

No Cost Income Stream Blueprint

Part 42: Video Marketing - Creating Topics

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This is part #3 of the No Cost Video Marketing system. In this lesson, we are going to discuss creating your video topics. It is time to brainstorm and write down topics for your videos. At this point, you should have selected your niche market. You should have selected an affiliate program that you can generate income from.

We are going to get out there and start creating videos around those topics. Remember, you can choose your own information product if you have one as well. You don't have to do it as an affiliate. A preferred method would be to send them to a sales page or squeeze page. Then you can collect their email as well and get them on your mailing list.

Get out some paper or use Notepad so you can come up with 10 to 20 ideas written down. Don't spend any money, get scratch paper or something. The entire system is about no cost strategies. You don't have to spend any money to make this work for you. Write on anything you can get your hands on. **Come up with 10 to 20 frequently asked questions in your niche market.**

To get started, look at www.answers.yahoo.com and type in a phrase. For this example, type in acne. You will come up with questions that people have related to acne.

The screenshot displays the Yahoo! Answers interface. At the top, there's a navigation bar with links to Home, Mail, News, Sports, Finance, Weather, Games, Groups, Answers, Screen, Flickr, Mobile, and More. Below this is the Yahoo! Answers logo and a search bar containing the word 'acne'. To the right of the search bar are buttons for 'Search Answers' and 'Search Web', along with links for 'Sign In', 'Mail', and a settings gear icon.

On the left side, there's a sidebar with 'Answers Home' and 'All Categories' including Arts & Humanities, Beauty & Style, Business & Finance, Cars & Transportation, Computers & Internet, Consumer Electronics, Dining Out, Education & Reference, Entertainment & Music, More, International, and About.

The main content area shows search results for 'acne'. The top result is an advertisement for Clinique.com. Below it are several questions with their respective answer counts and timestamps:

- Acne????????????????????** (49 Answers)
best product to forget about acne?!!?!?!?!
asked by [frog](#) in [Skin Conditions](#) 7 years ago ⭐ 2
- Acne!!!!!!!!!!** (16 Answers)
Whats the Cheapest Fastest way to get rid of acne.
asked by [Billy T](#) in [Skin Conditions](#) 6 years ago
- Does sunlight help in curing acne?** (10 Answers)
Does sunlight help in curing acne?
asked by [Swati](#) in [Skin Conditions](#) 1 year ago ⭐ 1
- Acne....=?** (11 Answers)
What can i do to help my acne go away?
asked by [TONY G](#) in [Skin Conditions](#) 6 years ago
- Acne??????** (5 Answers)
Why do we get acne?
asked by [goodquestion](#) in [Skin Conditions](#) 8 years ago
- Best acne solutions acne remedies?** (8 Answers)
Hey! Can someone help me with the top acne treatments out there? Does anyone know some good holistic treatments?
asked by [?](#) in [Other - Skin & Body](#) 4 years ago ⭐ 1
- Home remedies for acne?** (6 Answers)
Best home remedies for acne...how to get rid of acne naturally,
asked by [tanq](#) in [Skin Conditions](#) 10 months ago

On the right side, there's a 'Save Search' button and a section titled 'Didn't find what you are looking for?' with an 'Ask' button. Below this is an 'Ads' section featuring several advertisements for acne treatments, including X Out, Proactiv, Clean and Clear, and AcneCuresRevealed.net.

You can also look at www.ezinearticles.com. They are one of the best due to the volume of articles, the quality of the articles, and their volume of content. You can get a good idea of what people are asking and the types of interest that there is.



You can come up with the top questions in your niche. You can type in anything. For example, back pain. See what types of articles are targeted in this niche market. You can go to forums for your niche market too. This allows you to find out where people are sharing their problems and their struggles. These are the top 10 to 20 frequently asked questions. That is just a target, even if you only get 5 it is a start.

