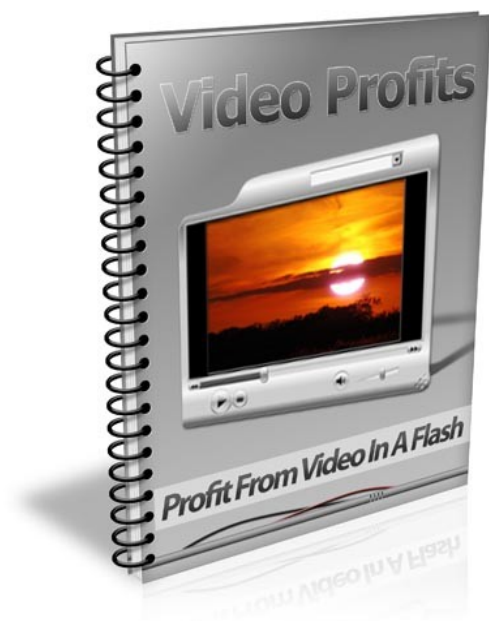


Video Profits



Profit From Video In A Flash

Disclaimer / Legal Notices

The information within this report represents the views of the author at the date of this publication. The author reserves the right to alter and update their opinions based on the ever changing climate of this niche.

This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.

While every attempt has been made to verify the information provided here, the author cannot assume any responsibility for errors, inaccuracies and omissions. Any slights of people or organizations are unintentional.

Table of Contents

> Introduction

> Part 1: Online Videos – Where Did They Come From?

> Part 2: Why Are Video Sites So Popular

> Part 3: Do Video Sites Have Anything To Offer Serious Businesses?

- How To Get Your Video's 'Found'
- The Disadvantage of Videos
- Getting Found, Step-By-Step
- Get Branded!
- Beginning Your Own Search
- Making The Video Yourself
- What's Hot & What's Not
- Other Ways Of Being Found
- Become A Commenter
- Tell Others About It

> Part 4: Other Video Sites

> Part 5: More Sites You Must Use

- Yahoo Video
- Google Video
- MySpace

> Part 6: What Type Of Videos To Make?

- Screen Shot Videos & 'Talking Heads'
- The 'Action' Video

> Part 7: 'Amateur Hour' Is Almost Over!

> Part 8: The Action Starts Now

> Part 9: Blendtec And Borat

> Get A Professional To Do The Job Right

> Conclusion

Introduction

Even in these relatively early days of the 21st Century, it is clear that the Internet is going to play an ever more central role in everything that happens in the modern world.

There are now over 6.6 billion people on this planet, and already, over 1 billion of them have access to the Internet!

And that figure is, of course, growing at an almost unbelievable rate each and every day.

So, it is sometimes a little difficult to take on board that only thirty years or so ago, the Internet literally did not exist!

There can be no clearer example of the speed at which our lives and the world around us are changing than the explosive growth of the World Wide Web.

Except, maybe, for one other aspect of technology whose growth has perhaps been even more dramatically explosive.

That is, the use of online video.

Whilst the net is around thirty years old, online video as a popular marketing tool is a mere babe in arms, having really only come to the fore in the last three to four years!

Now, the specific reasons for this explosion will be dealt with later in 'Video Profits', but what this tells me and should shout at you is that you and your business need to become a part of this right now.

If you use the Internet in your business in any way, shape or form, you cannot, simply *cannot* afford to stand on the sidelines and watch whilst others get ahead of you.

If you use the net to advertise real world tangible products – anything from books to Cd's, vacuum cleaners to aircraft engines – you must be using videos, or at least beginning to.

If you are an Internet marketer selling intangible products – eBooks, software,

marketing courses or training materials – you must become a player, if you have not already done so.

Why?

Well, if you don't, you can be sure that someone who is directly competing for the same business that you are fighting for will be doing so, now or very, very soon.

Maybe they too are sitting reading this book, just like you are.

Perhaps they are already using video to advertise and promote their business?

Okay, in that case, they are already ahead of you, but, don't panic! The situation can be saved, as you will discover later in this book.

And, if they are not already using video, then so much the better.

You have a great opportunity to be the first through the door, the trail-blazer, and that is the kind of opportunity that will only ever come your way once.

Don't you think that you should be taking it, rather than sitting on the fence, watching what others do?

Maybe you don't know how?

Excellent! Then you are reading exactly the right book!

Even if you do know about video marketing, and are using it, you must accept that marketing using online videos is a business tool that is changing on a daily basis.

What works fantastically well today will almost certainly work less well tomorrow, and you need to have your finger very firmly on the pulse to know what is likely to happen next.

This book is called 'Video Profits' for a very specific reason.

It is all about what you can do right now with online video marketing. More importantly, it shows you where marketing using videos is likely to go next, and what you must do to make sure that your business is firmly on top of the next wave.

Of course, I am also going to tell you everything you need to know to make your online video marketing efforts super-successful right now, because I do not know of any business that *wants* to wait until tomorrow to start making money!

And, you should know a little about where online video marketing came from as well, because this history is still massively relevant to the continuing success of many of the earliest online video marketing trail-blazers.

But, this book is primarily focused on how you can succeed with video marketing on the Internet right now, and where it is likely to go in the future.

It is mainly about both the 'now' *and* 'The Next Generation'.

But, let's start with a very brief look backwards.....

Online Videos – Where Did They Come From?

Seeing and sometimes watching online video is nowadays an accepted and integral part of any web surfers normal browsing experiences, taken for granted almost.

Nobody bats an eyelash at seeing a video on a website or news page. Videos on the net are becoming as normal and as widely accepted as normal 'text and image' web pages.

And its birth can be pretty much traced back to one small group of people, and almost to one specific day!

On St. Valentines Day (February 14) 2005, three guys called Chad Hurley, Steve Chen, and Jawed Karim, all ex-employees of PayPal, decided that the internet was ready for a new form of massacre.

They formed YouTube, Inc, and the very next day, the 15th, "youtube.com" was activated, with the website itself being launched very soon afterwards.

These three guys had a vision that the Internet was the perfect medium to allow anyone and everyone to put their own videos online.

It was not important that the vast majority of these videos were poor quality, home made and distinctly amateur.

As has since been proved beyond all doubt by reality TV shows and the constant re-runs of 'funniest kids' or 'funny animals' home video based programs, people are fascinated by watching other people.

It was a stunningly simple and (now) obvious concept. Yet these three guys were the first ones to see it as such and bring it to life.

It was also a massively, massively successful concept.

So successful, in fact, that youtube.com went from zero to over 4 million monthly visitors within 3 months of its initial launch.

Indeed, so successful was it that youtube.com just kept on growing, eventually becoming so popular that Google bought out the company in October 2006 for

US\$1.65billion.

Check out the dates once again. This buy-out took place only **20 months** after YouTube was founded, and *before* they had ever made one single cent in profit!

There's no doubt that at the time, this buy-out left an awful lot of analysts and so-called experts scratching their heads in amazement.

Yes, it brought together the power and resources of Google, who were then the biggest force in search engine and internet marketing (as they continue to be to this day) with the biggest force in online video.

But, this was a company who had never made any money, and Google *already had* their own video service, Google video, so what were they doing?

Leaving aside the fact that Google was pretty much awash with cash at the time, some of which they needed to spend (true) and that by buying out YouTube, they removed their #1 rival from the market in an instant (also true) what Google were doing was much more far-sighted than any of this implies.

They were buying what they saw as the future.

They were buying the biggest and most popular player in a market where they saw the big advertising and marketing money being made in the future.

They anticipated, quite correctly, that one day, not so far away, text only search engines of the type that Google made the *majority of their money from* would no longer be good enough.

They saw that a successful online video company like YouTube would have little difficulty in cornering both the money making and search engine markets of the future.

That is, the very markets in which Google were making all of their money.....

So, looking back, it made *huge* sense for Google to buy YouTube, although it may not have seemed like it at the time.

And, most critically, almost everything that Google anticipated happening has happened or is just about to!

Online videos *are* very rapidly becoming an integral part of the search engine experience.

The popularity of online videos in general and of YouTube in particular has continued to grow at an astounding rate, to the point where it is easily one of the ten most popular websites in the world and pulls in *nearly 40 million unique visitors* each month from the USA alone!

Finally, and most crucially, online videos are fast becoming the advertising medium of choice for many leading international corporations and global businesses.

As Google anticipated, huge sums of money are being spent on online advertising and marketing.

At the same time, the great news (for you) is that the videos that are available for viewing on YouTube are still not dominated by big business by any means (yet!)

