

No Cost Income Stream Blueprint

Part 47: Video Marketing - Screen Capture

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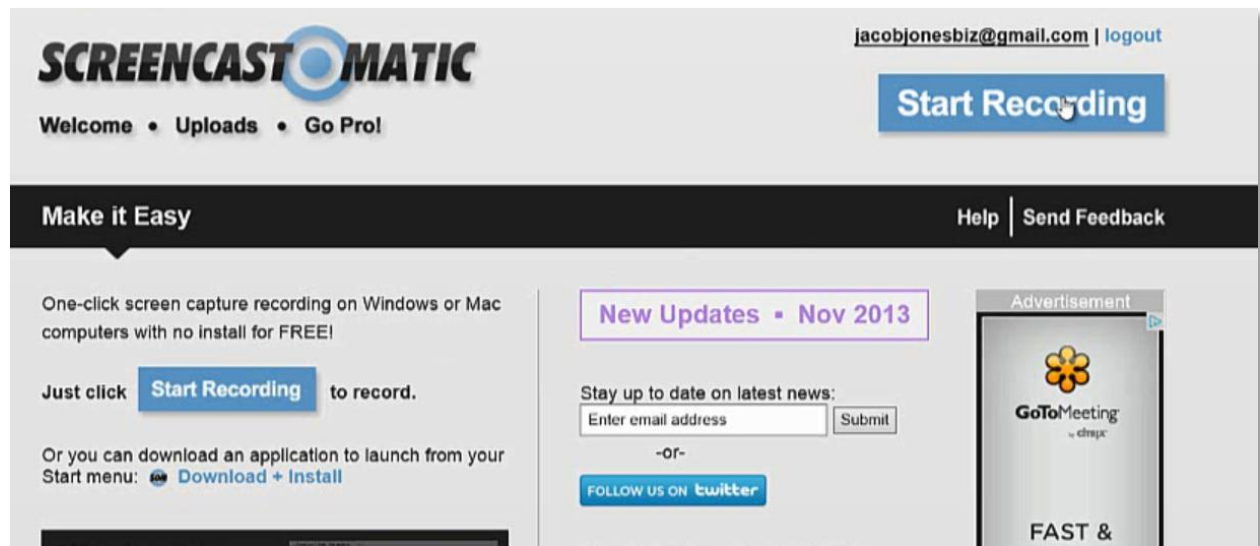
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In this lesson, we will show you step by step how to record your PowerPoint with www.screencast-o-matic.com. This is the same process whether you are creating videos for your own content or your own video marketing strategy. Log in to www.screencast-o-matic.com. You should already have an account if you have been following the steps in the previous lessons.

