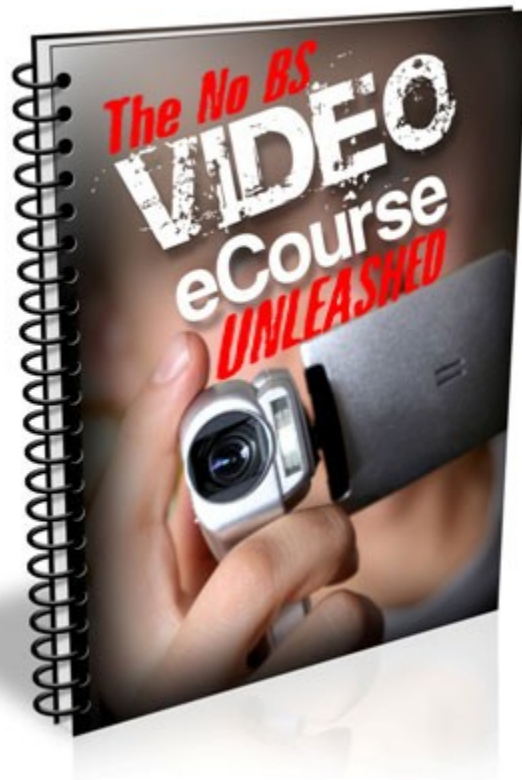




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The No BS Video Marketing Ecourse Unleashed





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Introduction

This ebook is a fairly good replica of the information I provide on www.videomarketingcourse.com. However this version is made available completely free of charge. I have tried to remove any reference that may lead you to believe this is an ecourse with daily lessons. However there may be a thing or two I have missed along the way.

This ebook is a compilation of what I have learned and been using to successfully sell products via video marketing. As stated in the disclaimer I can no way guarantee your results.



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Creating Video Accounts And More

This information can be used in a variety of ways. You can build a list, funnel traffic, sell your own products, sell affiliate product, ect..

All you need is the knowledge I will provide for you in the information you will be receiving. Afterwards you will know more than most Internet marketers do about video marketing and you should have no problem being well on your way to making online videos your personal work horse.

In today's lesson we will talk about setting up your video accounts. This will help you make a solid foundation for your video venture so it will be easier to just concentrate on adding to it.

I know you may think that this is very basic stuff. But it is a little more complexed than you may think. This really is the foundation of your video empire. You define tally don't want to have a weak foundation do you?

Skipping this step could make your video empire crumble around your or even worse yet, never take off. So it is very important that you do this correctly.

The first thing you have to do is actually sign up for the video site itself. This is fairly simple so I will not go into any detail. But before you run off and join youtube, metacafe or any other video site (you will get a list of some of



the top video sites tomorrow) you should read this.

Choosing Your Acct Name

This is a step overlooked by most people. However it can also be the reason why you will be getting more views, traffic and sales than them.

This name is also usually your profile or channels URL. It is just as important as choosing a keyword rich blog title or domain name. This is what is going to really help your search engine results.

So first off you really need to think about what your video niche will be. It is always easier to use something you are interested in since you will be talking about this topic quite a bit.

If you need some help at finding a niche then just do this. Check out [43 Things](#) and sign up for an acct. This site is full of ideas. Click on popular goals to see what everybody is wanting to do. If none of these sound good then just look around on blogs or in forums. Find a solution to a problem.

Now that you know what you want to do let's go ahead and sign up. You want your acct name to be keyword rich. However it is nice if it makes sense. Don't just throw in keywords. Make yourself something catchy and easy to repeat.



For the sake of learning lets say you want to make a videos about how to many ways to prepare cheese. So for example we would name this account “The Cheese Cutter” Word of mouth is powerful but not if people cant remember what to call you.

Customizing Your Channel

Now that you have your new acct it is time to spice up your profile. This is where all your fans will watch the rest of your videos. So you want to make it reflect on your niche.

Every site is a little different so I want to give you the basics and let you do the rest using your best judgment. Your main goal of your profile is to gain friends and subscribers while driving traffic to your sites.

So when filling out your personal information you don't want to have a page filled up with to much useful information. Why would the visitor ever want to go to your site then?

What I recommend is to fill in your title with similar or the same keywords as your name. The description I leave blank or very brief. You can tell the user about your site for instance and drop a link.

Next you should be truthful with your city. However it is wise to use the hometown or other useless category for another place to drop a url. These don't have to be the same url. One can be your blog, myspace profile, ect...



Next go and fill out your hobbies / interests / occupation relate to your niche. So we will say my hobbies are cutting cheddar cheese, cutting swiss cheese, ect.... After all this is the cheese cutter not the internet marketer. Also make your other interests either related to your niche or links to your sites.

Now for your website field. This of course is going to be your main website. This is where most of your clicks will go to. This link is usually the only clickable one one on your page and you don't want to waste it sending your visitors to another traffic funnel.

You will always want to allow your visitors to comment on your videos. However if you are in a controversial niche you will want to make sure to moderate them. On YouTube it is part of your video posting.

Now on to the background. Most sites allow you to put a background on your channel. This can be an image that you find on Google. You can even have a something made using one of the many free header, ect.. tools you find on the web. Go ahead and download Gimp and play with the logos. Just make sure that this image repeats itself and is related to your niche. If possible add your URL to the picture or just make the picture your URL.

As for the rest of your channels layout. Make sure that everything is even. You don't want a really long left section but nothing on the right, or visa versa. This will throw off the look of your site and encourage visitors to leave the fold of you channel that holds all your links. I personally recommend taking everything unnecessary out (favorites, recently voted, ect...).



One last thing you can change on some sites is the channel type. Unless you are going to be providing how-to information I would just keep it as a simple youtuber. However, if you want to provide how-to style videos and make yourself an authority, I suggest making your channel type “guru”. If you are making all of your videos yourself, you can even choose director and get your ten-minute limit lifted.

Congratulations, you just took the first and biggest step to making online videos your bitch. If you followed what we discussed today, then you are well on your way to making profits with online video.

The Most Profitable Video Sites

Now we are going to cover some of the most profitable video posting sites. There are quite a few video posting sites on the net. In no way should you disregard all the sites we don't mention. This is simply a list of sites that we feel are more worth while than most.

However, if you do make funny videos, sites like break.com may be more what you are looking for. It all really depends on your niche, so keep your eyes and mind open.



Top 5 All Around Video Sites

1) YouTube.com – I bet you never seen it coming did you. YouTube is the biggest online video site around. They have a wide variety of visitors so obviously this is the best place for cheese cutters like myself. I am sure that this is every video marketers main traffic funnel.

YouTube is one of the top 5 most visited sites on the internet. Even though they don't pay you to make videos and use their site they are still a good source of income.

2) MySpace.com - MySpace is still one of the top if not the top most viewed social networking site. So why not make use of their videos section.

MySpace members are very quick to ignore something they may think is spam. So make sure your video has some real value to it and make it known quickly. If you can get a video to take off on MySpace it can spread throughout the community really quick.

3) Revver.com - This is another great place to upload all of your video's. Revver's business model is aimed to satisfy both video producers and video publishers.

This site uses advertisers that will add a video clip to the end of your video. Once your video has finished playing the ad video appears. When a user clicks to start the Ad video a click thru is made and an ad payment is



generated.

The producer of the Video receives 40% of the click thru revenue and the publisher receives 20%, then Revver takes the rest. With this site you can both produce videos and display videos to tap into their advertisement revenues. It is really a win-win-win situation for the video poster, Revver and the advertiser.

Revver supplies you with all the code to publish other peoples videos also. Not to mention they will give you a nice plug in widget to display a variety of videos on your site.

Tons of affiliates are publishing videos, and a nice passive income can be received for your video producing efforts. Not to mention, adding Revver videos to your site not only adds to its look and feel, it can also generate you income. Say goodbye to AdSense.

4) Metacafe.com – Another site to add to your list of great places to upload your videos. Just like Reever, MetaCafe pays you for uploading your videos. The only difference with MetaCafe is that they pay you based on plays.

They will pay you 5 dollars for each 1,000 views of your video. A well made video can not only bring you in a few bucks it can also get you lots of traffic. One of the Metacafe's members has brought in more than 20K from their off beat videos.



5) JumpCut.com - JumpCut takes 5th place on my list of the top 5 places to post your video. Jumpcut is not only a video hosting site. It also has some powerful video editing features.

This site by no means gets the best traffic. However its powerful video editing features cannot be touched by any other site. If anything get used to playing with JumpCut so you can edit on the fly from any computer in the world.

Below I have listed quite a few more video sites for you to sign up on. Even if you don't want to use them now, sign up for them anyway. Trust me towards the end of this course you will be glad you did.

This is not a really huge list but just like article submission every post counts and these are all going to be easy ones. Each of these videos is a link back to your site. Not to mention that many of these sites have a decent PR rating.

So here you go. Get busy and start joining all of them you can. Just make sure that you save your user names and passwords. You will be using them in the near future.