It is still possible for anyone, anywhere to load up a video for free, no matter whether it is a totally amateur effort or a professionally produced epic.

Google has had the good sense and business acumen to leave the format and nature of YouTube, the very things that made it so popular in the first place, pretty much alone, at least for the time being.

How long that will continue to be the case is a matter that we will look at in some detail later in this report, as it is a crucial question that must be considered when looking at where 'The Next Generation' might be going.

Of course, the success of YouTube has lead to the establishment of many, many competitors, some of whom we will investigate in a little more detail later.

What is most interesting about most of them is that the vast majority have pretty much followed the YouTube business model, which obviously indicates that YouTube must be doing something right!

So, let's look at what it is that YouTube and other similar sites like them do (and did) to make videos the fastest growing sector of the online content publication and marketing business.

Why Are Video Sites So Popular?

As established above, YouTube was really the first player in the online video market to make a huge 'splash' and they are still by far and away the biggest player in the market today.

Thus it is that many other video upload sites have followed (if not necessarily directly copied) the YouTube format and that new sites are launched every day that still do the same!

For the time being, therefore, I am going to focus on YouTube as a prime example of how most video upload sites work, and what makes them so stunningly popular.

These are some of the key features and benefits of YouTube that other video upload sites have tried to adapt and adopt for their own sites:

- YouTube is primarily a site that was and still is predicated on bringing 'content' (knowledge and information) to a *community* of people. These are all people who want to receive this content in a form that is most accessible to them, as moving video images and sometimes sound, rather than through more traditional text and fixed image web pages.
- There are many ways of sharing your favorite YouTube videos, and inviting others to watch them on the site. This re-emphasizes the community element and allows the site (and the popularity of the videos) to grow virally, that is, almost by themselves.
- Anyone can open a YouTube account, and it is free.
- Anyone can upload a video to YouTube, no matter how poor the quality of it might be, and with few limitations on content (65,000 new videos are uploaded every day!)
- Every sort of moving picture content – movies and movie clips, TV programs, music videos and commercials – are freely available on YouTube.
- Everything is very easy to do – uploading a video is simply a question of following two or three simple steps.

- All videos are hosted on YouTube's own servers. This means that you can use YouTube servers to host your videos, rather than your own. Say, for example, you have a family video that you want other folks to see. Load it to YouTube and let them watch it there, so you don't have to put it on your own server, and waste your own disk space and bandwidth.
- YouTube allows a viewer to take any video that they like and 'embed' it into their own website, simply by copying and pasting one simple line of code. This can massively increase the exposure that any individual video can enjoy, and, of course, increases YouTube's popularity.
- It is increasingly easy to make video to upload. For example, the world and his brother now own a mobile phone with an in-built camera. The natural portability and instant usability of such devices allows for the capture of thousands of 'unstaged moment' videos every day. Most are (allegedly) 'funny' and will make it onto YouTube and other similar sites at some point.
- One stage beyond this, the cost of reasonable quality digital cameras and recorders has dropped significantly. These last two points mean that huge numbers of people now have the ability to 'shoot' videos, and these numbers grow at an astounding rate all over the world.
- YouTube and sites like it offer everyone their '15 minutes of fame' which, in a world that is ever more obsessed with the cult and importance of 'fame' and 'celebrity', is a significant factor that should not be under-estimated. I am certain that many people do put their videos on YouTube to become 'famous' and, indeed, in a very few cases, that has actually happened!

In a nutshell, video community and upload sites are quick, accessible and easy to use. They present content and information in what is, for many folks, the most accessible format and they allow everyone to be famous for a brief moment. In short, they are the perfect web format for now!

Do Video Sites Have Anything To Offer To Serious Businesses?

The answer to that question is obviously yes (otherwise there wouldn't be too much point writing this book, would there?).

Online video is very probably going to be the biggest and fastest growing advertising media for the foreseeable future.

And we have already established that online video community sites are a huge net presence and growing incredibly quickly.

Added to this is the fact that there are enormous numbers of videos created and uploaded every day. Plus, there are masses of people who log on to sites like YouTube to watch them.

So, the simple answer is that these sites represent a fantastic opportunity to advertise the products of any business to an almost unbelievable number of people, every day.

For example, if you could attract just 0.1% of the (40 million) visitors that log on to YouTube in the USA every month, that would mean that an extra **40000** people would see your marketing message every month. Roll that forward, and you are looking at **480,000** visitors per year!

Incidentally, these figures might sound crazy but, as you will see later, they most definitely are not!

Look at these figures another way.

Say that you sold a gizmo or a widget for \$30 per piece.

If you're advertising is good, and assuming that there is a healthy, hungry market for your gizmo, then you should be able to convert at least 2–3% of your video viewers into buyers or customers.

Note that some kind of 'mass appeal' is important. It would, for example, not be so easy to achieve this sort of conversion rate if you were selling aircraft engines!

But, let's say that your gizmo is something that has a pretty broad general appeal, and at the same time, stay conservative about your success rate.

Perhaps this advertising video that we are discussing is your first attempt and that it's okay, but not so great either.

So, imagine that it converts at only 0.5%, less than a quarter of the rate that a well produced (professional quality) video could be reasonably expected to convert at.

Then you are looking at 2400 new customers spending an extra \$72000 on your gizmo's every year! From just one video.....

Now, you know that YouTube and most sites like it are free to join. You know that it does not cost anything to get your videos live, and that it takes but a few minutes to upload them.

So, why stop at one video? Why not make ten, or a hundred?

If you do that, then you can almost guarantee two things.

Firstly, the quality will inevitably improve with the more videos that you make, and secondly, some will have far more interesting and exciting ideas behind them than others.

So, some will be more successful than others, but leaving that aside for one moment, lets just stick with the original figures.

Ten videos will make your business \$720,000 and one hundred videos come in at a gross take of \$7,200,000.

Are those numbers going to be serious enough for any intelligent business person to take note of?

How To Get Your Videos 'Found'

The Internet is the greatest source of instantly accessible information that the world has (so far) seen.

And seeking information is what the overwhelming majority of people still use it for. Not as a way of building a business, or advertising a product or service, but merely as a source of information, albeit it a superbly effective one.

The majority of such information seekers will at least initially attempt to find what they are looking for by using major search engines like Google, Yahoo and MSN.

Thus, most people are very familiar with the concept of ‘searching the net’. Indeed, so comfortable are the majority that we no longer search the net, we ‘Google’ whatever it is that we are looking for!

Searching on the net is almost like second nature.

The leading video sites like YouTube, Yahoo and Google video are acutely aware of this.

So, these sites are structured in a similar way, with various search facilities that can lead a viewer to any individual video.

Thus, it is these search facilities that will either make your video a roaring success or an abject failure (particularly when it is first launched) regardless of what the subject matter and objective of your video might be.

So, let us assume that you have decided to dive into the video marketing ‘deep end’, and have made your first video to promote and advertise your business (we will return to making the video and such like later on).

You open up your YouTube account, upload your masterpiece, and sit back to wait for the world to come flooding in.

Well, guess what? It’s not going to happen.

Just like no-one will ever find your website and sales page if you do not lead them to it, no-one will find your video either.

So, using our old friend YouTube as the example lets take a look at all of the ways that you can try to drive people to view your video.

The Disadvantage of Videos!

Maybe having read this much of ‘Video Profits’, you may have been falsely lulled into a belief that everything about videos as an advertising tool is brilliant.

Not true, unfortunately.

Videos have one major disadvantage compared to many other forms of online advertising, in that you cannot (at least at the time that I am writing this) actually create a *direct link* from a video to your website or sales page.

So, if for example you are familiar with eBooks or other online documents, you will have seen hyperlinks that are built into the text. You will know that by clicking such a hyperlink, you will be taken to an external website that contains more information on whatever it is that you are reading about (for example, you can click this [Yahoo](#) to be taken directly there)

You cannot do this with videos.

So, you must use every other means at your disposal to try to lead a viewer to your website.

Getting Found, Step By Step

For the purposes of showing you everything that you should do in order to be 'found' when you put your first video up on YouTube, I am going to assume that your business is 'Bob's Dog Supplies'.

And the first question I want to ask is, does 'Bob's Dog Supplies' have a well thought through business plan in place?

That is, a business plan that focuses on the efforts that you are just about to begin pushing forward with on YouTube?

Do you know what you are doing this for, specifically?

I hope so, because it is absolutely not going to work for you if your only goal is something vague and generally unfocused like 'being successful' or 'making money'!

