

No Cost Video Marketing

Part 3: Creating Video Topics

Video Marketing Step #3: Creating Video Topics

- It is time to brainstorm and write down topics for your videos.
 - Remember, you could choose a video around your own information product if you had it.
- Get a notepad and think of 10 to 20 FAQ's about your selected niche.
 - <http://answers.yahoo.com>
 - Look at articles on <http://www.ezinearticles.com>
 - Browse forums related to your niche market.
 - Look at information products about your target market.
 - Each FAQ could be a short 1 to 3 minute video.
 - Use www.nichesuggest.com for a list of possible keyword ideas.
- Brainstorm 5 to 10 additional solution oriented videos.
 - Should cover why the solution you are offering is better.
 - Why does your product recommendation solve their problem?
 - Think of every advantage possible. Read other reviews of that product or view sales page.
 - Each video could be another 1 to 3 minutes in length.
- Create 3 to 5 call to action videos.
 - These videos do a little better job of preselling your affiliate product.

Video Marketing Step #3: Your Call To Action

- Send your website visitors to a variety of places.
 - Your free website through www.Weebly.com
 - Your free page through www.Squidoo.com
 - Your free blog through www.blogspot.com
 - Send them to a review of your affiliate offer.
 - Send them straight to your affiliate offer.
 - Use a tracking link like www.bit.ly or www.tinyurl.com
 - Be careful as these links can change on you.
 - Eventually you will want to get a domain that redirects to your affiliate offer.
 - Not required to start out.
 - Best option is to send them to an optin through your free autoresponder.
 - www.Listwire.com
 - Give them an incentive to optin.
 - Something free or a coupon code if offered from affiliate provider.
 - Use your link at bottom of the slide if you go that route. (Example Below)

Video Marketing Step #3: Creating Content

- Two options for content.
- On screen video of yourself using a digital camera or phone camera.
 - Take notes of what you will discuss.
 - Know your topic before you hit record.
 - Use good lighting.
 - Try recording near a window during the day time.
 - Limit background noise as much as possible.
- PowerPoint screen capture style video.
 - Use PowerPoint if already installed.
 - OpenOffice Impress (Free)
 - Create bullet points much like this video here of your content.
 - Use a software like Jing or CamStudio to record it.
 - Can also get a free 30 day trial of Camtasia from TechSmith.
 - www.screencast-o-matic.com is another free solution.
 - Use your computer's built in microphone.
 - A USB microphone is ideal, but not required.
 - If you or kids have a USB gaming headset that works as well.
 - Most smart phones have a MP3 recording option.

Video Marketing Step #4: Finding Images

- Find commercial free pictures to use.
 - www.google.com/images
 - Advanced Image Search
 - Use your target keywords
 - Double check that the image is ok.
 - Use images in PowerPoints.

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:

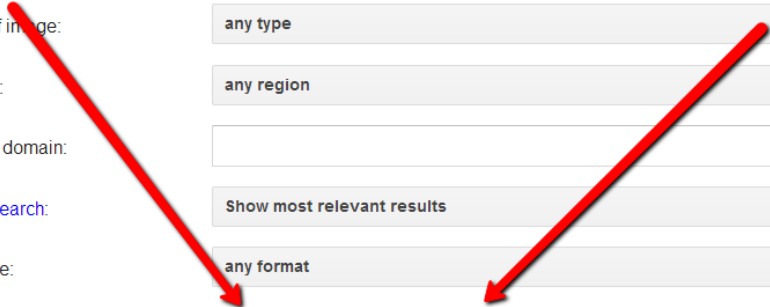
region:

site or domain:

SafeSearch:

file type:

usage rights:



Video Marketing Step #5: Encouraging Interaction

- Interaction through likes and comments will boost your video's traffic.
- Besides good keywords and a quality description that is the single biggest boost of traffic.
- Make your content controversial if possible.
- That will create comments and likes.
- At end of the video remind people to like or give their feedback.
- Good or bad feedback will help your video.

Video Marketing Step #6: LikesASAP.com

- Free system for comments and likes.
- www.likesasap.com
- You will need to have a free account to like and comment for others.
- You can get instant views, comments, and likes on your video.
- Excellent free method to kick start your video campaigns.

Video Marketing Step #6: LikesASAP.com

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

✓ Likes ASAP

#1 Social Traffic Exchanger

✓ Simple

✓ Fast

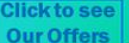
✓ High-Quality

How It Works | Login | Register

126,129 Members 199 New Today 1259 Online.

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



✓ Likes ASAP

✓ Simple ✓ Fast ✓ High-Quality

What Is LikesASAP.com?

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



- ✓ Page Likes
- ✓ Photo Likes



- ✓ Likes
- ✓ Dislikes







- ✓ Post/Album Likes
- ✓ Website Likes
- ✓ Subscribes
- ✓ Votes/Tasks
- ✓ Views
- ✓ Subscribes
- ✓ Comments
- ✓ Favorites

#1 on the PLANET to BECOME A SOCIAL MEDIA POPSTAR

✓ Likes ASAP

+ 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





Start Brainstorming Your Videos