

VIDEO TOOLS **MASTERY**



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Introduction

Video has quickly become the preferred content viewing method for a majority of the internet. Sites like YouTube receive the lion's share of internet traffic, and as bandwidth continues to increase, video's popularity will continue to swell.

Most people seem to think you need some sort of special technical skills to create videos, or that you need a great speaking voice or you need to look great on camera. None of those is necessarily true.

You can make videos that don't have voiceovers, or you can hire someone to do it for you. You can create videos that don't show anyone's face. And best of all, anyone can create a video without any special skills whatsoever using the widely available video tools that have come to market in the last few years.

In this report, you're going to learn about some of the different ways you can use video to increase your traffic, your income, increase brand awareness and more.

You're also going to learn about some of the easiest to use video tools and how you can make killer videos with them even if you have no experience making videos!

Uses for Video in Marketing

There are many profitable ways to use video in online marketing. No matter what your business model, online video can be helpful. Let's take a look at a few ways video is useful.

1. **Marketing** – Videos are great for all sorts of marketing purposes. You can make video ads that are like commercials, interesting or entertaining videos that could go viral, or even a combination of the two.
2. **Traffic Generation** – Even if you don't have your own product to market, you can use videos to generate traffic to a blog or any other online property.
3. **Product Creation** – Because video is such a popular form of media, product buyers will appreciate having videos available in any packages they buy.
4. **Sales Presentations** – If you have your own products, videos can enhance your sales pages and increase conversions considerably.
5. **Teaching** – If your primary business model involves teaching something, video can be a great way to deliver your content. Many people learn much better by watching videos than by reading instructions.

6. **Reviews** – Reviews are a very powerful selling tool, and video reviews have the potential to be even more powerful than written reviews.
7. **Website Content** – Videos also make great content for websites and blogs. The popularity of video blogging (vlogging) has really taken off, and more and more people are seeking content in this format.
8. **Branding** – Videos are great for branding. They allow you to repeat your product name or your own name repeatedly. They allow for great product placement. They allow you to put a name or URL directly on the video itself. There are so many ways to use video for branding purposes.

Creating Videos for Cash

Another great way to use video creation tools is by outsourcing your skills to other people who need videos. Some people may not be interested in learning how to create videos, or they may not have time. You can step in and help those people and make some cash at the same time.

There are plenty of places to locate people who need videos made. Here are a few ideas to get you started:

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

ELance is a large freelance marketplace where people buy and sell services on a regular basis. There are always plenty of people looking for video creation services.

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

Fiverr is another freelance website, but most projects sell for only \$5. You may think \$5 isn't a lot of money to create a video, but once you get quick at making them, you could easily make \$20 per hour or more making short, simple videos for people.

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

The Warrior Forum is the most popular and highly trafficked webmaster community, and there are thousands of members who are active on a

regular basis, as well as many more who are active on occasion. They have an active marketplace where you can post your services for sale.

>> <http://forums.digitalpoint.com>

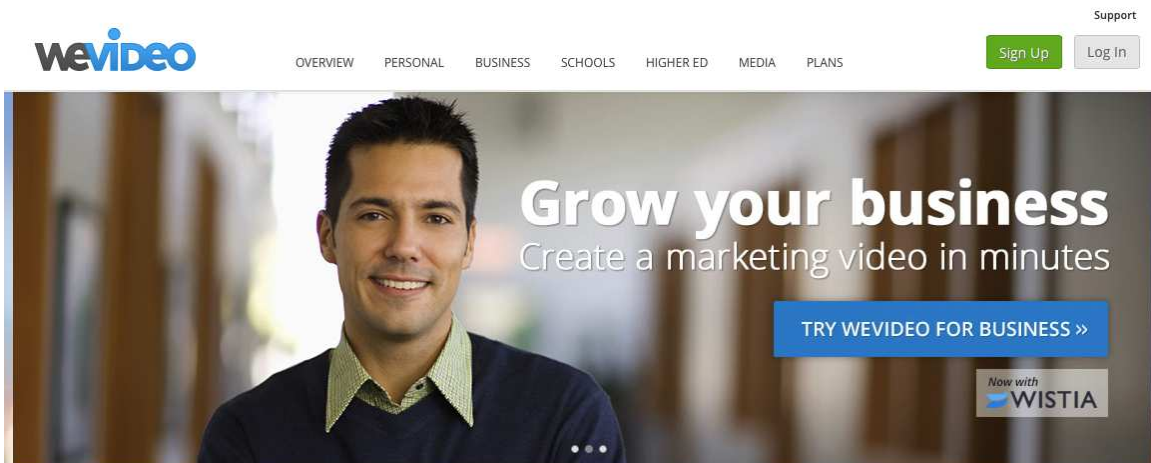
Digital Point is another popular webmaster forum. Services generally sell for less here than at the Warrior Forum, and they have more strict rules about posting services for sale, however it is highly trafficked and still a good source for work.