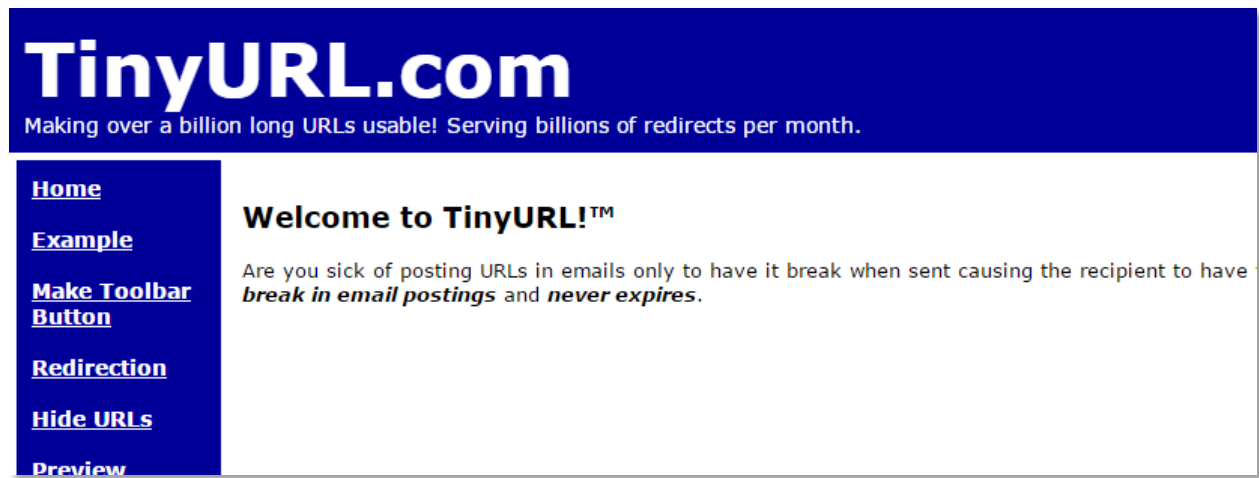
Look for information products about your target market as well. Look at Clickbank, training courses at JV Zoo for example. What types of topics are being covered out there? That information will help you to get answers. **Each frequently asked question can become a short 1 to 3 minute video.** You can take brief notes about a solution for that particular problem.

Try to brainstorm 5 to 10 reasons why your solution is better than other alternatives out there. That solution video can send them to a squeeze page or an affiliate review link.

Why does your product recommendation solve their problem? You want to go with an overview that works with the product you promote. Think of every possible solution and advantage. If you are promoting a product, review their sales page. The videos don't have to be more than 1 to 3 minutes in length. Each video should offer a slightly different angle. Try to create 10 to 15 videos on that niche market.

Create 3 to 5 call to action videos on this niche market as well. This will get more content out there. They aren't going to target questions. They are going to be a call to action that allows you to pre-sale your affiliate products. You need to have an aggressive call to action. This will help you to do very well.

Your call to action can send your visitors to your free website through Weebly or Wix. You can have a redirect to a free blog through Blogger. You can send them to a review of your affiliate offer or to your opt in. You can also use a tracking link like www.tinyurl.com. This gives you an indicator of your traffic and it shortens your link.



These links can change on you due to the free services. Test them often to make sure they do work. As you make some income, you will get your own paid domain and website so you have more control over that. Again, you don't need that to start out. Keep it free so that you can get started and see some money coming in.

The best option is to send them to an opt in through your free autoresponder. This can be set up through www.listwire.com. Give them an incentive to opt in. This can be as simple as a free PDF with other videos you have created. It doesn't have to be a full blown report that you send to them. You can send direct follow up messages. Send something free or a coupon code.

The screenshot shows the ListWire website interface. At the top, the 'listwire' logo is on the left, and a navigation bar contains links for 'home', 'features', 'about us', 'login', 'sign up', and 'support'. Below the navigation bar is a login section with fields for 'username' and 'password', and a 'login' button. The main content area is divided into two columns. The left column features a 'client testimonial' box with the text: 'Hard to believe this is FREE! "Nowadays, you need an autoresponder to make it online not to mention protect yourself from spam complaints and build your list. List Wire is perfect for anyone needing an autoresponder. Now you can be set up to do business like the BIG BOYS without the big expense. Once I learned my way around in here I found it was more difficult to write my follow-up messages than it was to use this site. Best of all, admin has always been right there to answer any questions I've had. That's hard find online." - Mark (captnc48) <http://captnc48infinity.co...>'. The right column has a large heading: 'Why Would You Pay Hundreds, Or Thousands Of Dollars Per Year, When You Could Be Getting Your Autoresponder For Free?' followed by the text '(watch the video below for details)'. Below this is a large video player area with the 'listwire' logo and the text 'click play'. At the bottom center, there is a 'click here to Signup Now!' button with the tagline 'it's fast, and it's free!'.

listwire

home features about us login sign up support

username password login

client testimonial

Hard to believe this is FREE!