How are you defining success? How much money do you want to make, and in what time frame?

If you do have targets or goals, in order to reach them, how many videos a week

are you going to need to create and publish and how many people are going to need to view them?

You don't know?

Then you do not have a business plan in place, and you are apparently doing your best to make sure you fail!

You must have your *proper* plan in place, because you must know what your goals and objectives are.

Now, of course, it may not be feasible or even possible to know exactly how much money you want to make, but you must still have something that is at least reasonably definite in place.

It could, for example, be something along the lines of making your first sale within a month, or making ten sales within three months.

It could be making a profit (remembering that the time you use making the videos, editing them and uploading them costs time, and that is the same as money) in say six months.

Whatever it is that you aim for you must have a plan that shows you how to get there.

So it is vital that you must do some research to see what is possible and what is not.

You are in the dog supplies business.

So, do some searching for other videos from competitors in the same line of business, to see how many visitors they get.

Use a site like [SpyFu](#) to see what you can find out about them and check out your other competitors as well.

Get yourself a free account with [Google Analytics](#) so that you can track where your own visitors are coming from.

Get Branded!

You must by now have begun to understand and appreciate that, whilst the vast majority of people that post videos on YouTube are anything but serious, you must be different.

Part of your serious efforts must be to begin to create your 'brand'. Do everything and use every opportunity that you can to begin to create a 'brand' name for you and your business that you hope to make instantly recognizable.

Firstly, make sure that the account name that you choose at YouTube or Google video reflects your business and incorporates your brand name.

Ideally, unless you are a well known individual by name, or plan to become so (some very successful businesses, like Virgin, are at least partially successful because of the aura and mystique attached to their leader) name your account 'BobsDogSupplies' or even just 'BobsDogs'.

It may sound silly, but, if you have a couple of alternative ideas, sit down and say them aloud to yourself a few times.

See which sounds best?

Perhaps more importantly, which is going to be the easiest to remember and recognize?

Personally, I would say that 'BobsDogs' would do it for me.

So, that is what you should call the account.

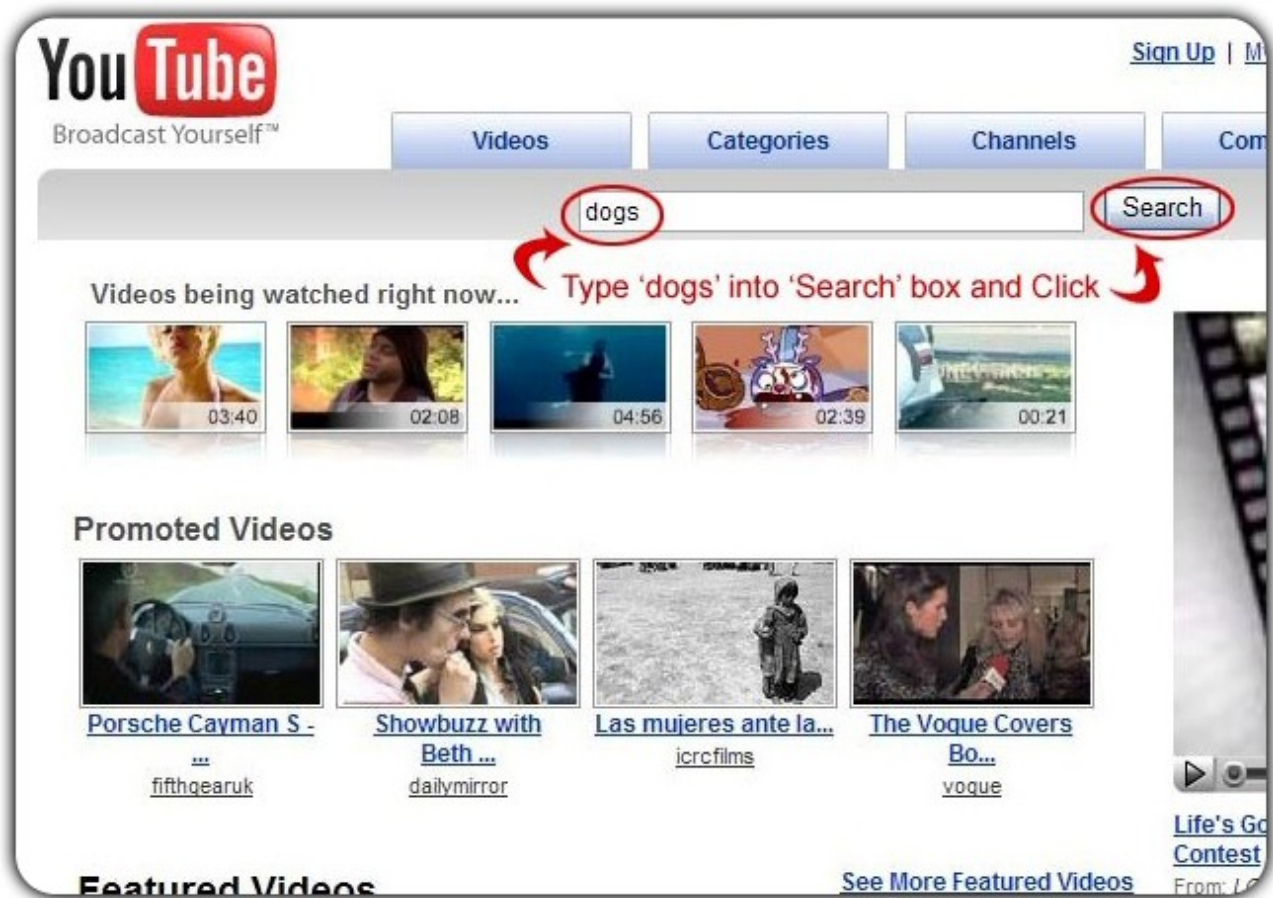
'BobsDogs' it is!

Beginning Your Own Search

Before you even begin to make the video that you want to post for 'BobsDogs' you need to have some idea of what kind of video it needs to be.

In order to do this, you need to establish what kinds of videos are popular in the world of dogs.

So, the first thing that you would do is search YouTube in exactly the same way that you would search any 'normal;' text based search engine:





And this is the result that comes up:

dogs

Search Results for "dogs"

Sort by: [Relevance](#) | [Date Added](#) | [View Count](#) | [Rating](#)

Display:  



Talking dogs

me a msg if you are the owner) I just like it so much that I wanted to share it with others....talking dogs ([more](#))

Tags: [talking](#) [dogs](#)

Time: 01:20

★★★★★

From: [nozzle49](#)
Views: 5,357,351
Added: 1 year ago
More in [Comedy](#)



dogs

ho let the dog's out.....funny dog's

Tags: [funny](#) [dog's](#)

Time: 01:28

★★★★★

From: [lauracretu](#)
Views: 522,143
Added: 1 year ago
More in [Pets & Animals](#)



Flying Dogs (real name Birds)

site gives credit for Birds as created by Produced by Pleix / Blink. Music: Vitalic. PIAS. 2006....pets dogs slow motion ([more](#))

★★★★★


From: [ibro](#)
Views: 347,855
Added: 1 year ago

Straight away, you can see that the top video is massively popular! It's had 5.32 million visits in the past year, which is a fantastic number, so you must investigate further.....

And remember that earlier were looking at how much money you could make from 480,000 visitors a year?

Imagine the potential earnings from 5.36 million.....

Talking dogs



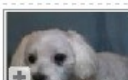




From: [nozzle49](#)
Joined: 1 year ago
Videos: 6 [Subscribe](#)

About This Video [more info](#)
This is not actually my video. Someone sent it ...

► **More From: nozzle49**

▼ **Related Videos** [Display: \[list\] \[grid\]](#)

-  [TALKING DOG! OSCAR THE BOXER](#)
00:51 From: [OscarBoxer](#)
Views: 2,050,674
-  [Talking Dog! Funny!](#)
01:13 From: [warhense](#)
Views: 1,737,168
-  [Sweetie the Smartest Dog Talking!!!!!!](#)
00:20 From: [sweetietsd](#)
Views: 489,666
-  [talking dogs](#)
00:38 From: [t0bse](#)
Views: 495,452
-  [Talking DoG!!](#)
01:26 From: [pnaixmai](#)
Views: 799,122

Rate: ★★★★★ 10433 ratings **Views: 5,367,762**
VERY POPULAR.....!!
Comments: [4,044](#) Favorited: 20,416 times Honors: [3](#) Links: [5](#)

Embed `<object width="425" height="355"><param name="m` [customize embed](#)

Promoted Videos

Check the top right hand corner of the screen as shown above. Click where it say 'more info'. This is what you will see:

From: [nozzle49](#)
Joined: 1 year ago
Videos: 6 [Subscribe](#)

About This Video [less info](#)
This is not actually my video. Someone sent it to me by email. I don't know who the real owner is (send me a msg if you are the owner) I just like it so much that I wanted to share it with others.
Added: 1 year ago
Category: [Comedy](#)
Tags: [talking](#) [dogs](#)
URL
Embed `<object width="425" height="355"><param name="m`

See the tags that are highlighted? Those are like the 'keywords' for the video, and you found it because you typed in 'dogs'.

