

Build Your Online Business

31 July 2017

Module 1-Getting Started with Video

- 1. Welcome to Build Your Online Business** **1:47**
Brief introduction with Kenny Keller; creator of Helicopter Online Ground School. How I created a successful online business and the process to follow so you can do the same. START SHOOTING VIDEO NOW!
- 2. How I Got Started** **11:01**
Kenny Keller's history with past businesses and the trials and tribulations he experienced. The creation of Helicopter Online Ground School. The how and why an online business "fit" for me. Selling your informational product online.
- 3. Get Started Shooting Video** **8:21**
Focal points to consider while shooting your video. 10 key items to remember while shooting video and what to avoid.
- 4. Creating Video Content** **4:53**
Tips for you to create your video content. Your customer needs are your marketing focal points. Know the 5 customer core problems when considering your content.
- 5. Camera Equipment** **8:01**
Simple camera equipment to get you started. Get started with what you have. Upgrading and adding equipment as you need it!
- 6. Camera Upgrade** **2:35**
Demonstration of Kenny's camera equipment upgrades. A couple of examples of camera equipment you might consider when deciding on camera equipment upgrading.
- 7. High Quality Live Video** **5:25**
Increased video quality through the equipment used. Tips and equipment for creating high quality video.
- 8. Downloading Video and Basic Editing** **5:29**
Video editing made easy. Getting started and a walk through with video editing.
- 9. Wrap Up Module 1 with Selfie Stick** **2:37**
Shooting video with a selfie stick. Tips and complications with using a selfie stick. Continuing with this training course.

Module 2-My Studio Equipment

1. Basic Audio Equipment 7:17
How to get started with proper audio equipment. Using a variety of audio equipment. Navigation and consideration of audio equipment for your needs.
2. Audio Editing with Audacity 5:22
How to edit using the Audacity program. Tutorial and walk through the Audacity program for your audio editing needs.
3. Wireless Microphone 4:49
Demonstration for using a wireless microphone. Things to know (the tips and tricks).
4. Dual Wireless Microphones for Interviews 3:15
Introduction to using dual wireless microphones. Streamline your audio with dual wireless microphones. Dual wireless microphones with a reasonable price point.
5. Sound Absorption Material 4:24
Getting started with sound absorption materials, the basics. Simple audio solutions using sound absorption materials (tips and tricks).
6. Green Screen (Chroma Key) 6:31
Cool video production using the green screen (chroma key). How to use the green screen for content and video creation.
7. Studio Lights 1:43
Examples of studio lighting and the importance of using them during video production.
8. Teleprompter 7:51
Keeping the focus on your content while reading from a teleprompter. Using the teleprompter for a presentation and the delivery of your content.
9. ProAim Pan/Tilt Head Junior Camera 5:18
Mounting Unit
Kenny demonstrates a new piece of equipment he acquired for use in the studio. You don't need to go out and purchase something like this, but he wants to show you another piece of equipment that can add a level of professionalism for your video production.

Module 3-Working with Video

1. Animoto Video Intros 7:50
The basics for creating a video introduction. Get started creating an interesting

and attention getting video introduction.

- 2. You Tube Basics** 9:01
The "How To" for posting video on You Tube. Step-by-step to post video content on Youtube.
- 3. You Tube Uploading and Updates** 7:21
Update from the first video on the growth since launching video on You Tube. Steps to follow for uploading your video to Youtube.
- 4. Video Transcriptions** 2:15
Kenny's Secret Weapon for getting your video transcribed into text. Content information then used for future use with the work already complete.
- 5. Your Video as a Blog Post** 7:50
Using your video transcription content for blog posting. Steps on how to post a blog.
- 6. Turn Your Video into a Podcast** 14:40
Step-by-step on how to create a podcast from your video content. Converting your audio to create a podcast.
- 7. Post Your Content to Social Media Part 1** 7:21
Kenny's tips for posting on social media. Tutorial for posting to Facebook.
- 8. Post Your Content to Social Media Part 2** 8:18
Additional information for social media posting. Facebook, Twitter, Podcast, Apple TV, Linked In.
- 9. Video Card Upgrade** 2:59
Kenny's tips for having less interruption and fewer crashes by upgrading or starting out with the largest video card you can start out with.

Module 4-Turn Your Videos into Income

- 1. The Beauty of an Online Business** 3:41
Work from anywhere any time! Your online business will run 24 hours a day, seven days a week.
- 2. Content for my First Membership Site!** 4:01
How I created content for my first membership site. Green screen, power point and my notebook as tools for creating content.
- 3. Create a Book from your Content** 5:17
Introduction to creating a book from your content and video. Getting sales and leads from your book creation.
- 4. Entire Business Runs in One Membership Site!** 5:03

Using one membership site can run your entire business and streamline your work. Using one site can reduce hours and money spent to maintain your business and the content.