"Nowadays, you need an autoresponder to make it online not to mention protect yourself from spam complaints and build your list. List Wire is perfect for anyone needing an autoresponder. Now you can be set up to do business like the BIG BOYS without the big expense. Once I learned my way around in here I found it was more difficult to write my follow-up messages than it was to use this site. Best of all, admin has always been right there to answer any questions I've had. That's hard find online."

- Mark (captnc48)
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Why Would You Pay Hundreds, Or Thousands Of Dollars Per Year, When You Could Be Getting Your Autoresponder For Free?

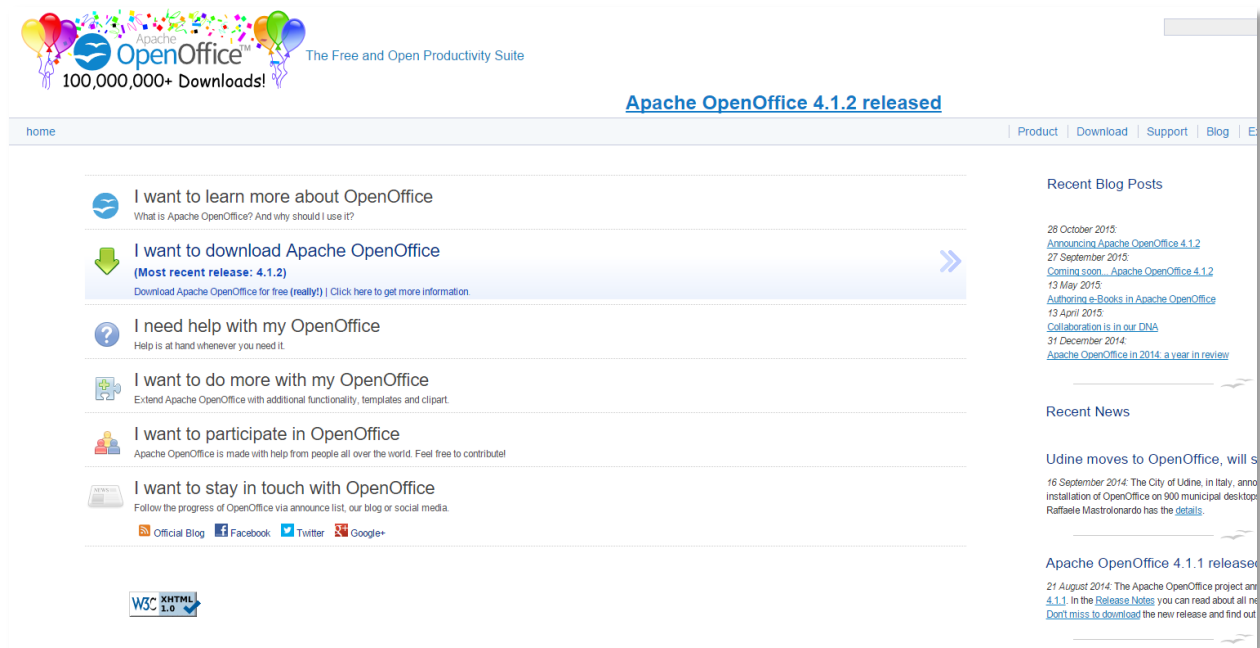
(watch the video below for details)

listwire

click play

click here to Signup Now!
it's fast, and it's free!

Use your link at the bottom of the slide if you go that route. This is true if you use PowerPoint or OpenOffice Impress found at www.openoffice.org. Put a text box with your URL at the bottom of your slide. You don't need fancy editing skills or software.



