

No Cost Income Stream Blueprint

Part 43: Video Marketing - Free Tools

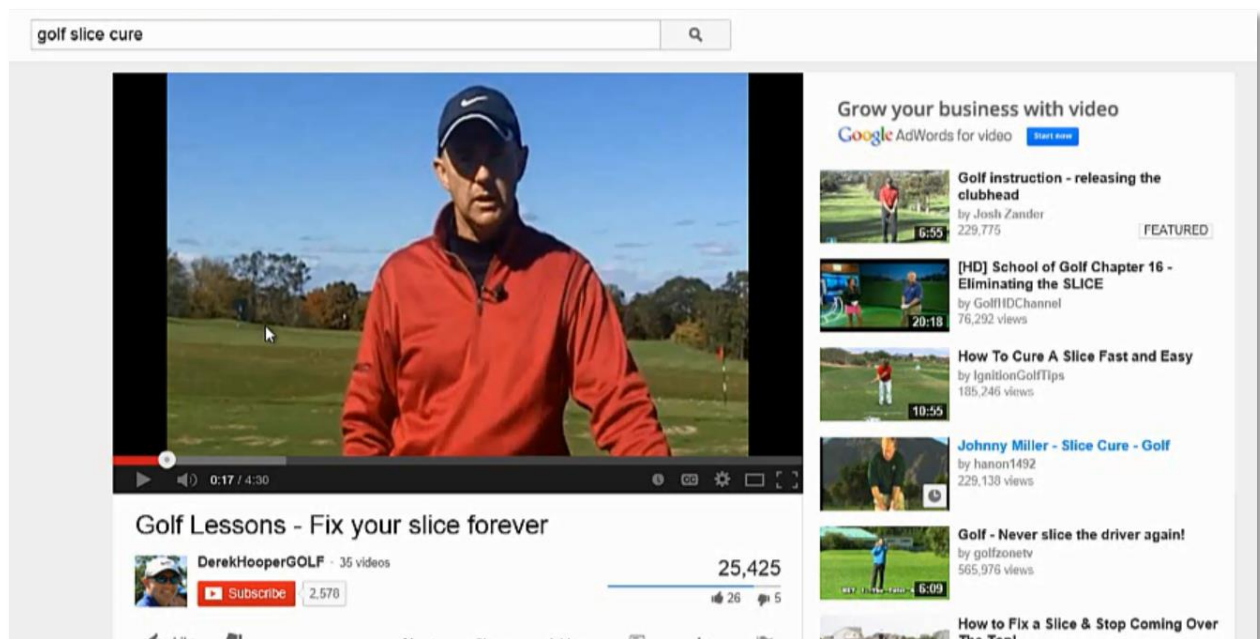
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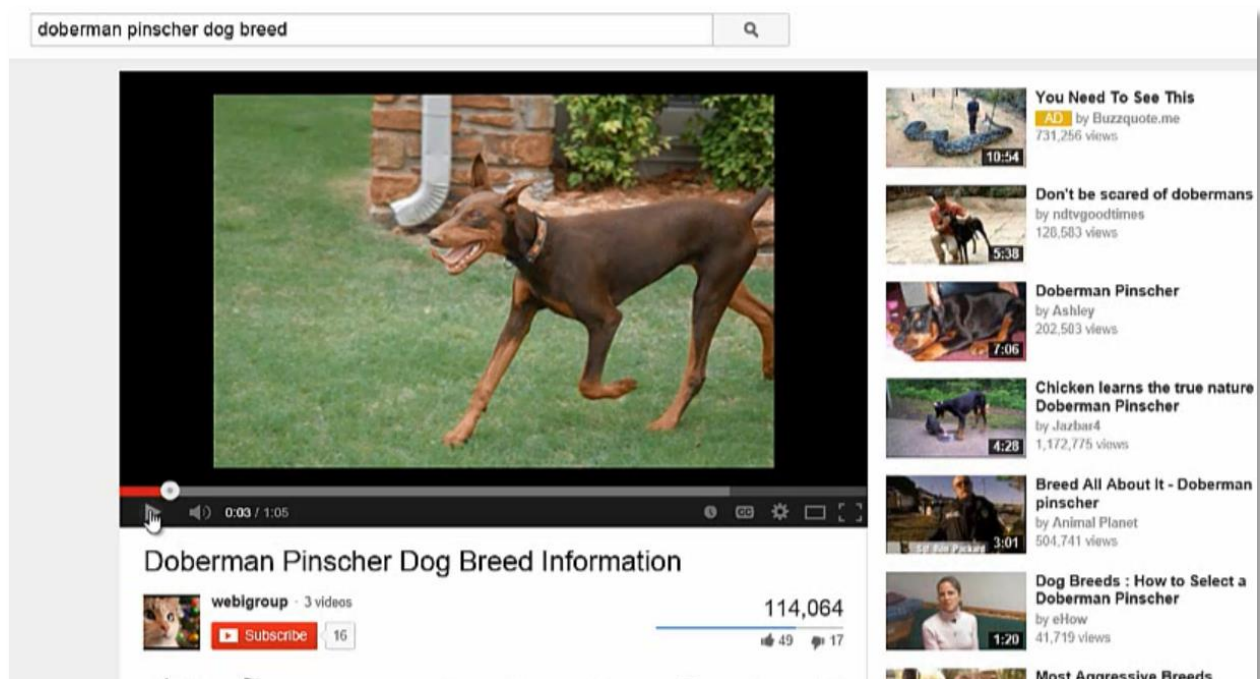
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In this lesson, I want to show you several different types of videos you can use for your own products or to post on YouTube for your marketing. In this video example, someone is talking about how to improve your golf slice. **It is a typical video with a camera in front of them.** In order to do this for free, use your own digital camera or cell phone. You can borrow those items or a video camera from a friend.

