an awesome looking, sharp, crisp video but if it buffers and it stops and doesn't play right then again the value of the video is shot down and you're going to lose viewers. Ultimately it's a question of how small can you get the file size without noticeably affecting the playback quality of the video. The larger the file, both in data and in dimension, a lot of people screw up the whole dimension part of it, you don't need to record so much data if you're only going to reduce the size of that canvas later to stream it on a 720 window on your website. So larger the file, both in data and dimension, in resolution, which is what we call the dimensions of the video, width vs. height, the data and the resolution, the bigger they are, the bigger your streaming challenges will be.
4. **The settings of the video inside of Easy Video Suite.** On the right hand side there you literally see the profile section. When you upload a brand new video, like that one that you see there, I uploaded a video called 'factory welcome 2', it actually allows you to create profiles. A profile is a particular configuration of saved video settings, so I can actually configure the way I want my video to display, to auto play, display an image, do I want it to be 700x400, 800x450, whatever dimensions or resolution you want, these are all settings and you can save that group of settings as a profile. The same video file can have multiple





profiles, how awesome is that. So now you can actually have multiple versions of the same video. You can have one that auto plays, one that is small, one that is large, you don't have to re-upload that video a number of times. This is really cool because it saves time and enables you to be more versatile with your video.

- 5. The video section.** This is where you configure the main part of your video, like the dimension, the resolution. As you can see in this particular setting I've set it to be 704x400 which is a common size for me because it sits inside of the OptimizePress page theme. The other thing you can set here is like auto play, auto buffer, auto buffering is where the video loads before it starts playing. It allows the entire page to load and auto play. obviously no explanation needed. Pause and focus is cool because what this does it whenever anybody moves to a different tab on their browser and they've stopped watching your video, it pauses the video. So it kind of forces people to watch and they can't go and do anything else whilst your video is playing, so that can be useful in some scenarios but can be annoying in others. The other things that you can do here with the basic video settings is you can use an image, so as you can see I have a splash image that says 'click here to get started'. I can select an image from my computer so that it displays at the beginning of the video, and they can click it to start the video and get it to play.

The video player section in this is actually where you set the basic playback parameter. In settings there is various things, now we're going to talk about the player section of the settings. You can select from various types of players, and the player itself is mostly the control bar down at the bottom, it determines the look of the video controls and some of the hover features, so that when the user rolls their mouse or cursor over the screen certain things can happen, it could display a Facebook share button, a tweet button, a Google+ button. Another thing that can happen is it can hide the control bar, so whenever somebody puts their mouse over the screen then it shows the play and pause button, and when their mouse isn't over the screen then it gives you more screen room and it actually just removes the control bar. You can also set the play entrance, this is cool. You can animate the player, it can bounce in, roll in, this is a really good way to bring your viewers eyes right to a video on your web page, especially if you have a really busy web page with lots of stuff. If you want their eyes right on the video, give it an animated entrance, this is something you can do with player settings.

- 6. The frame.** The frame is just a skin that envelopes your player. They have a really cool collection, I like using the Mac style computer screen for my skin for my video. They have





iPhone, iPad, a couple of other ones in there for you to chose from, or you can just chose to have none and just let the video frame itself play.

Continuing in the settings, this is really cool. This is a bar, not like the kind you go drinking at, but rather the kind that serves as a tool belt beneath your video. It's a toolbar essentially, and you can have various tools like social buttons, feedback tabs, that kind of stuff, and put them onto this bar. You can select the color of the bar, and basically just put these little things on the actual bar beneath the video that the viewer can interact with during playback. So maybe they can tweet, leave a comment, download the video, there is a number of things here that the user will be able to do on this bar. This is a really cool add on to your videos that just give it that, you know we talked about appearance and making first impressions, this really takes your video to the next level.

- 7. The timeline portion.** Now in the timeline of your video you can do events, you can do all kinds of stuff. The timeline contains intro, outro, events in the middle of the timeline, and you can even redirect at the end. There is the timeline, it kinds of looks like a ruler, and for this particular video it is 1:50 long, so this timeline represents the time, the playback time, from 0 to 1:51. At any point in there I can click to add an event. I can add an introduction to the video and an outro to the video.
- 8. Logo reveal.** Let's say you have a logo reveal that you do to brand your videos all of the time, maybe an animated logo. You don't have to edit that into every new video that you make, instead just upload the logo once, and when you upload the new video instead of having to upload the logo directly into the video using some sort of editing software, what you can do is just add it as an intro. So what will happen is whenever this video is played back it will first play the intro video that you have designated, then it will automatically fade into the video in question. This is awesome, you can do this at the beginning or end, I do this all of the time on my weekly webinars because I want to brand them and this is a great way to do it. There is the intro section, and over here is the outro section, so you can literally just click on these and what happens is a little dialogue window pops open, and you can then select from any other video.
- 9. The redirect.** At the end of your video you can put a URL here, you just tap on this little button and it will give you a field where you enter URL, and at the end of your video when it's done playing it will automatically navigate your viewers browser to the website that you designate. There's a lot of potential uses for that, it's a really cool feature. I tend to use this





on pages where all I have is my video, I don't do this where I have a video and then perhaps some copy or some other stuff on the website because that can piss people off if they were reading something beneath your video then all of a sudden when it finished it took them somewhere else.