[YouTube](#)

[MySpace](#)

[Revver](#)

[Metacafe](#)



[Google Videos](#)

[Crackle](#)

[DailyMotion](#)

[BrightCove](#)

[PutFile](#)

[BlipTV](#)

[UnCut Video](#)

[Yahoo Video](#)

[Stupid Videos](#)

[Veoh](#)

Copying Other Peoples Videos For Success

In this section we are going to discuss making your videos powerful by mimicking others. As you may know there is no “sure fire” way to make your videos successful. All of our research will be done on YouTube since it has the biggest viewer base.

So to make sure that our videos don't go completely unnoticed we want to replicate the factors of videos that are already successful. This does not guarantee you will have a really successful video however it definitely increases your chances.



Like most sites out there YouTube has a search function. As you might of guessed we are going to use it.

So after doing some research on my cheese cutting niche I found out this. People don't really care about cutting cheese like I do. When they do it is about farting and I sure as hell don't want the two to get mixed up but it would make a good funny video (viral techniques talked about in a few days).

However what you want to do is search for your main keywords. Once you hit the search button you should be presented with a list of results. What we really want to look at first is the amount of views the video got. We don't want to learn from somebody with 200 views in the last year.

So keep an eye out for videos that have had 5,000 or more views per month. That equals out to about 60000 views a year. This is about the minimum you want. To do this make sure you put your mouse over the first option in sort by. Then select view count. This will get you the most viewed videos listed first.

These videos have had some decent success and we want to be just like them. Now go ahead and open each of these videos. There should be a few things you will want to look at right away.

Break out that pen and paper because you may want to write your findings down.



The first thing to notice is the thumbnail video. What was the picture of? Does it grab your attention or stir curiosity? Most thumbnails are of the frame in the exact middle of the video however you can make it the first or last frame also. This will be discussed more on day 5 when we talk about making your videos.

The next thing you want to observe is the title of the video (first search factor). Does it use your keywords? It should, in fact if it does not use or pertain to your keywords I would not write it down on your research paper. If it does make sure that you jot it down so that you can study and compare what keywords they used and how they worded the title to grab peoples attention.

The third factor that we want to mimic is the tags. These are keywords that you put in to let others (2nd search factor) know what your video is about. You can never over do it on your tags. As long as the keyword relates to what you are talking about put it in there. The video site will stop you when you have hit the max tags.

The fourth and final thing you want to look at is the description. This does not help out so much for your YouTube search but for the real search engines (google, etc..). Your description should be like a short article. Make it about 3 or so paragraphs long and tell about the video and the product your are promoting.



HINT: Your URL should be the first thing you put in your descriptions. Make sure you put http:// in front of it also. This is the only way to make it clickable.

Now just keep doing this for the top ten or so videos and you will have a nice little list to study.

If your research shows that most people are not using a description or many tags, then great! This can very well be the deciding factor of your video getting ranked first.

But you don't only want to get a good YouTube ranking. You want your video to be above the fold on the search engines to. If your niche is not super big it should not be too hard to get your video in the first four spots especially on Google.

Just remember that good keyword optimization is not the only factor of having a good video. The video also has to provide something of value to the viewer. Whether it is a learning experience, entertaining or anything else it must provide value.

[YouTube How To Videos With Most Hits First](#) - One of the best places to start doing your research.



The Best Types Of Videos For Selling Digital Products

Now we are going to take a look at some of the various kinds of videos you can make. After today you should have a good idea of what type of video is right for you and the product you are promoting.

There are several different kinds of videos out there so we will only share the most popular kinds. However only a few of them have been proven to be useful by most people wanting to market a product. However you must remember to always think out of the box, be unique and stand out from the crowd.

Funny Videos

As you might suspect funny videos are one of the best kinds to make and can easily go viral. People love a good laugh. It makes them happy and they like to pass that on to their friends.

Although there is no definite steps to making your video funny it is one of the most beneficial styles to master. This however can only be done with practice and by studying lots of other peoples funny promotional videos.

As I previously mentioned creating a funny video is one of the best ways to go viral. If you can find a way to incorporate your product into it while not



completely watering it down with unrelated humor you are well on your way to success.

Not to mention funny is one of most searched for words on the Internet. So not only is the possibility of your video going viral increased. It is also easier to get your message out to the masses since lots of people are looking for this kind of video. Just don't forget to use the word funny in your title, description, and tags.

Weird Videos

As I am sure you know by now. People can be very weird. In fact it seems like it all comes out on the Internet and people really eat this stuff up.

Weird videos stir curiosity and draws people in like flies to a cheese cutter. If you can master being weird and unusual while still getting your point across you video could go very viral.

Gross

It is human nature for people to like being grossed out. Take Fear Factor for example. Or better yet 2 girls 1 cup. This is a big thing on YouTube right now. People are constantly posting reactions of themselves or others watching 2 girls 1 cup for the first and probably last time.



If you don't know what this is then good for you. Trust me you really don't need to see it, your life will be better off that way.

Even though I have warned you and actually recommended not to watch it, most people will go looking for it. Curiosity has been stirred and must be fulfilled. I am sure you see my point.

Shocking

Shocking has always been another big hit on the internet. If you can shock people and prove to them that something is real they will usually want to try it for themselves.

A good example of this is the free PSP, PS3, Xbox 360, I-Phone, etc sites. This started to get quite a bit of news coverage even. If you can shock people and prove to them it works you should have no problem seeing results.

Interesting

As you can see by now curiosity can be a very powerful thing. If you can stir interest in your videos, while not revealing the big picture you can get more people to visit your site.

You never want to answer all of your markets questions in just one video. You need to keep people interested and curious so they will keep watching



your videos and going to your site. After all you need to keep some fuel for future videos right?

It is a good idea to let the viewer know about what your future videos are going to reveal. This will make the viewer want to subscribe to you and keep up on your new work. Now you are building a fan base.

Sexy

What can I really say about this one. I am sure that you know by now that sex sells. Having a sexy aspect to your video really has no downsides. Just make sure that your viewers will agree with your opinion of sexy. If used wrong you may repulse people.

HINT: A 350lb 50 year old man in a thong will scare away your viewers.

Inspiring

Inspiring is another type of video that goes over very well. Things like “The Secret” and “Interview With God” became huge hits.

If you have a positive experience that you can share people will be very likely to listen to your message. Now just tie your product to your story in some way and people will follow.



Everybody likes to have hope restored in them. This can be a very emotional time and bringing in sales could be very easy.

Demonstrations

Demonstrations are another powerful video technique. Not to mention they are very simple and can be powerful money makers for online products. So why not make a video that shows the viewer what your product actually does and explain what you had to do to get the results.

Instructional

Instructional videos are another easy to use video method. This can also be very powerful if used correctly. Simply start showing people how to do something.

Make your video simple and easy to follow and people will get curious. However you don't even have to reveal anything your product actually does or talks about. Simply make videos on stuff directly related to your product. Even show them how to do the basics covered in the product with your videos.

This shows people you know what you are talking about and builds trust.

HINT: If your market has frauds that make videos about things that don't



work, call them out. Explain why what they are teaching does not work. Prove them wrong on video. You don't really have to drop names just prove to the viewer that you are very knowledgeable on the subject. Then get a cult like following.

Personal

The last kind of video we will touch on is the personal one. Your viewers enjoy peeking in on peoples lives. It is human nature to be voyeuristic. Your viewers are naturally curios to who is making these videos they like so much.

So take the time out to tell them a little about yourself. This gives your an viewers the feeling that they actually know you. This makes communications with your potential customers a lot easier to.

Well that is all I have to say about the various types of videos right now. As you probably picked up by now both instructional and demonstration videos are an easy way to market your product.

Once you start putting out these kinds of videos you will stir curiosity and start building a fan base. You want people to join your friends list and join as a subscriber. It is just as important as getting them to your site. This is your video marketing mailing list.

I would like to leave you today with one more hint. I am looking forward to teaching you about video creation. Yes I am finally going to let you in on the



best and easiest ways to start making videos. See you then...

HINT: Truth sells. Never lie to your viewers or BS them. If someone catches on your reputation will go down the toilet. If you tell your visitors the truth while others lie, you can put yourself in a position of power and authority.

The only exception to this rule is to stir people up and later apologize to them and give them the reason you lied and then point them toward the truth. However I do not recommend using your real name if you are going to try this.

How To Make Your Own Videos

In this section we will discuss the most popular and easiest ways to do this. However someone out there is saying “I can make a video with my I-pod and camera attachment” or something similar. Using something like this can be a good thing but most people don't have an I-pod with an attachment to record videos.

However we will be touching on using five different ways to record your videos. The different ways we will cover are camcorder, digital camera, web cam, screen capture software, and cell phones.



Camcorders

Getting a digital camcorder is a must for any serious video marketer. They will give you the best quality and most professional look of all the ways we will discuss today.

Making a video may vary slightly between different types of camcorders so we will not really go into too much detail.