The Title of the movie also highlights the same two words as the Tags – ‘Talking’ and ‘Dogs’.

Again, this is another reason that you landed on this particular video.

Look at the ‘Description’.

It is, quite honestly, useless and yet the video *still* attracted over 5 million visitors, *despite* this description.

Think how many that could have been if the description had been one that was remotely professional or even useful! This is something that I will expand upon later.

Then you must actually watch the video itself.

What is it about this particular video that makes it such a clear stand-out (notice that the next most popular video has less than 10% of the viewers, even though 500,000 visitors in a year is still excellent!)?

Click through on the name of the person who posted the video, to see what else they have already on YouTube.

Are any of their other videos nearly as popular? Keep a note of this person’s user name – you will need it later!

Note that whilst this video was posted under the ‘Comedy’ category that the next two are under ‘Pets and Animals’.

What does this tell you about what you should be doing?

Okay, that will give you some handle on what kind of video works best, and hopefully point you in the right direction of what kind of video you should be making (more later!) Now let’s assume that you have taken your ideas and shot the video footage itself. What next?

Making The Video Yourself

Imagine that you had made the video that you were just looking at. That would have been over 5.36 million people who had eye-balled *your* video.

Now, remember my earlier example where 480000 annual visitors made you \$7200 in sales from your \$30 gizmo?

Think how much money you would have made from this video!

Don't waste you time trying to calculate the numbers, I will tell you exactly how much to save you the effort.

Nothing. Zero. Zip! Exactly nothing!!

Because this video is clearly **only** on YouTube because the person who posted it found it funny.

They had nothing to promote and so, quite naturally, it promotes nothing.

What a *total waste* of 5.36 million visitors!

But, this video highlights a truth about sites like YouTube that you *must* grasp, because doing so is the key to understanding why using marketing with videos can be so successful for you.

Because most other people are not doing it, that's why!

Most of 'BobsDogs' competitors do not appear on YouTube – yet!

That is why you must get in there **right now**!

So, what should you do when making your video to drive people to your website?

Well, the first thing is that you must make sure that the video that you post actually contains your website links.

To do this, you need software to compile the video that you are going to publish.

But, the great news is that you do not necessarily need to spend a great deal of money on software to make this video.

If you are running a PC powered by Windows, then the chances are pretty high that you will have the software that you need to make a passably decent video right there on your machine already.

Check the list of programs on your machine for Windows Movie Maker.

If you have it, great, because that is really all that you need at this stage.

Now, I do not plan to go into all of the ins and outs of using Movie Maker, simply because there are many sites out there that already offer excellent tutorials on exactly what to do.

Check out any of these links, or run a search for 'Movie Maker Tutorials' and you're bound to find exactly what you need to turn the 'raw' video footage into the finished product:

<http://movies.atomiclearning.com/k12/moviemaker2>

<http://www.mightycoach.com/articles/mm2/index.html>

<http://www.microsoft.com/windowsxp/using/moviemaker/default.mspx>

<http://www.windowsmoviemakers.net/Tutorials>

Or, if you would prefer to do your Movie Maker learning by using videos (well, I guess that does make some sense, right?) you can take a look at these links:

<http://uk.youtube.com/watch?v=JZXK68NS7gU>

<http://uk.youtube.com/watch?v=3o2h0iZ4rEw>

<http://uk.youtube.com/watch?v=ISFBn9z7Zh4>

http://uk.youtube.com/watch?v=hTLGGnSpf_k

Incidentally, if you are running Windows XP and you find that, for some reason, you do not have Movie Maker, you can download it free from this location:

<http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx>

Okay, here are the things that you should be doing with your video (and pay particular attention to the first point, as this is a **key** long term business building tactic!):

- Right at the beginning of the video, you need to show the URL that you want

your visitors to go to for five seconds or thereabouts, not too short, not too long. **But**, and this is a **HUGE** but (because this is the single biggest mistake that people trying to use this method of promotion will make) **DO NOT** send them directly to your sales page! It will not work!! Send them, instead, to your 'squeeze' or 'name captcha' page, where, in return for giving them some free information – a five part 'how to' training course, a Special Report or an ebook – they will give you their name and email address. This is gold dust, almost like money in the bank, as they are now on your prospect mailing list, and you can send them sales messages over and over again, until they buy, die or ask to be removed! Try to make their first video view (carrying your URL) as dramatic and memorable as you can. But, don't leave it on screen too long – that's too obviously an advert!

- At the end of the movie, highlight your squeeze page URL once again, and make absolutely sure that you include a clear, direct 'call to action'. *Tell* them that, after watching this video, they *will* need more information and that to get it they *must* visit xxxxxx.com NOW'. Note that you do not ask at any point – you tell.
- Keep the video short, sweet and straight to the point. Three minutes should generally be considered to be a maximum, as this makes it easier for you to make the movie (stop before you run out of good ideas, and start resorting to using 'filler') and helps prevent your visitor becoming bored. If it is too long, they will click away before they get a chance to see your url (with the vital call to action) repeated at the end.
- You can add a 'watermark' to your video, so that your squeeze page URL stays visible on screen throughout. Add this across the very bottom (or bottom corner) of the screen and avoid any jarring or obvious colors. This is not difficult to do ('Movie Maker' will do this for you) but it is important that you remember that it is only a watermark, and that it must not 'shout' at your visitor. It must be transparent and unobtrusive so that it does not deflect attention or detract from the video itself.

What's Hot And What's Not

On all of the most popular video sites, the same types of videos are consistently the ones that are the most popular.

So, if you can find a way of making your video fit in with one (or more) of these 'types', then you will inevitably stand a far greater chance that your video will become popular.

So, in no particular order, these are the most common characteristics of the most popular videos (those that could, in other words, be the most profitable if used correctly);

- Funny;
- Weird;
- Scary;
- Shocking;
- Interesting;
- Sexy;
- Inspirational;
- Educational;
- Instructional;
- Personal.

Make your video match any of these characteristics (or, even better, a few of them) and you are onto an almost surefire winner.

Other Ways Of Being Found

YouTube and most of the other sites that position themselves as video community sites offer many other specific tools and resources to enable you to get people to view your video.

The terrific news for you is that the overwhelming majority of people who are attempting to market using YouTube and other sites like it do not make use of these tools at all. Even the ones that do so generally make a complete hash of them as well!

I have already suggested that you need to make sure that your account name reflects your business, making you easier to find.

Here, in a little more detail, are some of the other things that you can do to make sure that you are going to elicit the greatest responses to any videos that you post.

In particular, think about what 'keywords' you should be including in your Title, Description, Tags or Category listings that you will give you the greatest chance of being found.

These are all extremely important, but you do not need to spend a great amount of time or effort working out which keywords to use.

Other people have already done all of the hard work for you, and all you need to do is search to find the relevant information.

Going back to our earlier example, looking for videos about 'dogs' for 'BobsDogs', we saw that the top rated video only had two linked tags or keywords, that was, 'talking' and 'dogs'. And yet the results were stunningly successful.

This highlights a truth about the majority of video sites (amongst whom YouTube is one of the most efficient).

That is, you do not have to be particularly keyword savvy to find videos on YouTube.

And, generally speaking, it is not therefore going to be of great benefit spending hours and hours doing keyword research.

The average YouTube user is simply not sophisticated enough, as yet, to be searching by using complex search terms.

So, it is just a question of studying what search terms and phrases other super-popular YouTube videos are being 'found' for, and seeing if you can replicate them in the Tags lists and Descriptions that you are going to use.