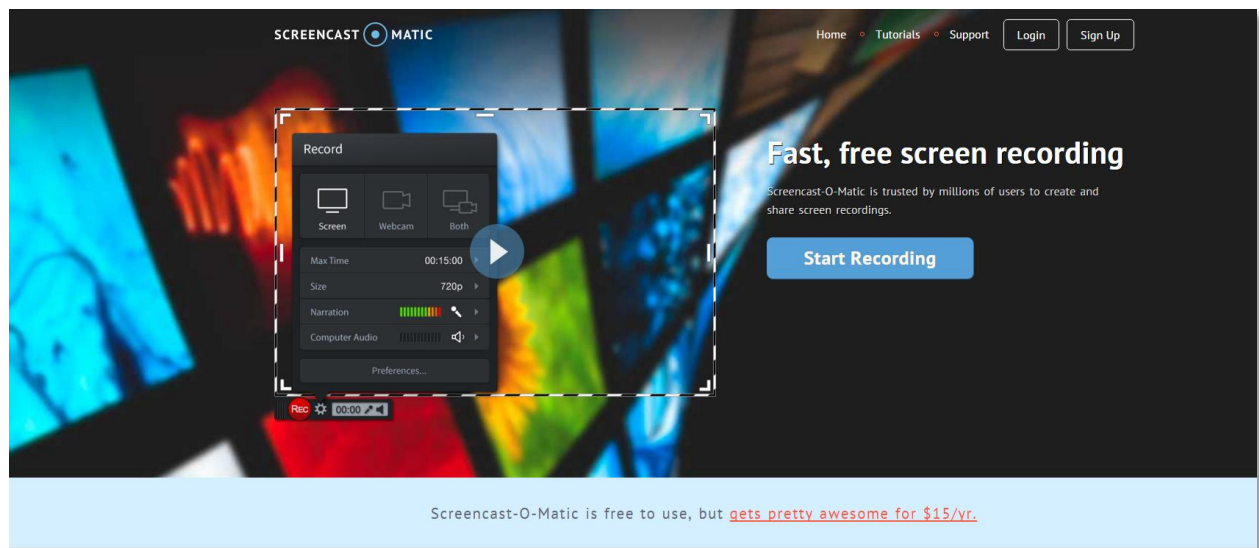
Step #3 is all about creating your content, and I touched on that briefly. There are two options for creating your content. You can create an onscreen video of yourself using a digital camera or a phone camera. Stand in a room with good lighting and talk about your information. Really promote yourself as being well informed on the topic.

Take a few notes of what you will discuss before you get in front of the camera. For some people, it just comes naturally if you really know the niche market. Try to record by a window during the day so you don't have to worry about lighting. Limit background noise as much as possible. Send the kids outside with someone to watch them so that it is quiet inside while you record.

Create a PowerPoint screen capture style video. Use PowerPoint if it is already installed on your computer. If not, Open Office Impress is easy to install and it is completely free to use. Rely on bullet point in your creations. Then you can go through and elaborate on that content and information. **Your answers don't have to be fully written out. You can expand on the bullet points in your recording.**

You can use free software such as Jing or CamStudio to record it. You can also get a free 30 days trial of Camtasia from TechSmith. After the 30 days it will become a paid solution. You may be able to knock all of your start up videos out in that 30 day period. Then you can use some of your profits to continue paying for the use of the software.

It is a good solution and something to consider doing. You can also use www.screencast-o-matic.com which is a free solution. Use the built in microphone of your computer. Most laptops also have one. Some desktops do. There is no reason to pay for a USB microphone if you can't afford it. If you have a USB gaming headset, that can work very well. Your kids may have one for Xbox or PlayStation.



Most smartphones also have an MP3 recording option. You can record on your phone and then sync it to your computer with a free movie maker program that you can search for free online. To help you with your content, consider incorporating some images onto your content. This is an optional step. You don't have to put them on there. You can go with just text, and it works well and it is engaging.

You can find images, commercial free pictures to use, at www.google.com/images. These are images you can use without paying for them. We can't guarantee they are all 100% free, but most of them are. Make sure you check those images and that you verify you don't have to pay for them before you use them.

Do an advanced image search. Enter your keywords. I used golf slice here. On the right, it will tell you if it is free to use or not. You can check that box too so that you only get to see those images that come up that fall into that filtered category. Save those images and put them into your PowerPoint. It is a simple and no cost way to use them.