With a digital camcorder you can upload your videos right to your computer for editing and posting. Digital camcorders are fairly inexpensive these days and you can pick up a low end one for about \$100. This should be sufficient enough until you decide to invest in your own recording studio.

Digital Cameras

Most digital cameras will come with a video recording feature. However many of them do not record audio. However this is starting to come standard on the newest models. If your digital camera does not record audio you will either have to do a voice over or insert some text into your video. Not to mention that most digital cameras will not record video in as good of quality as a camcorder.

Just like camcorders making a video with one varies between the different types. So it will be up to you to figure out how to start recording videos with your digital camera.



Web Cam

Using a web cam is one of the cheapest ways to get your pretty little face on your videos. But as with most things cheaper is not always better.

The quality of a web cam video is usually a lot worse than one coming from a camcorder or digital camera. Not to mention the limitations to where you can record your video. I am pretty sure that you don't want to get a 100ft USB cable to record a video in your back yard do you?

Screen Capture Software

Now on to one of the most popular and absolutely free ways to make your videos. Screen capture software is relatively easy to use and can be downloaded for free. In fact here is a good one for you to start with.

[CamStudio](#) is completely free and does almost everything Camtasia can without the \$299 price tag.

With screen capture software you can easily record anything that is viewable on your computer screen. This could be anything like videos, pictures, websites, software, etc. with voice narration.

This type of video can be very powerful if used the right way. Screen capture software is great for demonstrating software and making instructional (how-



to) videos. Actually showing your viewers how your product works and the results of using your product can be extremely powerful.

There are plenty of good tutorials on the Internet that will show you exactly how to use your screen capture software. So I will save a cyber tree and leave that up to someone that has already written about how to use the software you chose. Not to mention their instructions would probably be better than I could tell you.

Cell Phone

The last method of recording video we will be talking about is using a cell phone. Each and every cell phone is different so I cannot go into great detail on telling you how to use yours. I do however recommend that learn how to use yours.

The quality of your video will most likely not be as good as most of the other above mentioned ways. It is very convenient though. Not to mention is it most likely with you wherever you go. So don't disregard that you have a camera on you at all times.

If you see something others may find interesting happening then record it. Not to mention that YouTube has a mobile option so you can upload your videos directly from your phone. This can also be a fun way to video blog on a trip.



HINT: Don't try and record anything that requires great detail with your phone. Most likely your video will show up slightly fuzzy making it hard for your viewers to read things and see small parts and pieces.

So that pretty well wraps up day five. You should now have a fairly good idea of what you will need to make a video. So go and grab yourself a camcorder, digital camera, webcam, screen capture software or even your cell phone and get out there and make a video.

It does not have to be perfect. Just start putting something together. Take some action. You will never succeed by just thinking about what you are going to do. Also don't forget to really open your eyes to all of this. You can use a few of the above methods together to create your video.

Editing Videos 101

Alright so by now you should know about setting up your video accounts, the different types of video, and how to make them. Today you will be learning about the basics of editing your videos.

We will cover this section by using a free video editing program. In fact you probably have it on your computer right now. We will also talk about a few different ways to brand your videos so you can get your more visitors to your site.



There are several other products on the market you can buy to edit your videos with. A few of them that I would recommend if you are going to spend money on video editing software is [Adobe Premier](#) or [Final Cut Pro](#) if you are on a Mac. However we will not be going over them in this ecourse.

The free video editing product we will be talking about in this lesson is Windows Movie Maker. This program comes standard with Windows XP. However if you don't have it installed on your computer here is a link to download it.

[Windows Movie Maker](#)

Windows Movie Maker is pretty basic and strait forward video editing program. To produce your videos you can import your videos, audio, pictures, or even capture video from your webcam.

Depending on how you recorded your video you may have to get it onto your computer. If you used a screen capture program it should of asked where you wanted to save it. So in that case you should already know where it is located.

However if you used a camcorder, digital camera, or cell phone you will have to get the movie from the device onto your computer. This will be done most likely by using either a USB or firewire cable. Every device is a little different though, so once again I have to point you towards your products instruction manual.



HINT: If you want to record audio as a voice over to your video there is another tool that comes standard with Windows. Go to Start -> Programs -> Accessories -> Entertainment -> Sound Recorder.

Now that you have your movies, pictures and audio files on your computer you are ready to go. So open up Windows Movie Maker and go to import video, picture, or audio / music. Select the files you want to use in your video and click import.

Now you should see all of your files on the story board. Simply drag and drop your files into the time line where you want them. If you want to add some audio it should automatically show you the time line for that when you drag your audio file into the time line. If not then just click show time line.

You can use the time line to make adjustments to how long your pictures stay shown and only using a part of a video. Just play around with with the slides found on either side of the pic / movie or check out the movie making tips section on the left hand side under finish movie.

Another thing you can do is add transitions between different elements of you video. If you are looking at the storyboard you will see little squares between the different parts of your video. Click on one of them and then choose view transitions. Now you can drag and drop any of them between your video and or picture sections.



Yet another thing you can play with are video effects. These can help you make your video stand out from the crowd. So play around and see what kind of cool things you can do.

Last but surely not least, we will touch on titles and credits. These are two very important aspects of your video. Everybody might not look at your description and therefore completely missing your URL and many of your views may just be posted on someones blog or website completely eliminating your description all together.

So we want to make your URL both the first and last thing they see. After all they are there to watch the video. So lets dive into this and click on make titles or credits.

You will see we can do a few different things. However we want to focus on the “title at the beginning” and “credits at the end”.

You want to give your video a nice introduction. For this I suggest using a good headline and then follow it up with your link.

Example Introduction:

How To Successfully Bread Your Monkeys
To Produce Twins Every Time
Brought to you by www.wefarmmonkeys.com



This lets your visitor know the title of the video they will be viewing since once again your videos are not only going to be viewed on the video site itself. Now you want to do something similar but only thanking them for watching the video and telling them where to get more info.

Example Credits:

Thank You For Watching Our Video.
For More Information On Monkey Farming
Please Visit www.wefarmmonkeys.com.

Hint: When writing your URL always use the basic format of www.yoursite.com when adding it to a video. This keeps it simple and easier to remember. However many sites will not make your links clickable if you don't format your URL with [http://](http://www.yoursite.com) before your site address. This can reduce your visitors a lot so make sure to use the <http://www.yoursite.com> format with most everything else.

One more thing we will touch on before we make and save the video. That is how to choose what your thumbnail image is. On some sites you can choose if you want to use the beginning, middle, or end as your thumbnail image.

As you can probably guess we don't want to have our thumbnail image be the title screen or credit screen. That would look boring and you sure don't want your potential viewers to be turned off when they see the video's thumbnail.



So the best option is the middle. So when looking at your video in the time line view you can see how long your video is. Say your video is 4 minutes and 10 seconds long. So the frame at 2 minutes 5 seconds will be your thumbnail.

HINT: It is best to use a thumbnail picture that at least shows a person in it. However remember that sex sells so don't feel frightened to throw a half naked woman up there if you can afford to be a little unprofessional.

Now that you know this you can adjust your beginning title or credits if you are close to getting the frame that you what you want. If not you can just insert a one second still picture at that point. This can really help you get a lot more views then just showing your title, description, etc...

Ok so it looks like we just made one killer video on monkey farming and the whole world will surely want to fill up their yards with monkeys after they see this. Now we just need to finish this video so we can upload it using the techniques we talked about a few days ago.

So now we will go up to file in the upper left corner and choose "save movie as". Now select "My Computer". Enter a name for the movie file and select a location to save it in. Most of the time you can leave it with the best quality option selected. Then just click next and it will make your video and save it where you told it to.



Now your video is ready to upload on every damn video site you can find. So go out there and use the information we talked about a few days ago. You should start seeing visitors to your site soon after your video is published if you use the information we have been talking about.

Another thing you can use to get viewers to your website is a watermark. This will be a picture that is displayed on a given location of your video at all times. It is best to make your video a little wider than it originally was. This will give it a wide screen effect and you will have a nice place to put your sites URL without blocking the view of the video.

To do this simply choose one of the many programs with free trials that are out there. Although if you want to go pro and make some sweet watermarks, using a tool that is made for video marketing. I suggest you grab a copy of [Easy FLV](#).

HINT: If you want to cut corners and take out a few birds with one stone you can get [Camtasia Studio](#). It is mainly an advanced screen capture program but also lets you do editing, watermarking, converting, and most of what we have and will be discussing all in one program. So at very least take advantage of the free trial.



How To Leverage Other Peoples Videos (Lazy Video Marketing)

It is time to discuss how to go about leveraging other peoples videos. Today will be a fairly short lesson but a very powerful one.

As you may know most videos are in some way copyrighted. In fact anything that you make on your own can be copyrighted by you. So you will have to cover your butt and make sure that it is ok with the videos owner first before using their video.