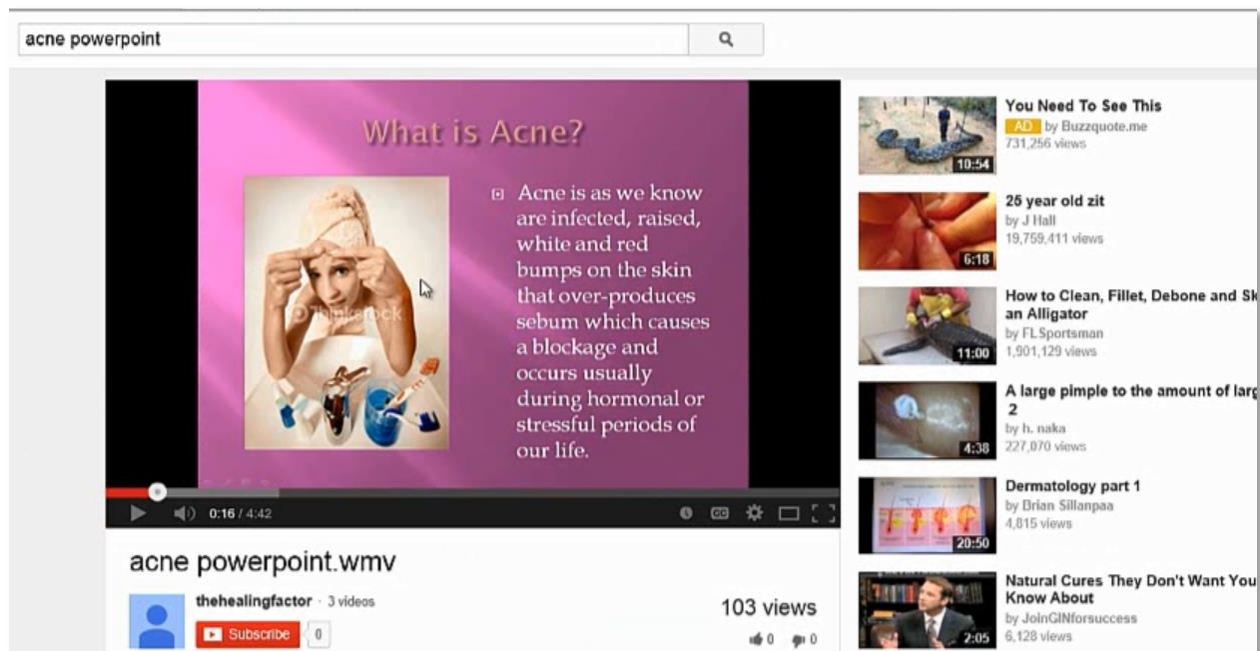


Set up a tripod or have someone assist you. They can hold the recording device while you are talking and discussing the topics. This is a simple and effective way for you to share information if you are knowledgeable on the topic. It is also a good way to give demonstrations. You can do well with this type of video.