For example:

- Try to create a Title containing popular keywords from other folks Titles that are attached to videos that get lots of visitors. Make an effort to take these keywords and attach them to your own video as creatively and originally as you possibly can.
- Be imaginative with your Description too. Ensure that you make it keyword rich and do not be lazy when writing it, simply because the longer the Description is, the more key search terms you will be able to include. Your Description is your chance to include as many as you can think of that might attract visitors, based on your research results from other people's videos.
- For your Tags, aim to use no more than four keywords. Pick two that are spot-on the nose laser targeted, one that is of a more general nature but still relatively targeted. Then, one final word or phrase that acts as a potential catch-all term, something that *might* be relevant to your topic, but which *is* a very popular search term.
- Make sure that the category you use is a popular one as well! For example, as we've already seen, 'Funny' is an extremely popular category, as are 'People and Blogs' and 'Music'. Again, it doesn't really matter whether your video is a perfect fit, as long as it is not a totally imperfect fit!

And don't stop there! Take it a stage further and make sure that you use *all* of the resources that YouTube makes available to you to the fullest.

For example, above the search box on the site, you will note that you can search the 'Channels' that are available on the site.

Almost no-one ever goes to the trouble to create a Custom Channel, and yet people do use it as a search criterion.

So, don't be lazy, and create your own custom channel information too.

Do a similar thing by creating at least one group, and a playlist as well, assuming that you have several videos posted.

This gives you a big advantage when people sort their search results for 'Channels', 'Groups', and 'Playlists'.

No-one is doing it, period, and this is doubly true of your competitors, who invariably overlook these simple optimization features and lose out on big potential rewards for five minutes of additional effort.

Become A Commenter

Visit other people's videos, and make appropriate comments on them.

Remember that we kept a note of the guy who made the outstanding 'dog' video earlier?

This is why. Add a comment to the dog video and any others that this guy might have published that are popular.

Now if you ever take (waste) the time to look at the comments that are made by the majority of YouTube visitors, you will quickly discover that they range from the banal to the frankly indecipherable, not forgetting the obscene, profane and downright stupid ones that you will pass on your journey!

So, if you make sensible, useful and polite comments, you will stand out and begin to get noticed, because any half decent comment does tend to stand out like a lighthouse beacon.

Also, remember that these comments will appear with your user name (i.e. your business name) added, which is another great way of establishing your credentials on the site.

Make an effort to mark any videos that you like as 'Favorites', and then ask the people who posted the videos to view yours, after complimenting them to the heavens, of course!

'Favoriting' can, in fact, be a very effective tactic for driving others to your video, because when you add a comment or favorite a particular video, the publisher of that video will get an email to tell them what you just did!

Consequently, there is a good chance that they might return the favor, by checking out your videos too.

Tell Others About It

Don't neglect to pro-actively promote your video as well by actually telling people

that it exists, that it is good and that they should watch it!

There are several ways that you can do this:

- **Sharing:** It is possible to 'Share' your video from inside the YouTube site. Click the "Share" button at the bottom of the video player. Enter the email addresses or YouTube usernames of the people to whom you want to send it, and then hit 'Send'.
- **Link To Your Videos From All Your Sites:** All of the other websites that you own or control should have links pointing readers and visitors to your videos. This works especially well on blog sites and any other pages that you have built at sites like [squidoo](#) and [hubpages](#) (note that you should also be 'embedding' your videos in all of these sites whenever appropriate, too)
- **Your List Needs To Know:** If you have a customer and/or a prospect list, tell them about it and ask them to visit. Suggest that, if they like it, they should leave a comment attached to the video and perhaps on your blog pages as well.

Basically, after you have published your video, there is absolutely nothing to be gained by simply sitting back and waiting for others to find you.

Yes, you can optimize the videos that you post, and add all of the appropriate search phrases and tags, but, the bottom line is that it is your job to get up out of the chair and make as many people as you can aware of what you have created, and how to find it.

In this way, you make potential customers of your business more familiar and comfortable with you and the products that you are selling, thereby increasing your sales and profits.

Other Video Sites

There are literally hundreds of sites on the net already where videos can be posted, and no doubt the number will increase considerably over the next few years.

A lot of these are video upload sites not dissimilar to YouTube.

And, whilst none are anything like as popular as YouTube, those that I have included in the following list are the Top20 next best sites in popularity terms, according to Alexa.

Remember that whilst these sites may not enjoy as much traffic as YouTube, nor do they carry so much competition either, so the chances are still pretty good that you might be able to generate some fairly decent traffic from them.

Now, bear in mind that I do not know you or what your business is. I don't know where you are located, what the product or service is that you are bringing to the market, or how much money you charge for it.

Thus, what works brilliantly for me and my business might not work for you at all.

The video sites that I find effective may not be the same ones that generate business for you.

So, my advice is to try as many of the sites from the following list as you can find time for, and see what happens.

Try each one out for a certain period of time by posting a few different videos. Try every site with one video that you know from past (YouTube) experience is a winner, and one that did poorly as well.

Use these as your controls.

Submit then to a few of the sites in this list at a time, and track the results that you are getting (using Google Analytics) so that you can begin to build a picture of the sites where your style of video, or your products, are most popular.

Then, focus on those sites and drop the one that are not doing anything for you.

Gradually, this will allow you to build up a portfolio of sites where your videos are most effective. You will then be able to maximize the returns that you can generate from each and every video that you make.

The following are the Top 20 video upload sites, not including the obvious #1 that is YouTube:

#1 Photobucket	#2 Metacafe	#3 iFilm	#4 Putfile
#5 Bolt	#6 Dailymotion	#7 vidilife	#8 Guba
#9 Grouper	#10 Veoh	#11 Revver	#12 Yikers
#13 Addicting Clips	#14 vSocial	#15 Vimeo	#16 ManiaTV
#17 Phanfare	#18 CastPost	#19 vMix	#20 Jumpcut

More Sites That You MUST Use!

The list above does, in fact, miss out three of the biggest sites that would certainly make it into any top twenty list of this type, except for the fact that they are sub-domains of larger sites.

These are:

[Yahoo Video](#)

[Google Video](#)

[MySpace](#)

Yahoo Video

Whereas YouTube is a top ten in the world website, Yahoo is, according to Alexa, number one, the biggest, bar none.

It pretty much goes without saying therefore that getting your video onto Yahoo has got to be worth doing.

And, *despite* the fact that we are talking about getting seen on what is the world's most popular site, it is not difficult to do.

If you have a Yahoo email address, then you can automatically sign in to the site using that address and upload your video.

[Contents Page](#)

Remember however that using an existing email address may not necessarily represent your business particularly well.

So it may be better to create a new email address, using your business name, and inputting that as your user name, for reasons covered earlier.

Again like YouTube, you can choose the Category that your video should be entered under and a Tag Cloud at the bottom right of the page will tell you the Tags that you should be adding to make your video as visible as possible.

Note that you may not necessarily choose to use exactly the same Title, Tags or Categories as you did on YouTube.

The Tag and Title key phrases that are most commonly searched on Yahoo may well be totally different to those that are popular on YouTube.

Check it out, and make any changes that are necessary before submitting the video to Yahoo.

Now, for some strange reason, Yahoo video does not seem to be a site that many marketers use, which is really crazy in my opinion, for one major reason.

Log onto Yahoo's home page and there is a video screen right in the middle of the page, ready to show you a popular video of the moment.

In other words, post your video to Yahoo and it is possible that if your video is good enough, that it will feature on the home page of the most popular website in the world!

There is far less competition than there is on, say, YouTube, so your chances of getting noticed are considerably higher too.

Yet very few people use Yahoo Video.

Does that make any sense at all to you?

No, thought not.....

[Google Video](#)

When Google made the decision back in late 2006 to buy YouTube, it seemed pretty much a foregone conclusion that Google would merge the new service with their existing Google video service to form one even-bigger, big player.

Yet, it never happened, and Google video is still with us, and seemingly thriving.

It cannot, however, be denied that, if Yahoo looks *quite* like YouTube, then Google video is almost the perfect twin sibling.

Basically, take one look at the Google video site and you instantly see that the two 'Google video kids' are growing more and more alike.