You can go about doing all of this in many ways. I will however discuss the one way that I personally prefer. First simply start looking around on other video sites. YouTube has the most traffic so this is our primary focus when posting our videos. So your best bet is to look for good videos on other sites for some fresh content. If you find a good video that may have not been seen to much you can hit big.

So look around on whatever video site you want. Simply search for your keywords and once you have found a video you will have to send the poster a message.

You don't have to get into any kind of detail. Just tell them that you liked their video and share the same interests. Then go ahead and ask them if they are the creator and if so can you have permission to use their video for



promotional purposes. Most of the time they will send you a quick reply back simply saying “sure go ahead”. If not they may be able to tell you who the creator is.

Just make sure that you save all of your messages. This way if someone tries to come after you when they see you are making money with their video you have proof they said it was ok to do so.

So after you went out and have obtained permission to use the videos you need to do a few things. Well for starters you have to go and download the video. Convert it to an avi or mov. Then edit it so it will be ready to upload it.

But we are lazy and want to cut out some of the steps. First take and copy the URL of your video. Then go to [Vixy](#) if it is on YouTube and enter the url into the convert field. It will convert the file for you and then give you a link to download it.

If it is from a different site though visit [Movavi](#). From there put in the url of the video on the left and then your email on the right. It will convert the file and email you the link when it is done. Movavi supports about ten sites. If the site you are using is not supported just look for a converter that works or search through the pages source code for the .flv file that is being used.

Now that you have put your videos through a converter and downloaded them you are ready to do a little editing. So once you have all of your file downloaded go ahead and open Windows Movie Maker.



Now do what we discussed a few days ago. It is best to make a template and save it. This way all you have to do is drop in the video and change the beginning title page to introduce your video.

Congratulations! You should now have some videos that you can upload as your own. They will promote your site and it cost you absolutely nothing. Just make sure to use your tags, title, and description correctly.

Most people that put up decent videos are not doing everything correctly. They are simply people interested in something and just want to put their video out there. So you can come along and really put there videos to work for your own gain. It is exciting to find those hidden gems, shine em up and get more hits than the original video maker.

White Hat Viral Video Tactics

In this lesson we will be talking about the much awaited topic of making your videos go viral. Making viral videos is an art and until you are more experienced it will be pretty much hit and miss.

However unless you mess things up really bad your video should benefit from using some of the following techniques.



But what you probably don't realized is that you have already learned most of the aspects of viral video. We have been discussing them all along...

Remember that list of various types of videos we discussed on day four? Well that list is of the most popular “viral” video methods. But I am going to try and stop using the word viral for the rest of this course.

Viral is such an over used word especially in the video marketing niche. Videos really do not just go viral out of no where. The video has to be “very good” to be "very successful" or you will have to use some black hat tricks we will talk about towards the end of this course. So for now on we will just call them a very successful movie.

I am by no means saying that if your movie does not rate up to “very successful” that you will not see results. Many of my videos never reach “very successful” status but will still pull in 10,000+ views a month.

If your video ties in with the site you are marketing you should be able to get about 1/4 of those viewers to your site. Even though this seems small it is still 2500 unique hits per month from one video. Imagine if that video is one that got permission to use and never had to the work to produce it.

Part of making a “very successful” video is using all of the techniques we have been discussing so far. If you practice what you are learning it should not be hard to get even a mediocre video 10,000 hits a month.



So instead of reading what I have to say I would like for you to make your own conclusions. This will also help you come up with good ideas of what you can do to make your video “very successful”.

Here is a link to YouTube using the search term “how to” and ranked by views. This is probably the best starting point I can give you as it will most likely be the style of your video.

[Start Your YouTube Video Research Here](#)

As you browse through the videos make sure to think about the title, description and tags they used. Watch the videos and analyze how it was put together and what makes it something you would want to show a friend or family member.

So grab a notebook and have fun. Keep records of what you observed and ideas that may come to you while you browse the most popular videos. Just take a couple of hours out of your day to do this. It will be a great learning experience and help you dominate your niche.



Planning / Scripting Your Very Own Original Videos

It is now time to talk about what it takes to plan out the making of your video. When I first started this whole video producing journey, I thought “Is this planning out my thing really necessary?”.

As soon as I made my first video I found out that it is not necessary. Although if you actually take the time out to plan everything out, you will find that your experience will go a whole lot smoother.

So you really don't have to do this. I strongly recommend it though. It could cut your production time in about half. So if you feel like I did, go ahead and skip this now but keep the info handy because you will want to try it for you next video.

So the first thing you should do when planning on making a video is brainstorm. What will the video explain and show? How are you going to make them want to buy? What is the best way to record your video? Do you want background music? Do you want your video to end by fading out to your URL?

Think about everything and scribble it all down on a piece of paper as you go. This is the beginning of your video blue print.



While you are doing all of this read over that research you did in your last lesson. You did write things down didn't you? More ideas will come to you as you study this guide of what elements made other videos extremely successful.

The next thing you will want to do is turn this brainstorming of information into a script. I suggest that you break this all down into three sections. So take a piece of paper and write down opening and leave a small place for info. Then make a body section that will be the bulk of your space. Finally make yourself another small section for your closing.

Now take all that info off you brainstorming page and start to layout your video. This will probably not be your final script. I always find myself making a script then thinking of things to add when I am close to finishing it.

So if you if your script looks all messed up with lines and arrows going in every direction then go ahead and make your “final” script. The next thing you should do is break the script down into sections or chunks. It is always easier to redo a 1 or 2 minute piece of the video than the whole thing. You are likely to flub something up somewhere during the making of your video. You may even want to go back and redo a section of it at a later time.

Try grouping your script into sections by information being talked about or places where you will be changing you camera shot or screen recording source.



The next thing you need to do is get some actors. That is if you need actors for your video. To find actors simply ask your friends and family to lend their time. If you are having difficulties doing that then simply drop by your local school. Ask to talk to the person in charge of the theater or drama club.

Let them know what you are wanting to do and tell him that it could be a good opportunity for his truly passionate students. I am sure that a lot of drama club students will jump at the opportunity to demonstrate their abilities. Not to mention they could add it to their acting portfolio.

If all else fails or you just want to hire some good actors you can check out the Screen Actors Guild at www.sag.org. However if you are just making this video with screen capture software you will not need to bother with getting actors and just narrate it yourself or get someone to do it for you if you have a bad speaking voice or hard to understand accent.

The next thing we will have to do is setup our recording set. We will need to be thinking about lighting, background, camera height and sound.

Once again if you are doing this on your computer you simply need to gather your videos materials. This can be pictures, other movies, websites, software, etc...

However if you are doing this with an actual camera one of the first things you should consider is your lighting and backdrop. So if you are shooting indoors try to make it a room with windows and open them damn curtains up.



Let as much natural light inside as possible. If you find a good room you will not need artificial light at all. Many will agree that natural light is the best. If this is not an option for you though. Try doing tests with different types of lamps and placements of those lamps.

Shoot a short little film with each setup and evaluate if it is sufficient. Remember that this does not need to be ultra professional. Most of the videos out there are not even close. So just get it looking pretty good. Do your best but don't waste a bunch of time making it perfect.

Now make sure you have a good backdrop. You could use a company banner or even just a blank wall. However I suggest that you don't have any or if possible very few objects in your movie. This will distract your viewers and get you ignored. So pick up the coffee mugs and empty energy drink cans from your recording area.

The next thing you have to get ready is the camera height. I suggest that you get yourself a cheap little tripod to keep your camera steady. If this is not an option right now then simply set the camera on a table and adjust the height with some books. Just put it somewhere where it will take a good shot and remain fairly steady.

Last but not least you need to get some sound on that video of yours. Most cameras will have a microphone built in. Although your camera positioning may put a damper on your sound quality. So make sure to do another little short video clip so you can determine your situations sound quality.



If your sound quality is less than sufficient you may be able to hook up a microphone to your camera for better results. If this is not an option another choice would be to use a microphone connected to your computer to record your audio. Then simply do a voice overlay on your video.

So now that we have the stage set, it is time for you to take the spotlight right? Well not quite yet. Lets just sit at your set for a few minutes and rehearse the script. This will not only make you more comfortable with the script it will relax you.

As you spend more time on the set rehearsing you will find it easier when it comes to recording the video. It will almost be like second nature and you will have to do far less takes.

Now you ready to roll. Lights...Camera...Action! Start recording your video in segments like explained above. Just relax and do exactly what you did while rehearsing.

Once you are done you will be ready to splice the whole thing together and use some form of branding (Title Page, Watermark, Credits). You can also play around with transitions.

Just remember your video does not have to be perfect to work. Most of the videos you will see on YouTube are far from it and they are still effective. So following the advice being given in today's lesson can really make your video stand out from the rest. A little polish can go a long way when posting your



videos on the Internet.

The last thing we will discuss before ending today's lesson is outsourcing. That's right you can outsource your projects and know what? It does not have to cost you an arm, a leg and an earlobe either.