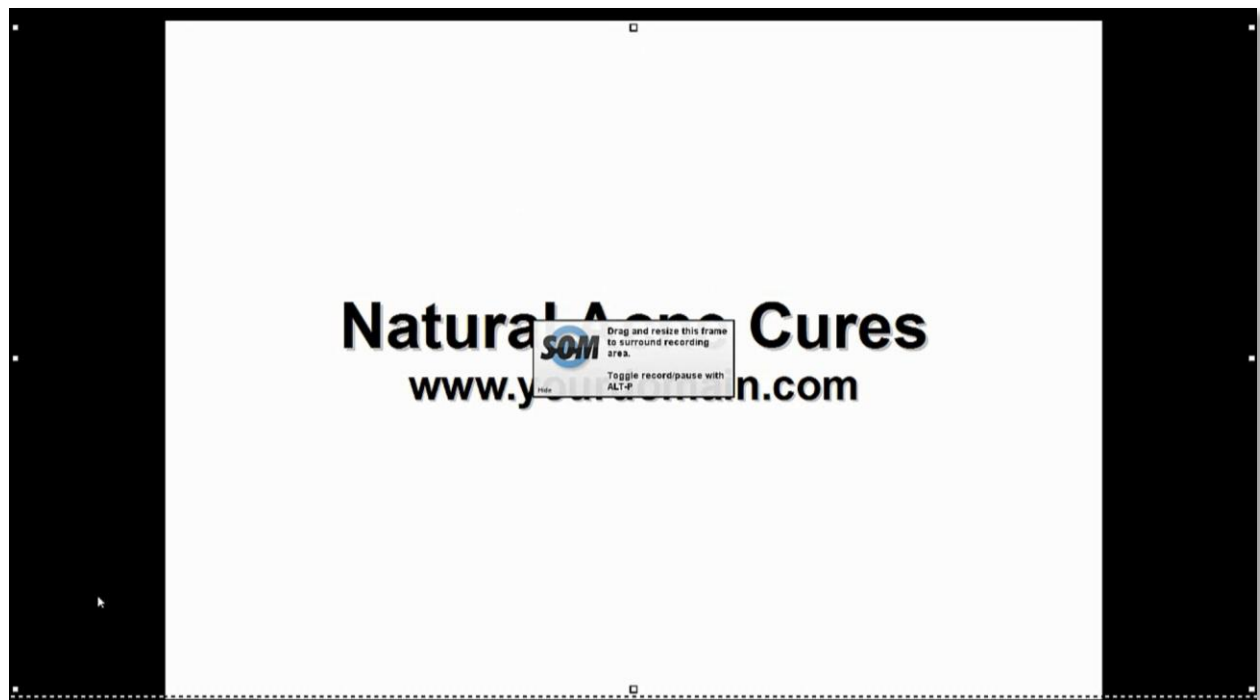
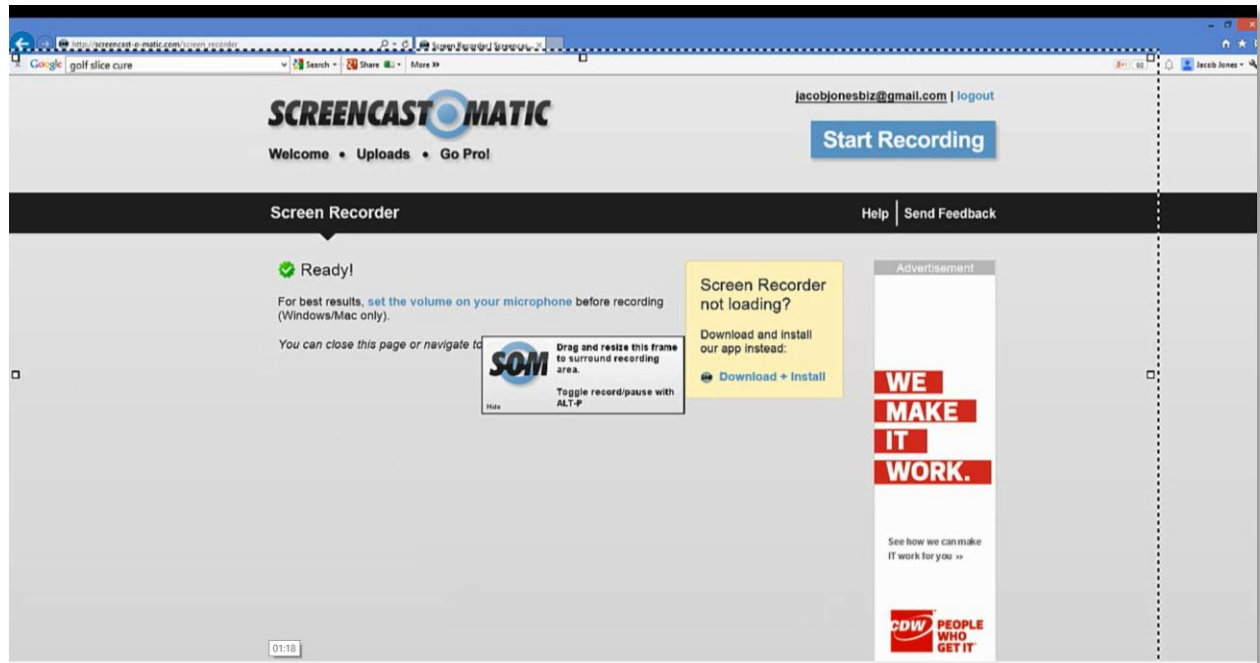
If not, you need to take a moment to create an account. **You can also download the program directly to your computer.**

The screenshot shows the homepage of the Screencast-O-Matic website. At the top, the logo "SCREENCAST-O-MATIC" is displayed in a bold, sans-serif font. Below the logo, the navigation menu includes "Welcome", "Uploads", and "Go Pro!". In the top right corner, the user's email address "jacobjonesbiz@gmail.com" is shown, along with a blue button labeled "Start Recording". A dark horizontal bar with the text "Make it Easy" spans the width of the page. Below this bar, the main content area is divided into two columns. The left column features the text "One-click screen capture recording on Windows or Mac computers with no install for FREE!" followed by the instruction "Just click" and a large blue button labeled "Start Recording" with the text "to record." below it. Further down, it says "Or you can download an application to launch from your Start menu:" followed by a small icon and the text "Download + Install". The right column has a purple-bordered box with the text "New Updates - Nov 2013". Below this is a section titled "Stay up to date on latest news:" with a text input field labeled "Enter email address" and a "Submit" button. A separator "-or-" is followed by a blue button that says "FOLLOW US ON twitter". At the bottom of the right column, it says "Help spread the word about SOM" with social media links for "Tweet" (3,619) and "Like" (46.5k). A small video player is visible in the bottom left corner, showing a "Start Recording!" button.