Advanced Image Search

Find images with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

Then narrow your results by...

image size:

aspect ratio:

colors in image: ☒ any color ☐ full color ☐ black & white ☐ transparent ☐ this color:

type of image:

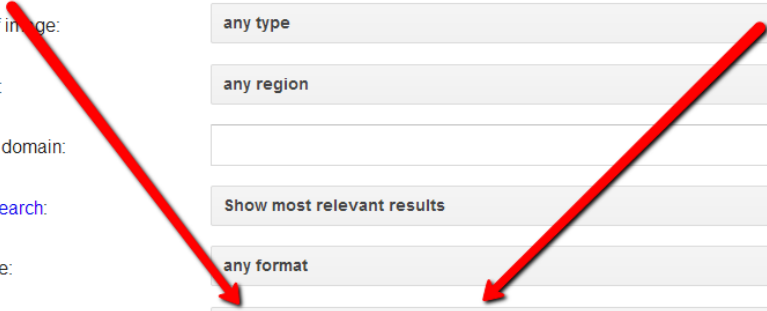
region:

site or domain:

SafeSearch:

file type:

usage rights:



Step #5 is encouraging interaction. This is through likes and comments will boost your video traffic tremendously. That is how YouTube drives some of the most popular videos. This will kick start the traffic. Along with keywords and a good description, good interaction with likes and comments will drive traffic.

If you can make the video controversial, it will increase traffic. It will create more comments and likes, even if some of them are negative. **At the end of the video, encourage people to provide their feedback. Tell them** about your website and or affiliate product. Give them links.

Negative comments and positive comments create a dynamic where people are going back and forth. Try to create some controversy in a few of your videos. If even one of them takes off with high traffic, it will naturally bring more traffic to the others on the same account.

Another step in this process involves using www.likesASAP.com. This is a free tool and it is for comments and likes. Go to the website and create a free account. You can engage in information for others. You will interact, like, and comment on the materials of others. This gives you credit you can use. Then when you post your video, they will do the same for you. This is an easy way to get instant reviews, likes, and comments when you put your video campaign out there.

The screenshot shows the homepage of LikesASAP.com. At the top, a blue banner displays statistics: '137,881,827 Hits made | 432,661 Today.' and '126,129 Members | 199 New Today | 1259 Online.' The site's logo 'Likes ASAP' is prominent, along with a '#1 Social Traffic Exchanger' badge. A central yellow banner reads 'Buy Fans/Likes/Followers Cheaply! 100% High-Quality Fans' with a 'Click to see Our Offers' button. Below this, a section titled 'What Is LikesASAP.com?' explains the site's purpose: 'This site will help you to increase your fans or earn money ASAP.' A grid of social media icons (Facebook, YouTube, Twitter, Google+, LinkedIn, Instagram) is shown, each with a list of services: Facebook (Page Likes, Photo Likes, Post/Album Likes, Website Likes, Subscribes, Votes/Tasks), YouTube (Likes, Dislikes, Views, Subscribes, Comments, Favorites), and others. A large blue box at the bottom promotes '+ Buy Fans ASAP 100% Actual Fans for your Business', noting that bots are excluded and completion takes 1-7 days. It also features a 'Low Prices' badge and a 'Tube' icon.

137,881,827 Hits made | 432,661 Today.

Simple
Fast
High-Quality

How It Works | Login | Register

126,129 Members | 199 New Today | 1259 Online.

#1 Social Traffic Exchanger

Buy Fans/Likes/Followers Cheaply!
100% High-Quality Fans

Click to see Our Offers

What Is LikesASAP.com?

This site will help you to **increase your fans** or **earn money** ASAP.

Page Likes
Photo Likes
Post/Album Likes
Website Likes
Subscribes
Votes/Tasks

Likes
Dislikes
Views
Subscribes
Comments
Favorites

#1 on the PLANET to BECOME A SOCIAL MEDIA POPSTAR

+ Buy Fans ASAP
100% Actual Fans for your Business

BOTs and Automatic Profiles are excluded.
All fans are Real Facebook Users.
Period of completion: 1 - 7 days.

Low Prices

Tube

When you go to their website, you will see a Buy ASAP option, but you can do what you need with just the free version. If you go to this service, they offer a way for people to share likes and comments. This is a service where it is considered gray hat in some ways so be careful with it. They do have some good options that look natural though so it isn't going to be a huge risk to you.

There is a human element in place, it isn't robotic. All of this should translate to long term traffic for your videos. Now is the time to get out there and create your videos and to start offering some really good content.

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