Simply go back to the same schools we were talking about using for getting cheap actors. This time we want to talk to the leader of the Audio Visual geeks. Like the actors many of them would be happy to get credited with a good video. It would make a great addition to their portfolio. Colleges are the best places to get cheap outsourcing. Your local high school will probably work as well if it comes down to it.

Use the techniques described and I am sure that your video will go smoother than if you don't take my advice.

Getting Your Videos Seen

It is now time to discuss the exciting topic of posting your videos on blogs, Squidoo lenses, forums, your own sites, ect....

This is a very important aspect to your video marketing adventure. By doing this you are making your videos available for others to view from more than just the video sites. Not everybody visits those sites looking for the



information you have to offer.

Adding your videos to blogs, forums and web sites it is pretty easy. Simply go to your video on the site it was uploaded to. To the right or sometimes below the video is will have a little chunk of code so you can embed it onto a page.

Now simply copy this code and paste it into any blog or site that supports you submitting html entries. Most all sites, blogs, etc. will have this feature.

If you don't have anywhere to post your videos or if you have only a few places to put them. I suggest getting some free blog accounts. Sign up for Squidoo, MySpace, Facebook, Friendster, Blogger, etc...

Social networking sites can be the key to your success. These types of sites can be fairly easy to leverage and get a good following of people. Simply make your own group on any or all of these sites and post your videos in your group, other peoples groups and on your blogs.

Once visitors see your videos they just might join the your group or add you as a friend. Either way you just got a free pass to send messages to them. These people are basically your social networking email list. But don't forget to try and get them to opt in to your normal email list also.



When you post your videos I suggest using the following format:

Your videos title centered above video

Your video centered on the page

A caption describing what the video is about centered directly below the video in the same font as the rest of your page.

It is a fairly known fact that most people will look for a caption when they see a picture or video. This is a great chance to persuade them into watching your video. Don't believe me? Next time you see a sales page with images keep in mind where your eyes went after getting the first glimpse of the picture.

Well that is about it as far as posting your videos goes. However this lesson is not quite over yet. Besides using captions to get your readers to view your videos, you can also make them more visually attractive.

One of the best and easiest ways to do this is using video skins. Video skins wrap around the outside of your videos and make them more eye catching. But they don't only grab your viewers by the eyeballs, they also make you look more professional.

They are also very easy to install. However you will need to have some place to upload the skins to. The best way to do this is to actually get a hosting account and a website of your own.



Videos are starting to get to the point that AdSense had reached a few years back. All the ads looked the same so people started getting used to them and started ignoring them all together. The same is starting to happen with video. Skinning your videos keeps your viewers from simply ignoring your videos all together because it does not look like the average same old YouTube video.

So next time a visitor comes to your site do you think they would rather see the same boring looking YouTube videos everybody is posting? Or do you think they would like to see your shiny skinned videos that separate you from everybody else?

For something more unique I recommend you get your hands on [My Video Skinz](#)

Making Online Video Your Bitch

Alright are you ready for an exciting lesson? Well I hope so because we will be talking about some video marketing tactics. First we will talk about some things that you can do as a product owner, then we will touch on things you can do as an affiliate of a product.

There are several ways to use YouTube to promote your products. We will discuss the more popular and easier ones. However I urge you to always try



and think out of the box. Your originality is the one thing that will always get peoples attention. The video market is a great place to be a leader.

If you own an ebook you can always give them a sneak peak of whats inside. Maybe scroll around in the index of your book while talking to them. You could even go and read them parts of the book that will trigger their curiosity.

Your video could also be more like a promotional video for your product. Throw in a little humor and let them take a look at the results of using the products information. People are very visual creatures so show them the results and what they themselves can have.

It could even be more like a commercial if you would like. Gather up yourself a few actors and make a nice little script. If you need inspiration just sit on the couch and watch some late night infomercials. Don't forget to break out your notebook and take notes though.

Here are a few things to keep an eye out for.

Changes in voice tone. You very well man notice the actors getting more upbeat and bubbly when they talk about the product, then more depressed or sad sounding when talking about other alternatives.

Changes from color to B&W. This is done to put other alternatives in a negative mood. Your product bright and beautiful. The other guys is dull and drab.



Changes in camera position. Again when talking about your product there may be a very colorful and interesting background then when talking about the other guy the background may be boring and darker.

There are a lot of things to take into perspective like how they dress, how they talk, etc.... The above is just a quick list that came to mind when thinking about what you may not catch.

If you own a software product on the other hand it is time to let it shine. The best way to do this is give a demonstration of what your product can do. This can be the best way to advertise a software product hands down.

Show them how easy it is to use and then show the results it will get them. It makes for a simple video that can have a whole lot of pull. Just keep in mind you do not want to be boring. Be peppy and funny if possible while retaining an informative standpoint.

It is also a very good idea to put this demonstration video on your sales page. So not only will this kind of video draw you site some traffic it can also mean a good sized boost on your conversions.

If you have a physical product or service that you offer you can do some of what we discussed above. This is a great way to show people what they are actually buying. Hell give them a demonstration of what you do for them while you are there. Then just send them to a website or even a redirect link



that goes to a sales page, affiliate sales page, or even an Ebay link. The possibilities are pretty endless just keep thinking out of the box.

So now lets take a look at some affiliate marketing techniques that you can use. As you can imagine quite a few of the above mentioned techniques can be used with an affiliate product.

Making demonstration videos, showing the results of using the product, etc.... So we will not really go over them again. However there is a few more things you need to know about.

First off it looks bad to just start throwing up affiliate links. Cloaking your links can be done by using a service like [TinyURL](#). However using this method still looks a little fishy. You will get more clicks but you are still going to loose some because of it.

The best route is getting a domain. This can even be a .info domain. You can usually pick them up cheap especially at [Go Daddy](#). I in no way promote their hosting or services but it would work fine if you are looking to be really cheap. If you want something that can be used in the long run I would suggest [Blue Host](#) or [Dream Host](#). Use promo code **VIDEOMARKETING** on [Dream Host](#) to get a free domain name registration.

Your domain should be used as a simple lead catcher and redirect page. Simply make your page give some more info about the product or niche that it is in. Then put up a simple auto responder form that puts them on a list to



get even more info about the product and niche.

After they sign up redirect them to your affiliate link, you may even want to put a link under it that just tells them if they don't want more info to click here. This will also be your affiliate link. Just make sure that your auto responder provides the lead with something of value.

For instance in every issue you could provide some good information that relates to the product and tell them why they should get it (call to action). This information does not even have to be yours. There are tons of article directories out there that you can leverage.

You could also simply use domain forwarding and masking. This requires no website and will just send them to your affiliate link. Going this route obviously loses out on a lot of the above mentioned perks.

So I do not suggest going this route if you want to get the most out of every visitor. A little more work could get you over 3x the sales. Not to mention you could use AdSense on your website to make a few more bucks.

Another thing you can do is track your affiliate sales. This can be done in a various number of ways. One of the most basic is just making a subdirectory on your domain and a unique tracking code on each page. There are quite a few free services that will do this. I would like to suggest trying out [Stat Counter](#).



One last thing that I want to touch on is something that we have already discussed. It is a very powerful method though so it is worth mentioning again. If you have been really taking in this information so far you may have already thought about using other peoples videos to promote someone else's product.

Now this is lazy affiliate marketing at it's finest. Especially once we start talking about submitting all of your videos on automatically. But we will get to that in the near future.

So once again start looking around for videos that pertain to your niche. Then ask the maker if you can use their video for promotional reasons to further benefit the cause. You will find that quite a few of them will be glad to help you out.

Now just take that video and throw a opening title, closing title, or even a watermark to promote your affiliate domain. You can find some really good videos out there that where made by people really passionate about their niche. So don't forget to leverage that emotional pull and following they naturally have.



Attracting A Cult Like Following

So are you ready to get a cult like following in your niche? How about positioning yourself as an authority in or a leader of your niche? If so get ready because today we are going to talk about using groups, email lists, building trust and other great things I suggest you try your best to do.

The first thing you should do once you have a video or two posted is create a group. A group will give you a place for your fans to gather. These people are very passionate about the niche you are talking about and could very well become your bread and butter.

When making your group there are a few things you have to consider. Among these things is your group name, tags, description, unique url, etc..

When you make your group just keep in mind the research you did about posting your videos (title, tags, etc...). You should try your best to take all of your positive keyword findings and work them into those group fields.

I suggest you make your group very open and allow posts to be available immediately. You want people to hang out here and have conversations. Not post something and check back every day. Make your group lively and talk with them. It is that easy to position yourself as a leader in your niche and it your sales will be your proof of doing a good job.



But don't stop at just one group. Make a group for every site that you post your videos to. This can be a little tedious at times and you may find yourself hanging out with your fans quite a bit. But in the end it will be worth it as you build trust with them.

Now that you know how to start gathering a group of interested and passionate followers you should make contacting them as simple as possible. Try to make sure that your followers join your email list. This is a great way to get immediate results.