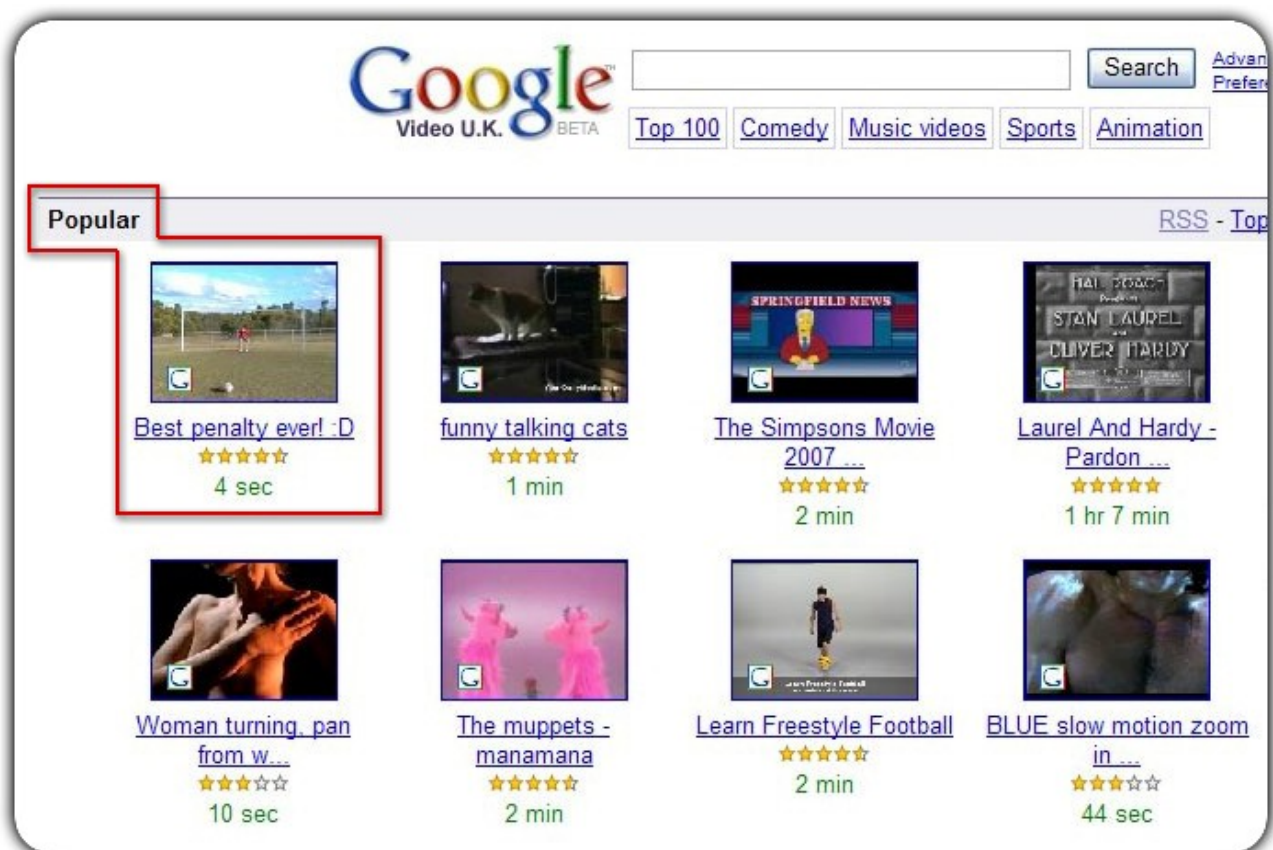
So, almost everything that you can do with YouTube you can also do with its less popular sibling over at Google video.

And, of course, it is worth doing because whichever way you cut it, Google is a huge global presence, and having a successful video on such a site is certainly not going to cause any harm to your business.

So, as long as you track your results to make sure whether it actually does bring you any visitors and business, Google video is definitely worth working with.

And, here's another reason that you definitely do not want to ignore Google video.

Take a look at the screen shot below and in particular the video that is highlighted from the 'Popular' selection called 'Best Penalty Ever':



Run a standard text-based Google search for the same term and the first three organic (non-paid for) search results are all videos, as can be seen from the screen shot on the next page

This Google video is at #1, with two YouTube videos following.

So, the first thing that this shows is that videos are already becoming an integral part of the search results that are showing up in Google.

Now, this is still only based on the text that a searcher inputs, so, in this case, I input the phrase 'Best Penalty Ever' in words.

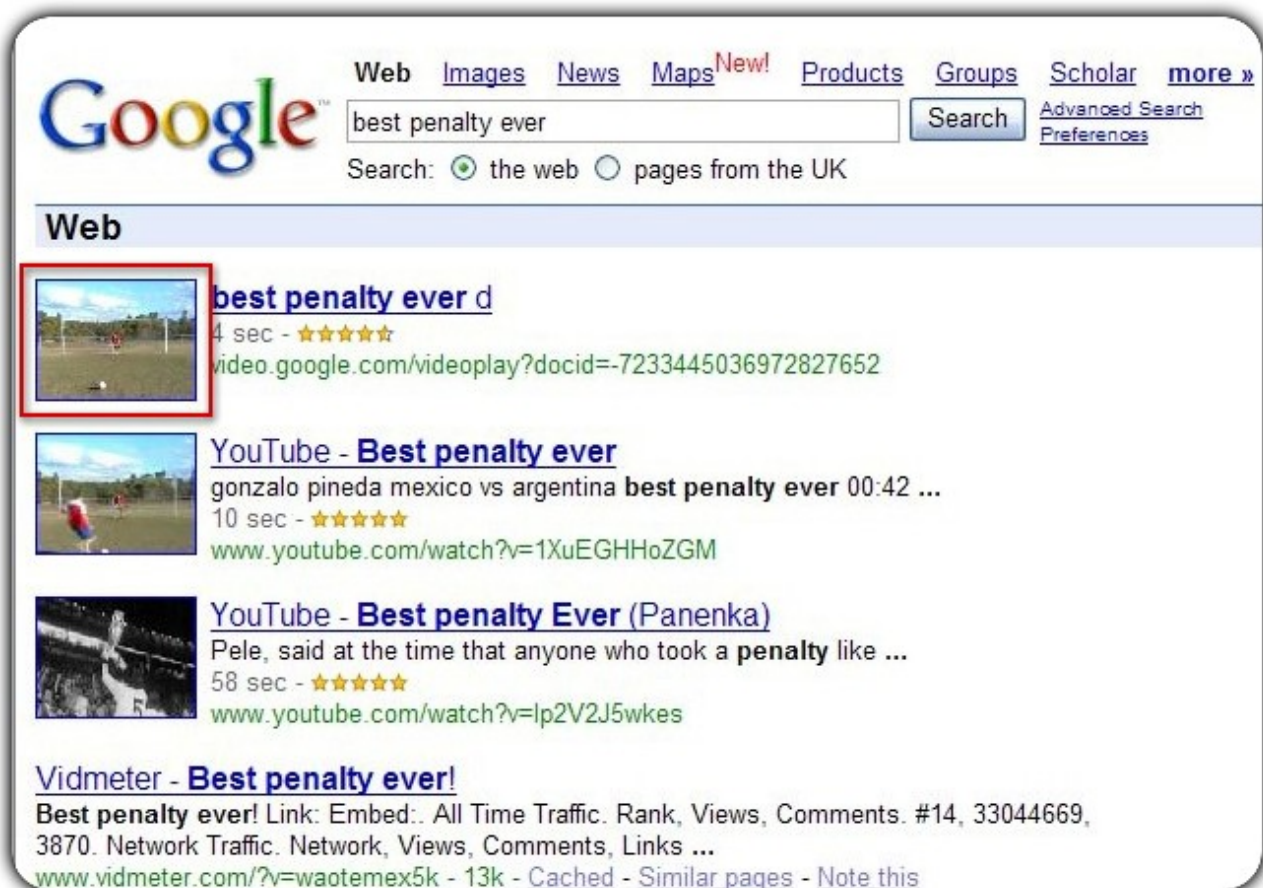
But, it is fairly common knowledge that Google are actively working on 'smart' technology to enable their search spiders to 'extract' search phrases from the dialogue or sound-track of a video, and you should definitely not bet against this becoming reality in the next couple of years.

So, using Google video is an absolutely no-brainer, simply for search engine results, and will becoming increasingly so over the coming years.

And, does it strike you as being total coincidence that the first three search results in what is overwhelmingly the worlds #1 search engine all came from sites owned by Google?

Who also own the search engine...?

Well, I'm only asking.....



[MySpace](#)

MySpace is different to almost all of the sites that we have looked at so far in that it is not primarily a video site at all.

It is, according to [Wikipedia](#), 'a social networking site offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos internationally'

So the videos that appear on MySpace are part of the overall package offered by what is officially the world's sixth most popular website.

But, without any shadow of a doubt, video is becoming a far more important element of the whole MySpace experience, and, on a site this popular, it obviously merits your attention!

So, once again it is a simple question of logging into your MySpace account or opening a new account (make sure that you remember to choose a good user name).