Then it will open up for you when you click on it. Click on Start Recording. You will get a pop up from Java that asks if you want to run that application. It will let you know when it is ready to go.



You will notice that I can size this within the window of my browser. I am going to open up my OpenOffice Impress and select slide show at the top. I am going to drag this box around here to record everything that is on my screen. You will notice here that there is a record feature and you need to select it. **Once you select it, the recording begins.**

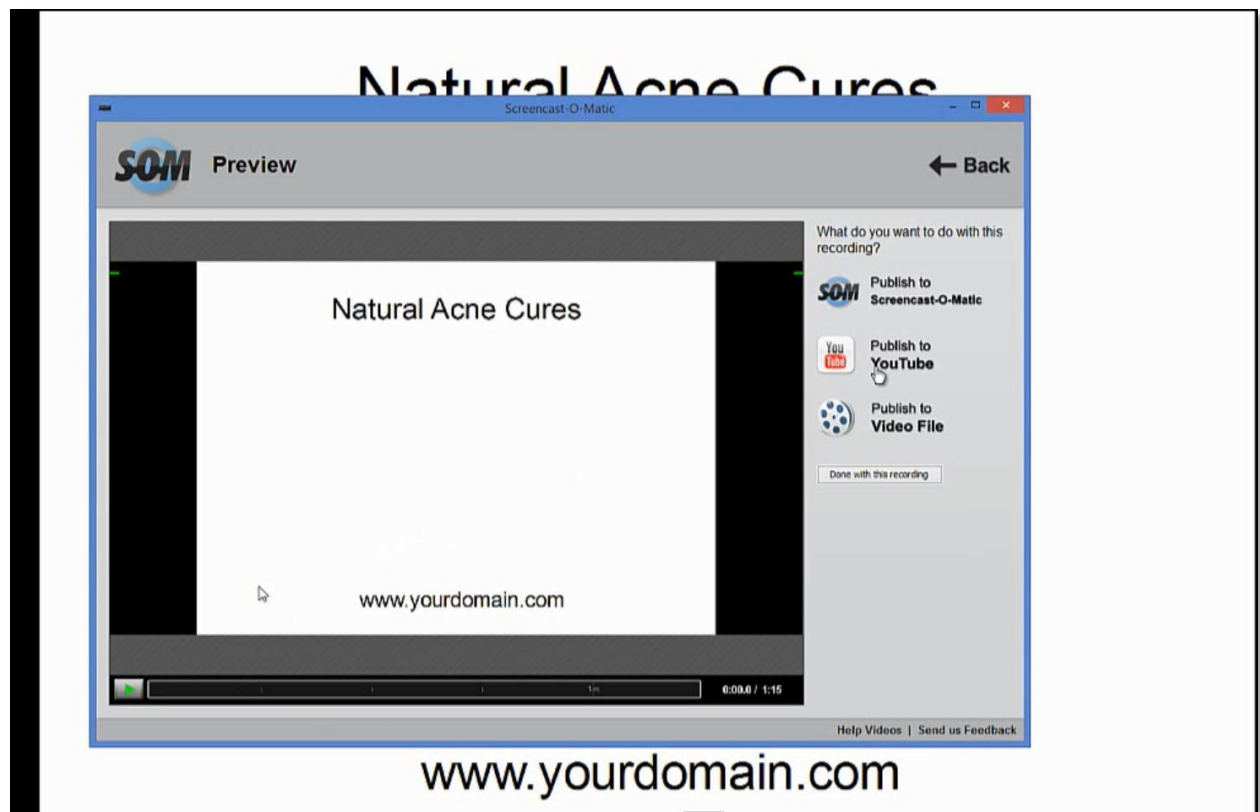


You can use this process to read what is on your slides and it will record your voice. **Don't just read from your slides. You need to have good voice influx and emphasis.** As far as the microphone goes, you don't need a fancy one. I use a Logitech USB headset. Again, that costs money, and that goes away from the system here which is No Cost Income Stream.

You can use a gaming headset, you can use your laptop or desktop computer with a built in microphone. You can borrow a headset. If you don't use a headset, make sure you are close to your computer. That will maximize your sound quality. You also need to remember to minimize any types of background noise while you are recording.