Video Tools

Now we're getting to the meat of the report. In this section, you're going to learn about some of the most popular and useful video creation tools, as well as tools you can use to market

Video Creation Tools

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



WeVideo is a powerful online video editor that will allow you to create videos that are available on all devices 24/7 in the cloud. You can even have multiple people collaborate to create a single video.

Their system is geared toward editing videos that have already been created, so it's best for people who want to film video and then turn those videos into something more interesting and useful. For example, if you film

yourself teaching a class, you can import that video from your phone, camera or tablet and edit it to include visual effects and music.

There are three interfaces built to accommodate everyone from complete beginners to experienced video editors.

WeVideo has built-in themes that will give your video a specific look and tone with just one click. Videos will include professional visual effects, transitions, typography and soundtracks.

WeVideo has plans that start at just \$3 per month if billed annually or \$4.99 per month if billed monthly, but if you want to use it for business, you might need to go for their Business plan, which is \$16 per month if you pay for a year or \$19.99 if billed monthly.

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



Animoto is a tool that will allow you to create videos without filming anything, or you can also import video clips if you prefer. It will let you create stunning videos from photos or other graphics, too.

For example, you could make several graphic slides to illustrate a specific point, and then add those graphics to Animoto, which will splice them together with cool image transitions and music to turn them into a video.

They have free trials available, and business plans start at just \$249 per year or \$39 per month.

>> <http://studio.Stupeflix.com>



Stupeflix has a number of professional themes available, and you can import photos or videos, add text and music, add maps, and even add

text-to-speech, which will allow you to have voiceovers in your videos even if you don't want to use your own voice.

You can make a video for free in order to test the system to find out if you like it.

Their pricing for the pro plan, which includes all of their video styles, all features, allows the creation of unlimited HD videos and video file uploads of up to 200MB each is just \$39 per month or only \$25 per month if you pay for an entire year upfront.

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



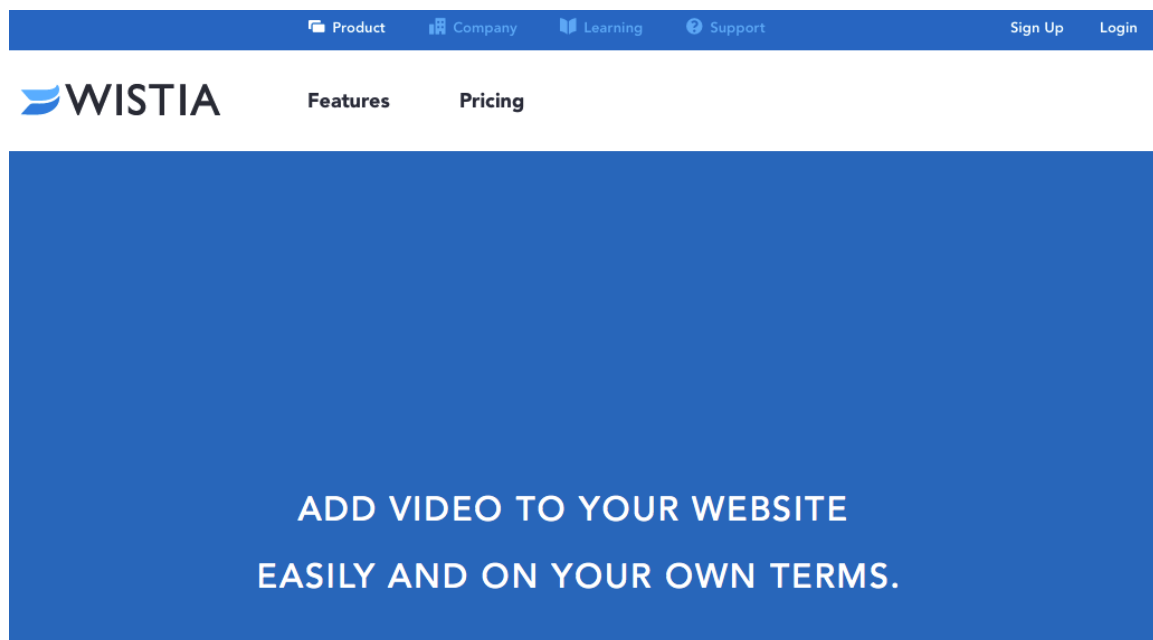
GoAnimate will allow you to create interesting videos that include cartoons without any illustration skills whatsoever. They have built-in scenery, actors, and animations, allowing you to create a nearly endless variety of