5. Record or Go Live with Telestream 6:45

Introduction to Telestream. Kenny's production studio and placement of equipment for shooting video or going live in studio.

6. Outsource Small Projects @Fiverr.com 1:58

Introduction to using Fiverr.com. Save time for some projects while hiring someone to do the work for you.

Module 5-Become an Amazon Best Selling Author

1. The Power of a Book... 2:42

The power of a book and influences it can have on others. Motivation to continue the process for your book creation.

2. Book Launch Campaign Overview 16:52

Important things to consider while preparing for your book launch. Focal points that can have an impact on potential customers.

3. Prepare a Press Release for Your Book 2:41

Using press releases to boost your viewing audience and getting larger number of people to view your book product to drive sales upward to reach the Amazon #1 Best Seller status.

4. Digitally Proof Your Book Online & Self Publish 2:40

Looking at your final product digitally and launching YOUR BOOK to the public!

5. Free Book Promotion 4:33

Putting your book out there as a promotion or giveaway in PDF form. Using the tools covered in this course to track and calculate the downloads and cost per lead.

6. Launch Your Digital Book at \$0.99 2:53

Launching your book for under a dollar may seem too low. You are using the book as a lead magnet to drive sales from your membership site. Marketing the book to drive people to your membership site for the larger purchase!

Module 6-Watch Me Create My Next Book!

1. Publishing my next book "How to Build Your Online Business" 1:05

Step By step walk-through on publishing your book.

2. Download Your Book Transcription and Book Binding 1:04

Downloading your transcription for your book and basic bookbinding.

3. Bookbinding and Get Started Proofreading 1:43

More on bookbinding and getting started on your proofreading.

4. Editing Your New Book 2:01

More on proofreading and get started editing.

5. Setting Up A Book in CreateSpace 14:04

Walk through using CreateSpace. Getting your book published and printed in book form to start generating leads and sales through your content in printed book format.

6. Proof Copy Your Book 3:46

Kenny holds his newly delivered PROOF COPY of his next book in his hands. You can use this proof copy to actually see and feel what your book will be like for your customers.

7. Export Book From CreateSpace to Amazon 2:20

Quick video for demonstration of exporting your finished book from the CreateSpace site to Amazon KDP kindle for circulation or purchase of the finished product.

8. Intro. Setting Up New Book in Amazon Kindle 7:58

Video demonstration on how to set your book up as digital format through Amazon. Kenny shows you how to complete this very important step!

9. Look Inside Book Live on Amazon 4:50

"Look Inside" while live on Amazon! Kenny shares what it looks like in this video demonstration. You can click page by page to see what it looks like and inserting links throughout your book to drive them to the membership site! Make sure this step is covered before you launch.

10. Book Cover Story and Rebuilding Wealth with Online Sales 6:51

Kenny talks about the choice for the cover of his BYOB book. Input from others and ideas other can pass on to you. Deciding on your cover choice and the appeal it should have to those searching for information. Kenny talks about online membership and how it has helped to rebuild wealth and repay old debts!

Module 7-Launching The Book

- 1. Proofing Your Book, Keep it all Organized 3:07**
Quick video demonstration on what you need to do during the book processing stage. Making corrections to the Kindle version and paperback version of your book at the same time will save you countless hours later.
- 2. Editing Corrections for Your Book 1:23**
Very quick demonstration while we work out some editing that needs changed for the finished product(your book).
- 3. Before You Launch: Amazon Site 1:48**
The day before the big launch of your book. Having it loaded to Amazon site and offering it without advertising it for sale. Screen shot of where to find the important information you will want to watch as you move up to #1!
- 4. Live on Amazon Without Promotion 2:15**
Screen share with Kenny's new book. This is a demonstration from the Amazon site and feedback from the sales of your book. You can offer it before your big marketing push to hit #1!
- 5. Launch Day Opening Books and Material Live 29:42**
Video demonstration shot LIVE on the day we were launching Kenny's BYOB book. We talk about getting the book in the mail along with other supplies ordered for use before your book launch! Compare books in printed form to see what the public sees.
Explanation of where to get started and getting your information together using this course to stay focused! Tons of information packed in this video while we were LIVE...be informed with all the things you will need to consider when getting started!
- 6. Opening 5 Books Live Your Book as a Business 15:17**
Card
Kenny gets 5 proof copies of his BYOB book from CreateSpace and opens them up LIVE for you. Continuing the process for building your online business. Make a lasting impression by using your book as a business card. Using the book to demonstrate that you are the authority in your field and that your information is second to none.
Have a book signing at Barnes and Noble and get your books on the shelves!
**Sneak peek at one of Kenny's new toys!
- 7. Amazon Gift Card Giveaway During Book Launch 6:00**
Kenny shows you LIVE during the launch of his BYOB book how giving away a gift card can boost participation and the sale of your book while pushing towards Amazon #1 best seller!
Likes and shares will increase traffic to you and your site. You don't have to beg for it,

just ask for it...followers won't mind spreading the help for you and your site!