Save your recording when you are finished. You will have three options:

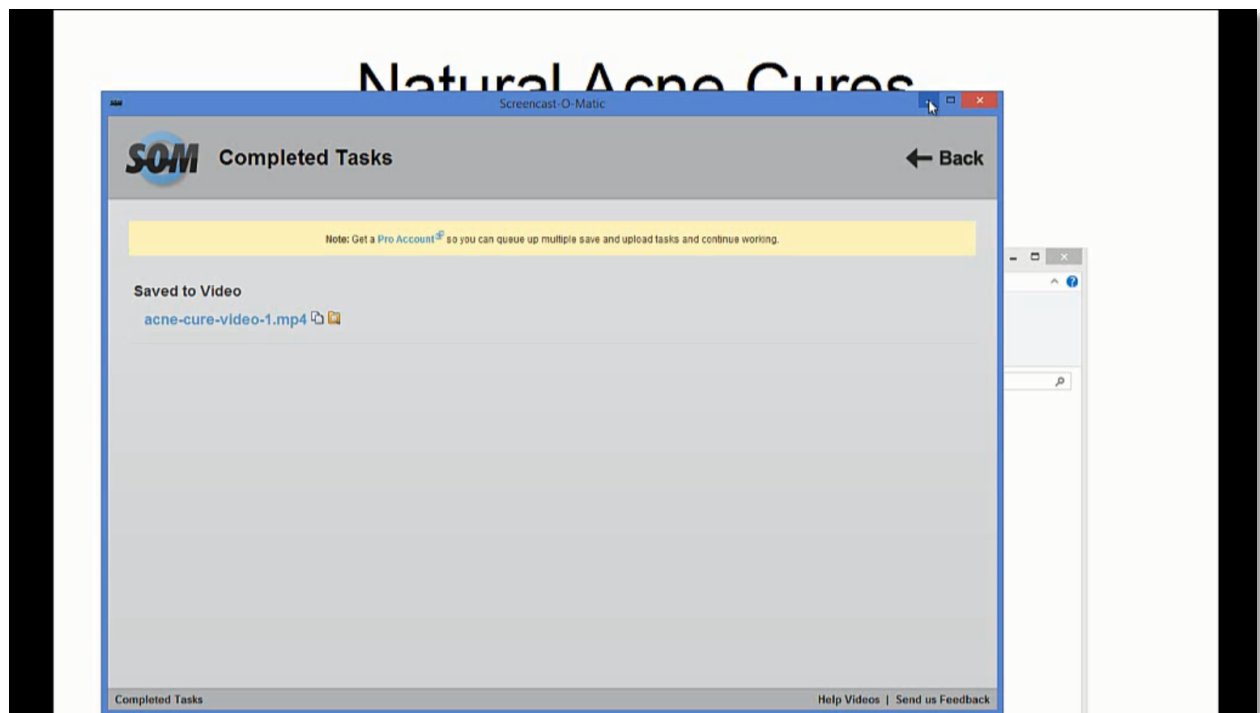
- Publish to Screencast-O-Matic
- Publish to YouTube
- Publish to your computer video file



The preferred method is to publish to your computer. You can pick the format. I personally like MP4. It is easy to work with on both PC and MAC. I am also going to select the size. I like HD size. Then select Save Video and save it into a folder on your computer. Name it what you want and then Save. It will take a bit of time for it to save from this free platform.

There is something to keep in mind if you want a few more options. If you want to download multiple videos and such. You can pay for the \$15 per year option through Screen-O-Matic and it will work faster. It will also remove their name from your videos. Again, this is all about free methods. We don't recommend paying for the service until you see some profits.

Ideally, we do recommend that you do buy it when you can. However, that is completely up to you.



Once it has been saved, you can access the video with audio from your computer. One other thing I want to point out with Screencast-O-Matic is that it is a completely free software. You are limited in space. **You are limited to videos of 15 minutes.** That is fine, you can have 4 to 5 short videos instead of one long video.

This is how you create your videos. Now that you have it saved on your computer, you can upload it to your YouTube account. Then you can start generate traffic to your website and start getting more exposure. You can also take that content and upload it as content that you use for your very own information product if you choose to do that.

Special Bonuses:

1) How to build a real Internet business (Thousands of people have taken this free course and succeeded!)

[Click Here to Get Your FREE Bonus Lessons](#) (\$197.00+ Value)

2) \$100/Day Complete Video Series for FREE - [Click here](#)

3) FULL TIME Income from PLR - FREE download - [Click here](#)

Resources for you:

1) [Coaching for Success Online](#) – Coaching from three real-life marketers, and the reseller content for you to start selling right away!

2) [Domain registration](#)

3) [Web Hosting](#)

Coupon Codes:

TAKE25PERCENT (25% off your entire first bill. Hint: prepay for a year or two and lock in the savings!)

HOSTINGSECRET (\$9.94 off)

REALRESELLER (\$24.94 off reseller account)

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