videos. Actors even have various outfits and props so you can customize everything to be unique. Characters will even automatically lip sync if you add voiceovers!

Plans start at just \$39 per month or \$299 per year, or you can get full HD videos with no watermarks, clickable links and more for \$79 per month or \$599 per year.

Video Hosting

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



Wistia is a video hosting platform that will integrate with email marketing, allow you to insert clickable calls-to-action at the end of your videos, includes powerful analytics to track which parts of your videos users are skipping, which parts they are re-watching and much more.

Wistia even has video SEO and social media promotion built in, allowing you to promote your videos and get more views!

Wistia has a free starter package that will allow you to upload 3 videos and provides 5 GB of monthly bandwidth. Paid plans start at \$25 per month for 25 unbranded videos and 50 GB of bandwidth and goes up to \$300 per month for unlimited videos and 1 TB of bandwidth. You can even get a free 2-week trial with unlimited videos to test the service.

Video Promotion

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

Push Views is a service that will provide your YouTube videos with more views for as little as just \$10 per week for 1,000+ views per week. If you'd like more than 1,000 views per week, you can buy their higher level promotional packages.

	Current Promo	Basic	Standard	Professional
	\$10 per week	\$37 per week	\$77 per week	\$127 per week
YouTube videos promoted	1	1	1	1
Views per video	1,000+ views per week	2,500+ views per week	5,000+ views per week	10,000+ views per week
Customer service	Email/Phone	Email/Phone	Email/Phone	Email/Phone
Social media promotion	—	Minimum	Moderate	Maximum
Comments/likes/subscribes	✓	✓	✓	✓
Video SEO*	—	Minimum	✓	✓
Long term SEO benefits*	—	Minimum	✓	✓
Week to week service	—	✓	✓	✓
No long term contract	✓	✓	✓	✓
No Setup Fee	✓	✓	✓	✓
	Subscribe	Subscribe	Subscribe	Subscribe

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



Viral Video Promo is a service that aims to help you rank your video on the first page of Google in just a few days. Your content can be syndicated across a wide variety of social media platforms, and your videos can be sent to viral popularity.

Campaigns start at just \$99 per video for a basic video SEO package, and go up to \$289 for a package that also includes 10,000 worldwide YouTube views and 100 YouTube comments, favorites, ratings and subscribers.

Voiceovers for Videos

If you don't feel capable of doing the voiceovers for your videos, you have a few options. First of all, you could hire someone to do voiceovers for you. Optionally, you can use a text-to-speech program to narrate your text script and you can use that. These programs are sounding much more natural than ever these days.

Here are a few places you can find voiceover talent:

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

>> <http://www.voice123.com>

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

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

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

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

And here are some places you can get text-to-speech voiceovers:

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

>> <http://acapela-box.com>

>> <http://www.csuohio.edu/offices/disability/alttext/programs/vo.html> (for
Mac OS X)

>> <http://www.ivona.com/us/reader/>

Conclusion

If you've been fearful of creating videos because you thought it was too technical, too difficult, too time consuming, or too expensive, hopefully you now see that none of those is true.

Video creation is remarkably cost effective in terms of financial investment and time investment when it comes to other forms of marketing and content creation. Many people also find it much more interesting and fun to do.

Additionally, many people find that they create a number of videos that don't get any views, and they get frustrated because they can't figure out how to increase those views.

In this report, you've learned about the best video creation tools to make creating videos fun and easy. You've learned how to host those videos, and how to promote them effectively using cost-effective services. You've even learned how to provide voices for your videos even if you're not comfortable doing your own voiceovers.

So don't fear video marketing! Jump right in and get started. You'll notice a jump in your traffic and sales almost immediately!

Resources

Here are some resources you may find helpful for creating and publishing videos online and profiting from them:

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

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

>> <http://studio.Stupeflix.com>

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

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

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