Mention of our first member to sign up for the BYOB course!

8. Check Book Status Live with Apple TV 2:44

Kenny demonstrates how to display from his phone right on to the TV screen using Apple TV! Allows a larger display for presentation or showing content while teaching and pull it up for ease of use.

Module 8-Building Your Membership Site

1. Overview of Setting Up a Membership Site with the New Kajabi 9:56

In depth demonstration via video by Kenny which details how you set up your membership site! Getting down and dirty with the steps to get the site set up so you can launch your content and start getting paying members. Products, sales, blogs, website, appearance, themes, getting pictures and content loaded for launch!

2. (GETL) Get Your Site Good Enough to Launch 5:03

Kenny talks about getting your site "good enough to launch". You can go live with your membership site for people to purchase before you have completed the entire lessons or modules.

3. Create Your Following w/Your Membership Site and Products 3:40

Kenny talks about his success with his current membership site. You will build a following and as your product grows with purchases and feedback, it can take you down a path of success!

4. Build Your Site Then Your Book, Or... 4:21

Do you build your business from the book you create, or do you create a book from the content from your membership site? Kenny talks about both methods in this video demonstration!

5. Update: Investing in Facebook Ads 4:59

Investing in advertising on Facebook can increase your sales. Set a budget as you can invest into the advertising for your membership site and continually look at the return on that investment!

6. The One Tool to Operate Your Entire Business 6:22

Using New Kajabi to house your entire online business! This tool will allow you to operate EVERYTHING you will need for your digital product and membership site. New Kajabi will save you more time than you can possibly imagine. Incredible site

does it all!

7. Why Kenny Chooses To Not Allow Video 3:35

Downloading

In the shareable world and a global marketplace, allowing your content to be downloaded by anyone and everyone is really NOT a good idea. Your long hours and hard work out there for anyone and everyone to look at anytime they wish is probably not something you should consider.

APPLE TV...there have been hints that content from your membership site will at some point be transferable to Apple TV! Easy transfer so your product can be purchased like a Netflix platform.

8. Domain Name to Use for Your Membership 5:28

Site

Explanation for the use of a Domain name on New Kajabi vs. using one New Kajabi will assign you for your membership site. The choice is yours, but if you want an easy one to share or one people can remember you might consider picking your own!

Module 9-Live Events Huge Part of our Online Business

1. Example Live Audio/Video Technical Issues 3:21

It will happen! The show must go on! Don't freak out, it happens to all of us! Notice the change in audio as it is "fixed" while we were shooting LIVE!

9. Summary How To Build Your Online Business 9:31

Beautiful day for a helicopter flight...why not shoot LIVE video and make it content for the online membership! Kenny talks about this subject and HTBYOB could be the right choice for you and putting your knowledge and experiences to work for you. Summary comments by Kenny on things to think about when considering YOUR online business.

Bonus Training

1. Why Did You Decide To Build An Online 16:05

Course

Kenny was asked this question while we were LIVE..."Why did you decide to build an online course?" Kenny describes the things that happened to him which continued to snowball into the product he offers with Helicopter Online Ground School. How these

events now lead into the How to Build Your Online Business!

Screen sharing during the LIVE event the progress of the climb to Amazon #1 Best Seller.

Once you become #1 Best Seller you keep that with you forever!

2. Why Did You Decide To Build An Online Course 10:12

Part 2

Kenny continues to explain the life events he experienced which led to building his first online membership site and putting it all together to fill a much needed aviation market. His knowledge and experience, along with his personal ups and downs, led to his successful HOGS membership site and Amazon bestselling author status.

3. Book Editor Steve Myers Talks About Our New Book 33:29

Steve covers tons of information about the new book, the membership site and how to get your information and knowledge out there to the public. Things to consider when you are getting started, staying organized. Why his course and his book are a step ahead of other products out there. Time saving tips and using his course and book to cut down on avenues that will not benefit you and your business while saving unbelievable amounts of time.

4. Uploading Your Video to A Hosting Site 7:01

An option for storing your video content as you complete them. Using Screencast as a Hosting site.

5. Server Option for Video Storage 3:59

Solution to storage of your content and videos. As your material grows, your storage space must grow with it...here is a great solution.

6. Snagit Screen Capture 2:43

Snagit as a secret weapon to add photos from already recorded content video. Very simple steps to capture and save for later use.

7. Create Your Own DVD Product 8:59

Create DVDs as an option to put out or sell your content based on business needs.

8. Apple TV For Presenting On Your Flat-screen 2:45

The use of Apple TV and your phone for presentation and display on a television screen.

9. Review of the Limostudio Softbox 1:03

Product review of lighting from Kenny for the Limostudio Softbox.