Then, click on the 'videos' tab at the top right hand side of the page.

The video submission form is pretty straightforward, the kind of thing that should almost be second nature by now.

Remember to check for good keywords, the best tags and so on by checking out other people's videos before you input all of your own information.

Now, the key difference between MySpace and almost every other site that we have looked at is that your video is only a small part of your overall profile.

So, spend some time working on painting a picture in words, images and videos, of you and your business.

Do not, however, fall into the trap of trying to promote your business too obviously.

Do that and others will call you out as a spammer as soon as look at you!

What you need to do is make everything that you do on MySpace part of creating the image of a nice, kind, gentle person that others will want to 'meet'.

Because the next stage at MySpace is to ask people to be your friends and if the people you approach can immediately sense that all you are about is selling, you are not going to have many friends!

There is, however nothing at all wrong in becoming friends with people, and then telling them about your business before inviting them to take a look.

Your video would be a perfect tool for doing this. Ask them to take a look. Natural curiosity dictates that a large number will.

Now, inviting people to be your MySpace friends can be a time consuming and laborious business, and for this reason there are many software programs around that are called 'friend adders' that are designed to add friends to your MySpace site automatically.

Whilst such 'adder' programs are somewhat controversial, they can nevertheless be a major time saver.

And, as this is intended to be a method of promoting your business as quickly as you can, then you may feel that you want to consider using such a program.

If so, just run a search in your favorite search engine for 'friend adders' and see what turns up although, be warned, don't be too carried away with some of the more outlandish claims that some of these 'adder' sites make for themselves.

If they were all telling the truth, then every single member of MySpace would be every other member's friend at least a dozen times over by now!

What Type Of Video To Make?

For Internet marketers, there are basically two different types of videos that you can make.

The first and possibly most common video that marketers make an use are commonly known as 'screen shot' videos, where the video is lifted from the computer screen, showing some activity that is taking place on the desktop or laptop.

Closely associate with the 'screen shot' type of videos are what are sometimes known as 'talking heads' videos, where an individual marketer will use their web cam to record themselves talking directly to that web cam.

For the purposes of this book, I am going to group 'screen shots' and 'talking heads' together, as they are extremely closely related to one another in both format and intention.

The second type of videos that I want to focus on are what could be called 'Action Videos', those that involve real people 'doing stuff' in the real world.

Let's look first at the screen-shot or desk top type movie, as this is the kind of

thing that almost anyone can make.

Screen Shot Videos and 'Talking Heads'

The first thing to say about such videos is that they can only work in a very limited set of circumstances, by definition.

They can only show things that can be done on your computer screen, or recorded up-close with a web camera.

Particularly with screen shot videos, this can make them somewhat tedious and difficult to follow as [this silent example](#) will demonstrate better than any words could ever do!

That does not, however, automatically mean that sound or a voice-over is absolutely needed. Silent videos can and do work – [this is](#) a very good example of one that is very successful without a real soundtrack.

The thing to grasp here is that, by definition, almost everything that an Internet marketer does to market their products or services is done on his (or her) computer.

Thus, lifting the 'action' from the screen can create videos that are excellent instructional and educational tools.

Here's a great example of just how effective this technique can be, an excellent three video series on how to make your Wordpress blog search engine friendly (the first one is a great example of a 'talking head', whilst the others are true 'screen shot' videos)

Note that these videos do use some of the techniques that we talked about earlier, including presenting URLs at the beginning, but that they do *not* include a call for action at the end, or refer the viewer to a squeeze page.

Note that no special equipment or props are needed or used in making any of these videos:

<http://uk.youtube.com/watch?v=BiCn6y6JU8o>

<http://uk.youtube.com/watch?v=iUIVOBn5foM>

<http://uk.youtube.com/watch?v=WjlAs50mwDs>

So, done correctly, this kind of video does work.

Plus, it can be made at home for almost nothing.

I know from my own experiences, for example, that this kind of video can go from an idea to publication in less than an hour!

So, the only thing that you will need to make videos like these is the software to capture the screen 'action'.

Although there may be other programs out there, the majority of marketers are going to use one of two leading software programs for this job.

The 'Rolls-Royce' of software in this market is definitely the excellent [Camtasia](#) from techsmith, now onto Version Five.

You can download a free trial of the program at the site, and try it for yourself, but there is little doubt that Camtasia is the best around, and that is the reason that most serious marketers will use it.

Of course, Camtasia is only going to be for you if you have the US\$300 spare that you need to buy it.

If not, there is a free alternative available, that, whilst it is obviously not as professional or slick as Camtasia, and does not have so many 'extras' it still does a half reasonable job, and costs nothing.

So, if you do not have the \$300 to spare, then **Camstudio IM Version** will do a reasonable job, and at an unbeatable price too.

Okay, so now that you have the screen captcha software in place, first thing to do is to take some time to learn how to use whichever program it is that you are using!

Whilst there are some software programs that you can genuinely use straight out of the box without really bothering to 'learn' them, you must take a little time with your screen shot video software (especially with Camstudio because it is not nearly as highly developed or sophisticated as Camtasia, and therefore it is a bit

more complicated to use).

You have already seen that this kind of video production can work very effectively, but it is also far too easy to make a complete mess of it too, so please make sure that you know what you are doing!.

Be certain that you know how everything works – for example, that the microphone is actually recording what you are saying – before you plough straight ahead making your first video.

Make a very short test video of maybe 15–20 seconds to be certain that everything is doing what it is supposed to.

Then and only then can you move to the next stage of your video creation process

Okay, the next stage is perhaps the most critical.

Making the screen shot video itself, but ONLY after deciding what the video is about.

Maybe you already have the idea fixed in your head?

Great!

If not, don't worry – it really is remarkably simple to come up with ideas for these kinds of videos, especially for the Internet marketing business.

Just think back over the past week or two.

Do you use any 'short-cuts' or tricks that make your Internet marketing efforts easier or quicker?

Put it onto video and there you are – job done!

People are always looking for ways of making their life easier, and you've just given it to them!

And do not fall into the trap of thinking that because you know something that everyone else will do so, too.

For example, look back at the screen-shot images in this book.

They all have certain areas of the screen that are highlighted in red.

Do you know where to get the programs for free that will allow you to shoot the screen, and then add these highlights?

If so, then you must understand that not everybody else does, but they would probably like to.

So, all you need to do is set up your PC to show them where they can get the free screen shooter software ([here](#)) and then the software that allows the effects to be added ([here](#)).

Show how to use the programs, and that's it, a great little two or three minute video ready to go.

But, there is one final thing to consider.

This type of video has little or no 'action' as such – all you are showing to people is a computer screen, and the chances are that they spend enough hours every day staring at such a thing already!

Unlike a video shot using people and scenes from the real world, there is likely to be nothing that the viewer sees that really 'grabs them'.

So, *everything* to grab them *must* be in the vice-over or soundtrack! You must therefore get the voice-over right, if you want to have any chance of success with this kind of movie.

Go back to when we were looking at YouTube.

Remember that we established that the videos that worked best were funny, inspirational or educational.

Sure, a screen shot or talking head video is going to be educational or instructional, and it would be kind of difficult to successfully make such a video that is weird or scary!

But, can you make it amusing or funny?

Can you include something that is even mildly amusing in the voice-over for your

video without it sounding stupid or inane?

If so, then do it.

Here's what I have found to be the key secrets when making this kind of video:

- Write out a script before you start and practice a couple of times, especially if this is your first attempt at this. There is nothing more annoying or off-putting than 'um', 'amah', 'like' or 'you-know' every five seconds!
- Remember that one of the golden rules of all sales and marketing is that people deal with people. They do not deal with a website or (in the real world) a sales catalog. People buy from folks that they like and trust, so use the voice-over to make them like and trust you. Be yourself, as friendly as you can and talk as if you are addressing just one person on the telephone, not the whole world. Natural, friendly and sincere is what is most effective, and that is therefore what you must aim for.

So, screen shot videos are easy to make, quick and cost next to nothing (an hour of your time).

They can be effective when done correctly, but they are a total and utter waste of time and effort if they are not!

Follow the guidelines that I have set out above and you will not go far wrong.

The 'Action' Video

Given that screen shots and (to a lesser extent) talking head videos are the almost exclusive preserve of the online marketing community, 'action' videos are what most non-marketing folks would think of as a 'video'.

These are the videos that show someone doing something, and they probably make up 95% of all the videos that are available for viewing online, if not more.

Think of the advertising that you see every night on TV, and you have a pretty clear picture of the kind of action video ads that corporations and businesses are running on the Internet.