One thing you can do is make a few exclusive videos that are not publicly accessible. Then use them as bait to bribe them into joining your email list. Tell them about what they will learn from watching these videos. Maybe even give them a little tease and spike their interest with a sample of what you have to offer them.

Have a new video, tell your list. Found a cool product, tell your list. Got some free info to give out, tell your list. Keep doing this as long as it is useful info and as time goes on you will even see that your list will start to tell their friends about your list and group. Try to make it easier for them to do so and encourage new members to join with some sort of free info.

Get people to join your groups by telling them about your videos. You can even go as far as joining related groups and telling them about your videos. As long as your video is useful it should not be considered as spam if you post it in somebody else's group.



You could even start manually inviting other group leaders and ask them to cross promote your groups together. Most likely they are not your competition and even if so it will be easier to work with them than against them.

One very powerful key to Web 2.0 marketing is working together with others. This is often very overlooked. Why rely on building your list of followers all by yourself?

There are most likely already other related groups on sites like YouTube, MySpace, FaceBook, etc.. that already have a legion of followers. All you have to do is convince the leaders of these groups to promote your product. Maybe send them a free copy to show it has value and would interest his group.

While using all of these marketing strategies on your products don't forget to market yourself while you are at it. Let them know your name unless you have good reason not to. Make yourself presentable in your videos if you will be seen. Go ahead and even tell your viewers a little about yourself.

Let them get the sense that they know you on a personal level. Also make sure that you look and act like one of them. Not to mention talk like they do as well. So make sure to get used to the lingo and slang your niche uses. This will take you along way and should be done throughout the whole marketing process.



Just remember to keep your visitors entertained and give them some useful information. Especially something that will be taught to them in your product and that they can use to see results. This will give the visitor a taste of what you have to offer to them and help you build even more trust.

After things are rolling you can also ask your buyers for testimonials, especially video testimonials. This type of testimonial is one of the best pullers for obvious reasons. They get a chance to see an actual success story before their very eyes.

You could even have your visitors make a small video showing them using your products information. If at all possible give your buyers an incentive to make you a video testimonial. Maybe an extra book that gives some info that your book or product does not cover.

Just make whatever you offer as an incentive. Make them something that relates to what you already sold them and it should be a fairly good success. Sometime it is as easy as sending an email to your buyers list simply asking them to give you a testimonial on what they thought about your product. Take the good ones and use them for testimonials on your site and learn from any negative ones and improve on your product or sales page.

Now that you are on the way to becoming a leader in your niche why not make a video site that is loaded with videos that all relate to your niche. You don't even have to ask for permission, just start making a site devoted to videos on your niche. Now throw some AdSense and affiliate links / banners on your site and you will have an additional stream of income.



If you want your video site to get popular faster start asking the videos creators if you can use their videos for promotional purposes. Just like with the actual selling of the product only this time directing viewers to your site for more great videos related to your niche.

I know that this may all seem like a lot to do but don't forget to notify the media about your site. It should only take you an hour or so to make a good press release and post it to a few press release sites and article directories. The media absolutely eats up videos. This makes for great free content for peoples websites and even the news.

Once you make your own videos or get permission to use other videos, you can leverage them even more. Start by doing a search for sites in your niche. Contact the owners of these sites and ask them or rather give them permission to post your videos as content for their viewers. Now you just took advantage of another related sites traffic for your own personal gain.

Building And Utilizing Your List

Now we are going talk about getting more friends and subscribers. This is a very powerful thing for you to do in video communities. This will serve as yet another list of people for you to contact. So as you may suspect it is best to get as many friends and subscribers as possible.



The features discussed in this lesson are not available on all video sites so this lesson will mainly pertain to YouTube. After all YouTube will most likely be the site that you will focus on anyway since it is will most of your traffic will come from.

In fact quite a few people only promote on YouTube. But we want to go for the gusto and get everything we can out of this free advertising. Therefore we will promote on several video sites.

There are a few different things you can try to do to pull your viewers into subscribing to your video channel or group. The first thing everybody should already be doing is providing actual useful content in their videos. This will make people actually want to watch your videos, go tell their friends about them and in the long run get more views, subscribers, and traffic.

The next best thing you can do is actually ask for your viewers to subscribe. You can do this at the end of your video or even in your videos description. Just give them a subtle nudge by telling them to subscribe if they like your videos.

The next best thing you can do is get people added to your friends list. There is a very easy way to do this but it requires a little bit of work on your part. However once you have got these people to join your friends list you can send them a message. Yet another list of people to promote to.



The easiest way to get friends other than ask them to add you is to add them yourself. When ever somebody comments on your videos or shoots you a message simply click on their user name. You will be brought to their profile. From there simply click the add friend link.

You can also put your add friend link in your video descriptions. To do this simply logout of you YouTube account. Then copy our add friend link and paste it in your description. These links however can be fairly long. You can use a service like [TinyURL](#) to shorten them up a bit but like we stated before it may reduce the amount of clicks you receive.

One last thing you should do before we wrap up todays lesson is make a play list. Your play list should consist of all of your videos as well as other videos in your niche that you found useful. This will make your YouTube profile more like a hub for your niche.

If you add popular and useful content that others have already made to your group, channel, or profile the less likely they are to leave your profile to look for more videos. This will increase your exposure and at the same time keep your visitors on your page longer. Giving them more of a chance see your URL and to visit your site, join your group, or subscribe to your videos.

Now that you know how to get more subscribers, friends and most importantly start building a good list of YouTube users to promote to, we can put todays lesson to a close. But make sure you keep your eyes open for our next message. Tomorrow we will be discussing how to use comments and bulletins to grab yourself some immediate attention.



Comments, Bulletins, And More Views Oh My!

I could not think of a better time to start covering how to use comments and bulletins to grab yourself some immediate attention. Both of these methods can be very powerful to get some quick views on your videos. However they do not really last much for the long run.

The first thing we will touch on is using comments to get yourself more video views. This is a very simple technique and as long as you use it correctly it can really help your videos out a lot.

So basically what we are looking to do here is advertise you and your videos in the comments section of related videos. This way we know that the reader is already interested in your topic. However you do not want to sound too spammy and you cannot use links in the comment sections on YouTube.

So what you need to do is this. Watch other people's videos and ask a question, compliment them, or argue a point. Then tell the reader if they want more information on monkey farming or whatever your niche is to check out your videos. This lets the reader know that you have more of the information that they are seeking on your profile.



Posting comments isn't really rocket science. You just have to come off as knowledgeable about the topic and tell them that you have more information for them. You can even throw in a call to action by telling them if they want more info about your niche that they need to watch your videos.

Bulletins are another good way to get some immediate results. Not to mention it gives you a chance to use that friends list of yours. So if you have something worth while to tell your list then send out a bulletin.

Not only will all your friends see it though. By default YouTube has it set so all bulletins that you receive are automatically shown on your profile page. So treat your bulletin like an email to your list that will be automatically be shown on their site.

First off make sure that the title stirs interest or even better yet curiosity. This will help you grab more eyes and in the long run get you more visitors to your videos and website. Make sure that the body of your bulletin gives some useful info but does not tell the whole story.

This way the reader will have to watch your video to finish what they started. People have a natural tenancy to finish something that they have already started, so make them aware that they have started something and they need to see your video to finish it.

Last but not least make sure that if your bulletin is about a specific video make sure you attach it to the bulletin before sending it out. This way readers



can simply click on the video link and get taken right to your video's page. This in the long run will give you more views since most people will not want to search through all of your videos to find the one that you are referring to.

Well that brings today's lesson to a close. I hope today that you have realized the potential of using comments and bulletins. They can be two very powerful tools in your video marketing arsenal. So make sure to use these methods often but don't abuse them as it will hurt your reputation and lose you followers.

Tomorrow will be another exciting learning experience that you will not want to miss. We will be talking about a few new services that YouTube is offering. So new in fact that I have not seen them even mentioned in any other product before.

Both of these techniques are great new ways to get yourself and your videos noticed with very little work on your part if you really like your niche. So make sure that you keep your eyes peeled for tomorrow's email where we will be discussing video streaming and active sharing.



Some Little Known YouTube Features

In this lesson you are going to learn about using two YouTube features that nobody really even talks about. Those are Active Sharing and Streams. Both of these features are fairly new and can be pretty powerful, but there is a little work involved. But if the niche is something you are interested in (suggested) this should be very easy for you to do.

The first thing we are going to look at is YouTube streams. You can create your own streams as well as join other streams that are already going. YouTube only allows a certain number of streams to be running at any one time.

So if there are no spaces available simply join someone else's that is related to your niche. However if you are the stream creator you can have a message of your choice show up when each visitor joins your steam.

Streams are great and I believe they will just get better. There is not a huge amount of users now but there will be once it catches on a little more.

A stream is basically a chat channel. Every time you post a message and your name comes up with a thumbnail of the video you are watching beside it. You can cue your own or anybody else's videos into the play list that remains cued and playing while you chat with people.