A similar type of video is of pictures that are rotating. They are basic photos and there is a voiceover. In this example, it is a PLR article that is being read. This could be an article that you wrote about your niche market. Notice it is only 1 minute and 5 seconds long. It has 114,064 views. It took so little time to produce this little video. You can get an idea of how do this very basic audio in the background. It is easy to do.



Another style of video you can create is very traditional. **This is creating a PowerPoint and then you talk and expand on what is on those slides.** For this type of video, you can use a headset with microphone. You can use screen capture software. We will discuss those in a moment. That is what these look like.

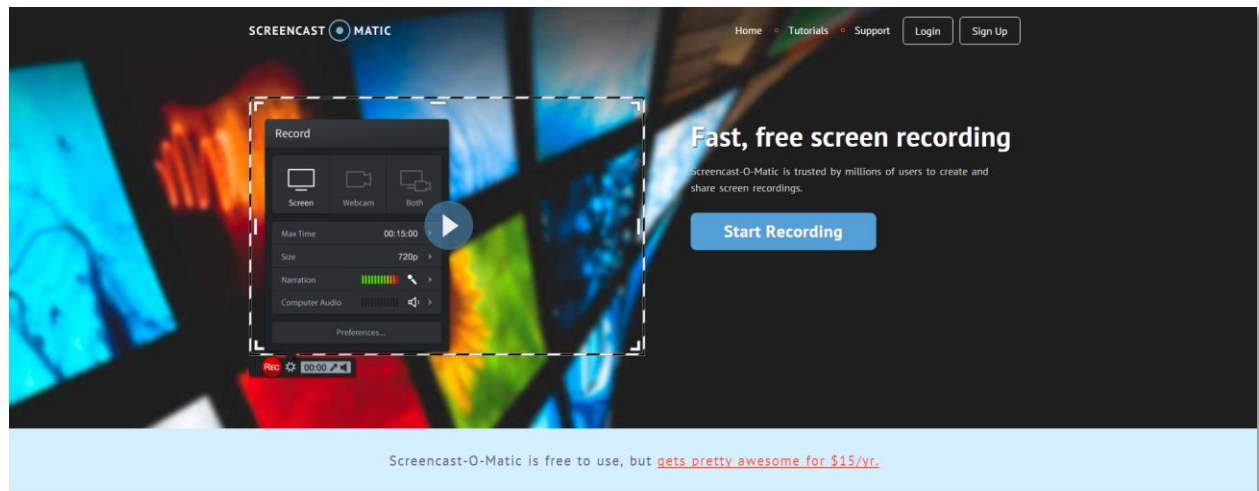


These are the 3 styles of videos. Once you decide on which one you want to produce, it is time to go after it and start recording. We are going to talk about screen capture videos for our product and for our marketing. For this example, there are a few free software programs that you want to consider using.