Here's an [interesting example](#) of a net based business that is using an ad that shows exactly how this type of thing works.

Now, this video is effective, quite amusing and perhaps a little bit weird as well, at least to a Western viewer.

It also cost money to make.....

'Amateur Hour' Is Almost Over!

Go back less than ten years to the early days of search engines, and it was a cinch to get your website found by anyone who ran a search.

You built you web page, gave it a good keyword Title, stuffed it with every single keyword that you could think of and launched it. Then, you waited until it started appearing in the top ten search engine results a week or two later.

It was almost as easy as that!

Now, you have to pay thousands and thousands of dollars to a search engine optimization specialist company to achieve exactly the same as you could do for yourself in 15 minutes back then.

So, what happened?

What happened is that the markets changed, whilst searchers became smarter, the search engines became more sophisticated, and more and more marketers tried to trick or 'game' the search engines.

In short, *less than ten years ago*, search engine marketing was amateur. Now it is super-professional and incredibly complex, and becoming increasingly more difficult to master by the day.

Do you think that marketing with online video is likely to go the same way, or not?

Will it develop and become ever more professional, or will it stay the way it is and therefore stagnate?

Did Google spend US\$1.65 billion on something that they are going to allow to stagnate and die?

Wouldn't the fact that Google are already working on extracting key words and phrases from videos, and then incorporating them into the search results, tell you that the market is already professionalizing?

These questions and many others like them don't need rocket scientists or certified geniuses to come up with answers!

Nothing on the Internet ever stays the same way for very long, that is a given.

And the future of marketing using online videos definitely lies with the smarter, more savvy marketers hiring professional video production companies to bring their message to the market.

The 'Action' Starts Now

As established, the overwhelming majority of online videos involve people and their actions, rather than screen shots or straight to the camera 'talking heads.

Now, it is still possible to create such 'action videos' at home, and make them work for your business, at least for now.

But, that is because the online video industry is not particularly sophisticated yet, and because for most marketers, a lack of competition means that they can 'get away' with almost anything.

That is changing rapidly, and the pace of change is going to increase significantly over the next few years.

For example, I have used 20 second video shots of kids doing something funny to advertise my own business on YouTube.

The fact that the kids have absolutely nothing to do with my business, and that the products being advertised are entirely unrelated to children is neither here nor there.

It still works, because 'funny' and 'kids' are great key search terms, and because my viewers have not, as yet, been bombarded with so many ads that they have become immune.

The key words here are, 'as yet'.

The quality of the videos that are being created and posted for marketing purposes is rapidly improving.

Moreover, significant changes are already starting to happen that almost

guarantee that, in five years time, home made 'amateur' marketing videos that actually work will be a thing of the past.

Why? Well, here are just a few things to think about:

- Do you imagine that it will be free to post videos to YouTube and Google video forever? Err, it's owned by Google, people...**of course** it will not stay free! Some time quite soon, there will be a charge for posting 'commercial' videos.
- Look at the alternative advertising and promotional media. Is it free to advertise on TV or in magazines? Of course not! So, why should the net be any different?
- If you have to pay to post your video, are you just going to throw any old stuff up there, in the vague hope that it *might* do *something* for you? I hope not..... (Testing just became a lot more important, no?)
- When you already know that Google will soon be able to pull key words from video soundtracks, are you going to write the script yourself? Well, you *might* if search engine ranking is not important to you and your business...
.....
- Does every idea that you ever have work brilliantly well? Of course not – even the most successful business people get it wrong sometimes. So, is it likely that all of the videos that you make based on these ideas will be successful? Again, of course not. So, doesn't that represent an utter waste of time, knowing that time does indeed equal money?
- Would it make sense to spend some money on getting the ideas and input of people who actually know the video and advertising business inside out? Then having a video created for you that is professionally developed, scripted and filmed, one that you know is far more likely to be successful than anything you yourself could do? Well, that's a bit like saying that performing brain surgery at home would certainly cost less.....!

Now, such professional videos are not necessarily going to be 'Hollywood blockbuster' epics (although some will be).

It will still be possible and entirely effective to make small scale videos, as long as

the ideas behind them are good enough and the production actually makes the most of the advertising opportunities available.

Blendtec & Borat

For example, one of the most successful online video advertising campaigns of the last few years was Blendtec's '[Will It Blend](#)' series.

It was (is) a tremendously original idea, done exceptionally well, and it does not miss a trick!

It's amusing, amazing, has a 'watermark' with the companies name and a banner in the background.

It's short, the beginning is titled in the style of a movie, and there is a clear call to action at the end.

Finally, there are sixty videos in the series. Given a number that large, some were *bound* to be successful.

So, is this a professionally produced movie?

Truth is, who knows?

What I do know is that there would be a far, far higher chance of a professional video maker being able to put this together than me (or probably you)!

Now take a look at the series of short clips that were released on YouTube to pre-promote the movie [Borat](#).

Nobody really had much of a clue what it was all about, but it was intriguing and it was done professionally.

Most importantly, it worked fantastically well, and made the movie a massive success when it was finally released.

The key to the runaway success of both the Blendtec and Borat examples is not the money that was spent making them.

'Will It Blend' probably did not cost a great deal to put together and the 'Borat' trailers were 'in the can' anyway.

The secret lies in the professionalism of these two campaigns.

Get A Professional To Do The Job Right!

And, whether you like it or not, professionals 'do' professionalism far better than you or I could ever hope to do.

Very few of your competitors are using online videos as a marketing tool just yet.

Those who are probably do it as cheaply as possible, throwing videos out there on the basis that some might work (or not).

If you want to steal a march on the competition, you need to start thinking like a professional right now.

That is, you must start outsourcing your video production to those who really know what they are doing, *now*.

Otherwise, in two or three years, when everyone starts to catch on, you will just be another middle-of-the-pack runner, rather than being miles ahead of the field as you should be.

That is why you should start looking at using the services of professional video makers for your business. right now.

Nor is it going to be enough to ask your local video to help you make a marketing video.

They will do a great job of your family wedding or anniversary party, but do you think that they will have a bunch of outstanding and original marketing ideas?

Unlikely at best, isn't it?

If you are going to spend money to get videos made, then you need to work with a company that does much more than 'make videos'.

They must know and understand advertising, especially online advertising and internet marketing, if that is the objective of the video that you want to put together.

And the final reason why you should be using professional video makers right

now?

The best reason of all – money on your pocket!

Remember that near the beginning of this book, I suggested that you could make \$72000 per year from one video that converted at 0.5% – fairly poorly, in other words?

Would a professional video convert better than that do you think? I think so....

If it doubled the conversion rate, that adds another \$72000 to your bottom line from each and every video.

So, if it costs a few hundred dollars for the video, so what?

Think about it in those terms and it's a total no-brainer.

Here are a couple of specialist professional video making companies that fit perfectly into this category:

Conclusion

Using online videos to promote your business and products on the net is already one of the outstanding success stories of the last few years.

Although we have already demonstrated that it is still very early days, using online marketing videos is effective, simple, cheap and also a lot of fun!

The market is still wide open too!

It really is not that difficult to post a video to YouTube or Google video and find that it unleashed a torrent of new visitors to your site with hours, or even minutes in some famous cases.

And we have already seen that the numbers 'stack up' too. Done right, there is clearly the potential to use online video marketing to make a lot of money.

Most important is that you should grasp the idea that now, right this moment, even as you sit and read this book, is the 'golden age' of using this form of marketing!

There will literally NEVER be a better time than now to start making your videos and posting them on the major sites like YouTube, Google, Yahoo and MySpace.

And, every day, the window of opportunity that is still relatively wide open shuts just that fraction of a millimeter.

So, you should not wait. You must act now, that is an absolutely critical step that you must take.

And, start looking to the future at the same time.

Nothing ever stands completely still on the Internet, and anything that does do dies, it's as basic and as simple as that!

Realize and accept that what you can do for free today you will not be able to do for nothing in a year or so from now.

Understand that you are now privy to 'insider' knowledge that your competitors do not have about where the market is now, and where it is likely to go in the future.

Take on board the fact that this represents a massive opportunity to put yourself way ahead of your competition, even before they have any idea that there is actually any kind of race going on.

You have everything that you need to make your online video marketing efforts a massive success, and you know why everything you have learned is 'Video Profits'.

Do not waste this knowledge or ignore the fact that opportunity very rarely knocks twice.

Now is the time to act on what you have learned.

Start doing it NOW!