Your video will then get added to the streams library. There is also a current on-line user window that allows others to click on your name and go directly to your profile.

So as you may suspect if you are an avid YouTuber and genuinely like to watch videos and talk about your niche then this will be an awesome tool for you.

Streams can be found and made [HERE](#).

The next thing you are going to learn about is Active Sharing. This feature is another great way to get yourself out in front of people who are looking for videos like yours. So at best if you like to check out videos related to your niche you can bring in some good targeted traffic. At the worst you will end up getting un-targeted hits to your videos.

The first thing you will have to do is enable active sharing on your account. Once this is done it is time to start looking through videos. Hopefully ones that you are going to ask the owner to use so you can brand them with your sites URL and redistribute them on all the sites you have signed up for earlier in this course. Don't worry however because we are going to make the submitting to all those sites really easy tomorrow.

While you are watching these videos it will show an “also watching now” section under the video. Your user name which is linked to your profile will be displayed in that section under the video you where watching for thirty



minutes. This is where it also helps to have a user name that is related to your niche.

It will also display a section about what you are watching on your profile so others can visit your profile for video recommendations. Just another way to get people to view your profile. Now you can tell why it is just as important to put links in your profile as it is to brand the videos you post.

To activate active sharing go [HERE](#).

Note: At the time of writing this Active Sharing must be enabled every time you log on.

Well another days lesson comes to a close. Hopefully you start using these great new tools that YouTube provides for you. If you an active member of your niche as well as a leader the results will really show.

Submitting Your Videos The Lazy Way

This lesson alone will save you a ton of time when it comes down to submitting your videos. In this lesson we are going to learn how to use Tube Mogul. However there are some better video submitters available but you will have to pay for one of them. Most of them will not supply stats like TubeMogul either, they will only submit your videos. I have not found any other service that will do all that TubeMogul does without a price tag being



involved.

Tube Mogul will submit your videos to thirteen video sites across the Internet. However a few of them may not want to post your videos if they are on a topic that their audience may not like. So don't be surprised if one of them emails you and says that they denied your video. Just remember to not submit similar videos to that site.

Remember that list of sites I recommended that you sign up for in chapter 2? Now it is time to use it.

So to start go to [Tube Mogul](#) and sign up for an account. They just want the basic information most sites ask you for. After you are done simply check your email and do any kind of confirmation that they ask of you.

The site actually makes money from those who allow them to do a little advertising in the end of the submitted videos description although you can turn that off. To do so simply go to “my account” and take the check mark out of “Allow Tube Mogul Metadata”.

The next thing you will want to do is choose a video to upload. So obviously you are going to click on “Upload A Video”. From here simply click on browse and select the video you would like to upload. Now click the upload button. A form will drop down below to fill out the videos information while it is uploading to Tube Mogul.

After you are finished filling out the form and the video upload is done, go



ahead and click the other upload button located down below the form. Now it will bring you to a list of sites you can submit to. For the first video try and submit to them all. So take your user names and passwords that you wrote down a week or so ago and start filling out those fields.

If a site denies your video just remember to not submit similar videos to that site again. You will get a few warnings before they delete your account so use them sparingly. After you finish this form click the launch button and your videos will be submitted.

Some sites require that you have a limit on your description to so many characters. Simply comply with these limitations and then go back to at least YouTube and put in a longer description. If you want you can also choose the more options link next to each site category and customize the category the video will be submitted to.

Tube Mogul free accounts get 150 video submissions a month. Each site for each video counts as a submission so there is yet another reason to un-check sites that may turn down your submission. You should definitely make use of the stat feature in your Tube Mogul account. It is filled with your videos traffic stats as well as reports that you can export, email, or even schedule reports to be delivered to you via email on a daily or a weekly basis.

You can also track competitors or friends videos and group videos together to see a comparison their stats. It is just another great tool to track how well certain things work out so you can learn and replicate other peoples success for your personal gain. You can even use it to gage how good your video is



doing next to others.

If you are looking to actually go and buy a video submission program, I would have to recommend [Video Post Robot](#) which submits to thirty sites. It supports submission to a lot more sites than Tube Mogul however it does not offer any kind of stats like Tube Mogul does either.

Hopefully Tube Mogul will get more sites added to their service. If you really like the stats feature but still find yourself limited by the video deployment restrictions, you can always get a paid account and bump it up to 2500 per month.

So now ends another good day of learning about video marketing. Today's lesson should save you a lot of time when it comes to submitting your videos. Although you may find yourself having to take some of your earnings and invest in a submitter that works with more sites.

Just keep in mind that each of these sites is a link back to yours. So every site that you submit your video to makes a difference.



Once You Go Black Hat You Will Never Go Back

Are you ready to get down and dirty. We are going to cover a few black hat YouTube tactics. These tricks are the same things that many big name companies do to get their videos to go viral. Most viral videos are not simply born “very successful” they were made that way.

Millions and millions of people visit YouTube everyday. Of those millions how many do you think will search for your videos niche? Probably just a small fraction of them. Not everybody goes to YouTube looking for the information your videos provide.

However there is one place that a hell of a lot more people do look. In fact I would be willing to say that the majority of YouTube users check it out every time they login. That's the videos tab. This tab shows the top 20 videos on YouTube at any given time.

So if you can get your video to show up there you are no longer a needle in a haystack full of that days video submissions. Now you are one video out of only 20. Your odds look a whole lot better if you can get your video on this page don't they. So let's see how we can get your videos on that most watched leader board.



There are a few ways that you can go about accomplishing this. Many may consider this using black hat techniques. It really would be called that but there are no real set rules saying you cannot do anything we are going to discuss. So there really should be no harm in using these techniques and it would be safe to label this as gray hat techniques.

It all starts with a good video. It is said that a good series of videos all released at the same time is the best. This is so you can post them all with unique tags so only the other videos show up in the related videos section. Then video one gets pushed onto the leader board, then on the second day you can get the second part of the series to go viral, and so on. You can do this if you want but we will focus on just using the one video at this time.

So we have already established that you want your video to show up on the most viewed page. But before talking about how to get it there lets talk about a little bit of the planning that is involved first off. To get the absolute most out of this you want your video to stand out from the other 19 videos you are sharing the page with.

So at this point it all has to do with your title and thumbnail image. Your title can be changed a unlimited amount of times. So when first starting out you may want to give your video an eye catching and interesting title. Preferably make it spark peoples curiosity. Then you will have people itching to click on your video.

It can even be a little misleading as it is not going to stay this way. People seem to be drawn towards phrases like "exclusive," "behind the scenes," and



“leaked video”. We can just do this in the beginning for a little more pull. After your video is getting lots of views you can put the title back to something more related to the product or niche.

The next thing that you need to do is make sure your thumbnail is attractive. As you may have noticed videos with thumbnails of almost naked women seem to always get 100,000+ views. So having the right picture alone can be a big factor. At least make sure that your thumbnail has a person of some sort in it.

Using these techniques should help get your videos more pull and make them stand out from the other 19 being featured with you. But first we need to get your video recognized. There are a few different things you can do to accomplish this.

Your video traffic has two days to get high enough to make the daily most viewed list then it goes onto the weekly most viewed list and then to the monthly most viewed. Lets start with a dirty little trick you can use if you already have a site or sites that are getting lots of traffic.

With this method you will have to make sure that your video does not have sound. When you create your video make sure that you use a watermark of the sites URL and put the site URL in the metadata if the option is available. Now simply go and upload your video to YouTube.



Now you have to go and cloak the video into your current site. Simply go to the footer or the bottom of the site. Now you need to embed the video in an iFrame. To do this simply use the code below.

```
<iframe src="VIDEO URL" width="0" height="0">  
  <ilayer src="VIDEO URL">    </ilayer>  </iframe>
```

Note: Make sure that the website you are loading in the iframe does not have a video or sound that autoplays.

Now make sure to check that your site is displaying properly and that the video does not show up. Also check from time to time to make sure that your video views are going up as well. Now all you have to do is sit and wait as your views start flooding in.

This will help you get in the most viewed category, however there are additional honor pages for most commented and subscribed to. To get into the most subscribed you will have to provide content that others will want to see more of and simply ask for them to subscribe to you.

As for the most commented there are a few things you can do. The first of which is to have a conversation with friends discussing the video on the comments section. You will see that others will soon join in. You can also start a heated argument.



Even if it is between yourself and the other yourself. Just make a few alternate accounts and go back and forth arguing about the video and its contents. Once again you will see people take sides and start commenting back.

When doing this do not feel afraid to delete peoples comments. We don't want to have a negative argument about the brand or product. We simply want to start a heated discussion. People jumping in and slamming the product / brand or promoting something of their own will hurt your sales. We don't want somebody's negativity to taint other peoples opinions.

But what if you don't have access to sites with that kind of traffic? Well there are a few other things you can do if not. However you can buy some programs that we will talk about later that will make this a whole lot easier. If you choose not to use one this is going to take you a little bit of work.