10. **This events section.** This is where you click and add your event, so you literally just click on that and whatever section your timeline is on you can then now add a new event. Another cool thing you can do, I'm not going to go into detail but you can add chapters. You can add chapters so like let's say you're talking about various things in your video, instead of creating ten videos you could just designate where one section begins and ends, and create a little menu. A little chapters section where the person can click, let's say they want to listen to chapter two, and it will just go right over to that part of the video and start streaming from there. So it gives the user, the viewer, the capability to interact with the videos playback. Really, really cool, advanced features.

Let's talk about the actual events, because that's something that really adds a level of professionalism and engagement to your video that you just can't get otherwise. The way that we do this is in the events section, you can select from a wide array of events to take place during a video. This is actually where you configure the duration and the location of the event. What I mean by the location is not the time location, but if you want it to actually take place inside the video, this is what I mean by location, or on the web page. You can literally trigger events to happen on the website at a certain part of the video.

Let's say three minutes in I want to display an opt in form beneath my video, or five minutes in I want a payment button to appear beneath my video. You can literally control elements of your website by triggering events in your timeline here using these features. Very powerful stuff. If I wanted to do it inside my video I would just click on this little button, and if I wanted to do it on my web page I would click on this button. Now you can designated whether this happens right at the beginning of the video, or during the video, or at the end of the video. I do something all the time at the ends of my videos, I don't like it when my video ends and just leaves a black screen with a playback to start back again, I think that's just wasted real estate. You've got to think about how valuable the top of your website is, it's the most viewed area, and now all of a sudden the person is still reading your website but you've got this big black box that says nothing at the top of your page. So I like creating end splashes at the end of my video, this is where I would name that event, and this is where I would set the duration that I would want it to last for.





If I say it's going to be at the end of the video it will just stay on there forever, if I want it to happen during the video I can set a duration. So maybe I only want the button to display for a limited amount of time during the video, maybe I want it to display for say ten seconds. Another thing you can do is pause the playback of the video during the event, so it could call on the user to do something and the video won't continue until they've done it. Think about the power and how much you can literally engage and interact with your user.

You click next and it takes you right over to the next part of setting up your event in the timeline. This is where you style the event, and depending on the type of event you are triggering, you might want to adjust its style. This is where you can actually configure the events size and it's appearance. So for example let's say you're displaying an image or opt in form, you can decide whether it's going to happen at the bottom or top of the screen or for the full screen. In my case where I was describing an end image, an end splash, something that displays when my video finishes, I usually have it take over the entire screen.

So I'm not just going to do the bottom or top third, I'm going to do the entire screen. You can set the background color, so if you are doing the bottom and you're only displaying an image or opt in form on the bottom, you can designate what color the rest of the background will be or if you want it to be translucent. This is also where you designate how that event is introduced, so when it gets to that time and the event happens, do you want it to fade in, do you want it to roll in, do you want it to bounce. How do you want it to come in, how do you want it to enter so that it captures the viewers eyes.

Click next and it takes you to the event content. This is where you designate what event will actually transpire, what it's going to do. You could display a button, you could display text, you could display an image, you could display a wide array of things. Once you've configured the general settings and the style of the event, now you have to designate what content the event is going to display and this is where you literally grab the content, the little widget, and you just drag it and drop it. Then you're done. You click on save the event and now the event is on your video.

11. **The page.** This is a super duper neat feature. I love this because it makes interacting with my team and my students so much quicker. Easy Video Suite automatically creates a basic web page for all of your videos on the fly and instantly provides you with a sharing URL. I mentioned this earlier, when you drag and drop a video file into the desktop application it automatically converts and makes your video web ready, it automatically does everything





behind the scenes for you and then automatically uploads that video for you to our Easy Video Suite so you can go and configure your settings and stuff we've been talking about. At the same time it literally creates a web page for you and drops it on there so you can instantly share it, even before I have configured any settings I can share that video page with my staff, my students, I can quickly share information using that video page which is awesome. If I want to get a little bit more fancy I can modify the appearance of the page and add many types of components like comments buttons and images to the page itself. So it literally has a web page editor.

12. **The embed section.** You can download the page in a zip file so you can perform advanced editing with your own HTML editor. So this thing is unreal, it creates a web page for you and the URL, it gives you the embed code incase you want to take the video and embed it with all of its actions and everything, it will carry over events and actions if you want to carry that over to a website of your own. It also gives you the option to modify a page and download that page it has created for you. Truly powerful stuff here.

In the page editor you can drag and drop any of these widgets you are seeing here, and you can arrange them in any order and customize these widgets. You can chose from various web page templates down at the bottom, they've got various colors, various styles, and right here is where you literally assemble the web page. You can put things on here like Facebook comments, custom HTML purchase buttons, feedback forms, all kinds of stuff and you can select the different style of the template and really customize your website. Think about this, it literally removes the need to go to another platform and start building the site on which to put my video on. It truly makes the whole video marketing thing a lot faster doesn't it.

In the end I like to use Easy Video Suite to create a unique video playback experience. I suggest that you do this for your viewers as well because it literally makes you stand out. This opens viral marketing tactics that you otherwise can't accomplish with other video players out there. Like I said earlier, you never get a second chance at a first impression, so why leave it to some sort of free platform that is going to advertise to your viewers. I recommend that you use Easy Video Suite, dive in, experiment with it, play with it, that's the best way to learn more and more about it and that's the best way to become an expert at using Easy Video Suite, and at creating powerful and engaging videos.





# Resources



You can create amazing membership sites, sales pages, registration pages and more.

[Click Here](#)



Easy Video Suite will make it super easy for you to display your videos online.

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Overwrite this text with the description of the product resource you are recommending. This should be a short and sweet description. Don't get carried away.



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