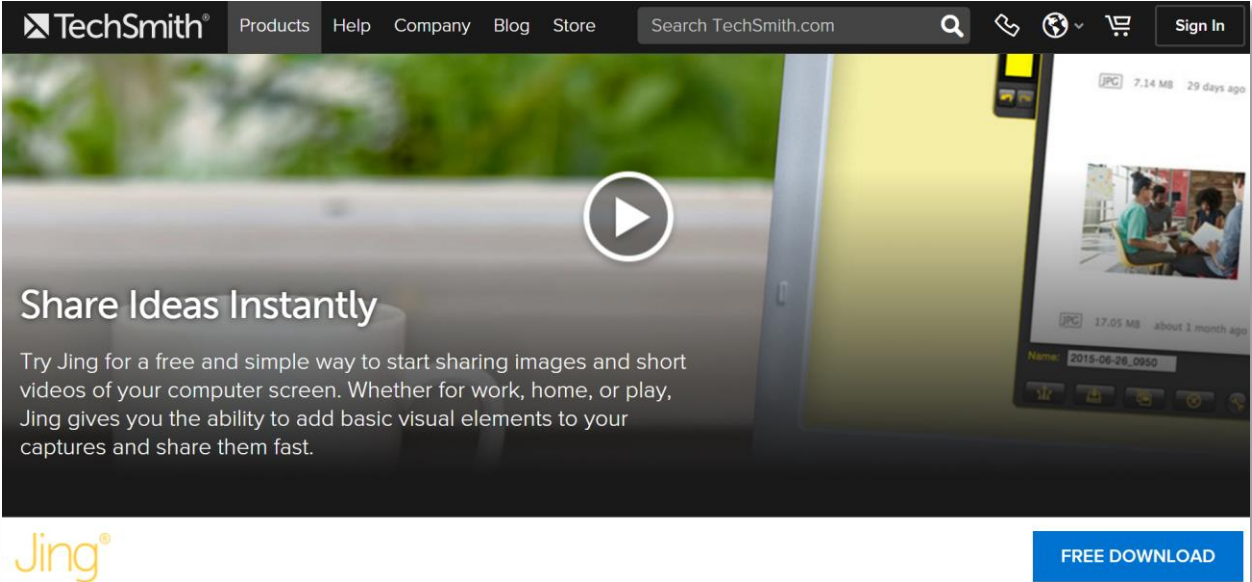
The first one is www.camstudio.org. Keep in mind that this doesn't work on Windows 8 or editions released afterward.



It does work on Windows 7, XP and Vista. There are several other options you can use if you are on a MAC or using Windows 8. One of them is www.screencast-o-matic.com which is free. It is easy to sign up. Create an account and login to get started.



Another great solution is Jing which is found at www.techsmith.com/jing.html. This is from the creators of Camtasia which is also a good program for creating videos. Camtasia does require money but they do offer a free trial you can consider. For Jing, go to Start Recording and it will bring up an option for you to run it in your browser. That starts the recording process for you.



The image shows a banner for the TechSmith Jing website. At the top is a dark navigation bar with the TechSmith logo, links for Products, Help, Company, Blog, and Store, a search bar, and icons for a phone, globe, and shopping cart, along with a Sign In button. The main banner features a large play button icon over a blurred background of a laptop and a tablet. The text 'Share Ideas Instantly' is prominently displayed. Below it, a paragraph describes Jing as a free and simple way to share images and short videos of a computer screen. The bottom of the banner includes the Jing logo and a blue 'FREE DOWNLOAD' button.

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Share Ideas Instantly

Try Jing for a free and simple way to start sharing images and short videos of your computer screen. Whether for work, home, or play, Jing gives you the ability to add basic visual elements to your captures and share them fast.

Jing® **FREE DOWNLOAD**

There is also the option to download and install the software directly to your computer. Then you will have it for you to open up and use if you want to. Jing offers tutorials on how to use it and how to work with it. Those tutorials are very good and they walk you through the process of using the entire software from start to finish.

All of these are free tools. Once you make some money, they do offer a paid version that you may wish to upgrade to. For example, even though ScreenOmatic is free, the videos are branded with their info. **That isn't a deal breaker when you first get your content out there.** The \$15 fee per year for the paid version to have that removed though is a good idea once you make some money.

In the next lesson, we will go through the process of creating a video from start to finish.

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4) [AWeber List Hosting/Management](#)

(The paid hosting options are not required for this No Cost Income Stream method, but if you can afford it they are highly recommended for the long term success of your business.)

5) [Push Button Marketer](#) - Automates tasks like email, writing, creating websites, checking stats, blogging, website maintenance, posting ads, research, product reviews, and so much more.

Recommended Websites:

Eric Holmlund – www.EricsTips.com

Paul Counts – www.PaulCounts.com

Jeff Wellman – www.IMSuccessTips.com