The first thing you can do if you don't have access to the traffic is to buy it. Simply find owners of blogs and pay them to post your embed videos. Remember that this does not break any of YouTubes rules.

The next thing you can do is start threads on forums about the topic. It will also be wise to make a few accounts on each forum site and start up the heated conversations again. This may take a little bit of time at first but most likely others will join in and start arguing back and forth. If you can get some friends to help you do all of this the effect can be huge.



The next thing you can do is leverage MySpace. To do this simply find users that are getting tons of views. Many of them will actually be in friend adder rings. Simply do a search for “MySpace friend adder” or “MySpace train” and you should easily find a good handful of these sites. Now add these people as friends and post a comment to their profile. In the comment simply embed your video in it. Now all of that persons visitors will see your video.

Another thing you can do is leverage FaceBook. It is a lot better if you have a current account and a good sized friends list. You may even want to announce the video a few days before putting it out. Then post your video to FaceBook Video with a link back to the original YouTube video. Now send a note out to all your friends.

Take advantage of all your email lists. So if you have email lists of any kind that relate or would share an interest in your video send them out a message. If you don't have any email lists then it is a good time to sign up for some safe lists. This is a fairly quick way to get an email out to tens of thousands of email boxes. Since you are offering a free video it will not be to hard to get people to open your message.

Yet another thing you can do is post your video on popular news sites like Digg, Furl, etc... These sites get really good traffic and if your video is at all interesting you should get some good hits. If you need you can even make multiple accounts and keep digging your article to get it even more attention.

While you are at it you can even go and make some posts on Craigs List under an appropriate category. As long as you don't spam them to hard your



messages should stay up since you are not exactly trying to sell them something.

Lastly get a hold of your friends and family or anybody else you know that likes to watch videos. Ask them to watch it and send out an email to all of their friends and so on and so forth. You can even ask the people you have on email lists or talk to on social networking sites to help out and do this for you as well.

Now the above can be quite a bit of work. There is however a little easier way. We are going to discuss a few tools that will help you achieve all of this a whole lot easier. Most of these programs will give you a free demo so you can check them out for yourself.

The first program we are going to touch on is [YouTube Friend Bomber](#). This program basically leverages having a huge friends list. It will extract peoples ID's from YouTube pages and then allow you to send out a friends request to them. You can even get targeted friends by only using pages what have videos related to yours. Now you have a huge list to message like we discussed before.

I have saved the best for last however. The second piece of video software is Tube Automator takes care care of getting your video tons of views in just a few clicks. This fine piece of software will create tons of accounts for you and all you have to do is type in the verification coded.



This program is the quick way to get your video featured in both the most discussed and top rated sections of YouTube. Once this is done your video will get a huge amount of page views making it very easy to land your video in the most viewed lists.

Best of all it makes all the posts with random delays and from random proxy servers so it looks like your video is being seen and commented on from around the world. You may also choose your own user names or have it make them for you automatically. There much more to mention about this cool program but you will have to check it out for yourself.

[Tube Automator](#) is exactly what every serious video marketer needs.

So this wraps up our black hat lesson. Hopefully your mind is buzzing with things to try out.



Spicing Up Your Videos To Grab Your Visitors By The Eye Balls

In this final lesson we are going to cover how to spice up your videos to make them look unique and grab your website or blog visitors attention. I am sure that by now it is to your benefit for your videos to look appealing to your visitors. People are already starting to get a little desensitized to video. I know it sounds kind of obscure but let me explain.

Me, you, and everybody else knows that video is hot right now on the Internet. So more and more videos are published every single day. This is why we need to make your video more visible. Videos are a dime a dozen. So it is easy to just not hit the play button on every one you run across.

So when it comes down to your website viewers you cannot use tags, titles, etc. to your advantage. You have to make your video shine! It needs to really stick out from the background. Most importantly it has to grab the visitors attention and make them want to click the play button.

One way of getting this effect with your videos is to include a caption under them. Many people will look for captions telling what the video is about just like most everybody does with pictures. Try putting your video in a simple table so you can line your text up neatly underneath it.



But the better way to accomplish this task is by skinning your video. It was brought up a lot earlier but not really discussed to in depth. So now seems like the right time to add another tool to your video marketing arsenal.

There is not a whole lot to describe about it. So we will give a brief explanation of how it works and then just let the skins do the talking. To start off you can visit their site at [My Video Skinz](#) and sign up to get two free skins.

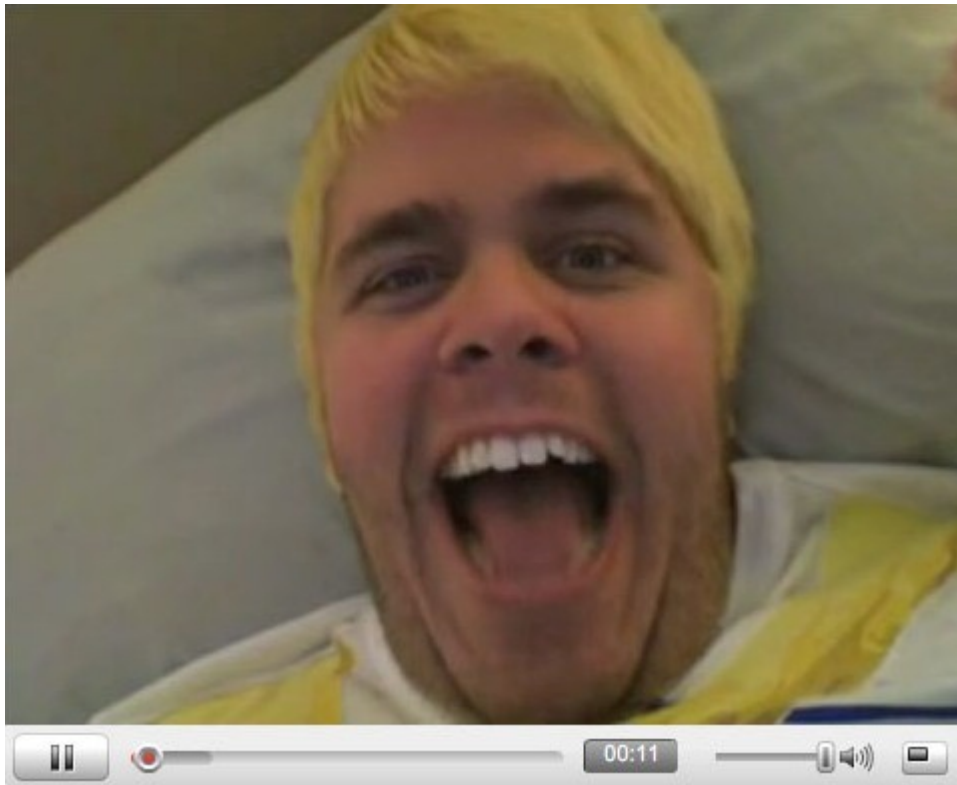
Once you get the package you can do some tweaking and personalizing to these video skins to better suit your liking. This is all done with some easy to follow instructions. You are able to personalize the captions at both the top and bottom of the skin to make it reflect on your video or company. After the customization is done it will all be saved to a html file.

From here all you have to do is copy the chunk of code from the body that shows the skin. From there the files are copied over to your site and the code is simply placed on your page and the middle image replaced with your videos embed link. This all takes about five minutes from start to finish after you have at done it the first time.

So lets take a look at what SkinMyVideo can do for you. This first video is just a normal YouTube video that I decided to use for this explanation.



Just the same old kind of video you are used to seeing all over the Internet.



This video really does not look like anything special. No matter how bright and yellow the guys hair is people will still skim right on by the video. It looks just like every other video on every other website out there.

Remember you want to make yourself different from all the rest. You want to stand out and grab peoples attention. Being the same as everybody else is boring. Not only to you but your visitors as well.



Now lets take a look at the same video after it has been skinned.



A huge difference isn't it. Now can't you see what I am talking about when I say it stands out from the rest of your site? Not only will this get more plays on your videos it will also stop skimmers dead in their tracks.



You can just imagine the people that would normally just scroll through your page stopping when their eyes catch a glimpse of your attention grabbing video. Then they click the play button out of curiosity and suddenly you just pulled them right into your sales letter or squeeze page.

As you can see this is a very powerful trick to use. It will keep visitors on your site longer and we all know the longer they stay the more likely they are to pay. But not only does this give the product the second chance it deserves. It is also a very good way to gain trust with your visitors.

So if you are interested in harnessing the power of Video Skins then head on over to [My Video Skins](#) and get yourself the complete set of skins.

So now your training comes to an end and your new journey in video marketing has just begun. Remember to come back and read this guide again whenever you have a question or simply forgot one of the lessons.

In closing I want to remind you that YouTube and other video sites can not only drive tons of visitors to your site. It also gives you a chance to display and demonstrate your product to the masses in a way you could not do by your self.