How To Easily Leverage the Power of Video for More Traffic and Subscribers

Even if you have a face for radio and a voice for silent movies!

Training Agenda

Why Video (Why you must start using video NOW)

Most important step to getting traffic with video

Simple Way to Find Unlimited Content to Create Engaging Videos

#1 Key to any successful video (get this wrong and you're sure to fail)

How to create professional videos within any budget - even if you have a face for radio and a voice for a silent movie

BONUS Video Traffic Strategies

Why Video (Why you must start using video NOW)

- By 2019, video traffic will account for 80% of all consumer Internet traffic ~Google
- Video Removes Anonymity - Builds trust quicker than words
- Almost 50% of internet users look for videos related to a product or service before visiting a store ~Google
- Online shoppers who view demo videos are 1.81x more likely to purchase than non-viewers ~Adobe
- Video Opens to possibilities of Dual Exposure (discuss if we have time)
- Video typically converts faster and higher than any other medium
- Video is easy, you just haven't realized it yet… which is why you're listening in
- With video you can build 2 types of lists (more on that in the bonus content at the end)
- **Types of video** (Mainly focus on Youtube but will briefly cover using the same videos for Facebook)
    - Talking Head Videos
    - White board videos
    - Explainer videos
    - Presentation style videos (focusing these due to simplicity and ease of creation)
- **What can video be used for (just a few ideas)**
    - Demonstrations
    - Testimonials (social proof for sales)
    - Demonstrate your expertise/authority
    - Educate about your product or service
    - Training/Teach/Inform
    - Interviews
    - Vlogs
    - Webinars
    - Presentations

Table of Contents

Most important step to getting traffic with video

Content and Keyword Research is the key

- Choose Targeted keyword phrases with intent
- 3 types of intent (Article explaining http://www.wordstream.com/keyword-intent)
  - Informational - to get additional information
  - Navigational - to find a specific website or content
  - Transactional - Buy, sign up/register, take action
  - Link to my spreadsheet https://docs.google.com/spreadsheets/d/1CddpRXMWb7wEmYe0U1isZ9YoQYCOk4IPcUZ6fZHTOYY/edit?usp=sharing

Want to create content around what's popular & actively being searched for

How to research what's popular

- Tools
  - Google Trends
  - Twitter/ Twitter Trends
  - **Answer The Public** <<== GOLD
  - Google Suggest
  - Google Recommended (at bottom of searches)
  - Yahoo Suggest
- Searching for intent based keyword phrases (based on the goal of your video)
- **Bonus Tools:**
  - Google keyword tool (for advanced options)
  - Keywordtool.io (Makes finding Google Suggestions easy)
    - Has frequently asked questions too
  - For Youtube quick research (Chrome extension). Tube Buddy

Keywords are important because we'll use popular phrases in the title/description of the video and tags to attract our audience and generate leads

Table of Contents

Simple Way to Find Unlimited Content to Create Engaging Videos

How to create an unlimited stream of content ideas for your videos - Building your content funnel

Setup and prepare to build your Unlimited Content Funnel

- Set Up a Feedly.com account (Build your content funnel via feeds)
- Available on Mobile device also (recommend downloading)
- To use search for sites with RSS/XML/Feed on the site or look for the RSS icon ⇒> 

Setup and Bookmark specific content you want to put on your content calendar and use to create videos

- Set Up a getpocket.com account - Store and categorize content via Bookmarks
- Setup Chrome Extension (getpocket chrome)
- Also available on mobile device (recommend downloading)

Sources for Content

- BuzzSumo: Find the Most Shared Content and Key Influencers Buzz Sumo
  - No feed
  - Bookmark articles with pocket
- Twitter/ Twitter Trends
- Twitter Search
  - Bookmark with pocket
- Alltop.com - Find your favorite blogs on niche topics
  - Individual Feeds for Blogs
  - Bookmark with pocket
- Press Releases (google news/yahoo news)
  - Setup news only google alert for RSS feed
  - Bookmark with pocket
- Google Alerts/RSS
  - Email and Rss feeds
- Quora Question/Answer Form
  - Great place to post your answers via video and get traffic
  - Bookmark with Pocket
- PLR Articles (Listmagnets.com)
- Article Directories
  - Ezine Articles
    - RSS/feed Categories
    - Bookmark articles with Pocket
  - Article Cube
    - RSS/feed Categories
    - Bookmark articles with Pocket
- Search for articles on Google (based on keywords)

Table of Contents

#1 Key to any successful video (get this wrong and you're sure to fail)

It's all in the Script, get this wrong and your videos will not get engagement and you won't get as many leads or sales

Video scripts and templates will be provided in the members area for different types of videos

○ Basic elements of a video script (for normal/informational/Educational videos)
These videos are great to gain trust, get attention and qualify your viewer, all without being push or salesy and you can sneak in a soft sell at the end. **Best Practice: It's best to align your video content with the appropriate lead magnet OR product**

- **Script Template (Focus on 1 concept/idea)**
    - Get to point - Tell your viewer the goal of the video
        - Aka tell them what you're going to tell them
    - Short 5 second wiz bang intro (*optional)
    - Short intro (Who are you, what do you do)
    - Tell them to subscribe & what to expect when they subscribe (***optional but highly recommended**)
        - facebook/Youtube
    - Provide the content you promised (1 idea)
        - Tell them what you told them you were going to tell them
    - Recap (tell them what you told them)
    - **MOST IMPORTANT:** Call to action (Based on the goal)
      This is where you get them to join your list!
        - **Call Phone number**
        - **Visit website**
        - Watch other videos
        - **Subscribe to the channel**
        - Buy something
        - **Subscribe to your mailing list or lead magnet**
        - Like/Share/Comment
    - **Video Listbuilding For Youtube:** Utilize cards, End cards and and annotations to help accomplish push customers to your website. Also put the link in the description and tell customers to click there and why
    - **Video Listbuilding For Facebook:** Tell viewer to click the link at the end of the video or in the post description to get your stuff.

- How to write a basic script in any niche
- How to align your video script with you offer to grow your list
- Traffic hacks
- High level overview of ways to use paid traffic

Table of Contents

How to create professional videos within any budget - even if you have a face for radio and a voice for a silent movie

I do not encourage trying to learn how to create fancy videos unless you are creative. I recommend outsourcing the work and doing what you're already proficient at as well as focusing on growing your list and increasing your sales.

How to create presentation style videos quickly and for free (yourself)
Screen Recording Software Recommended:

- **Screencast-OMatic**
  Price: $18 for the year
  Ease of use: Newbie friendly
  Notes: Great, easy to understand software with great training videos (5 mins or less each), great support and comparable to Camtasia. No video editing experience required

- **Jing Project**
  Price: FREE for 5 minute videos or less
  Ease of use: Dumb Easy
  Notes: Great for testing the waters, easy to use no instructions required, great for short videos under 5 minutes.

Presentation Software Recommended:

- **Google Presentation**
  Price: Free
  Ease of use: Easy but takes getting used to if you're used to powerpoint

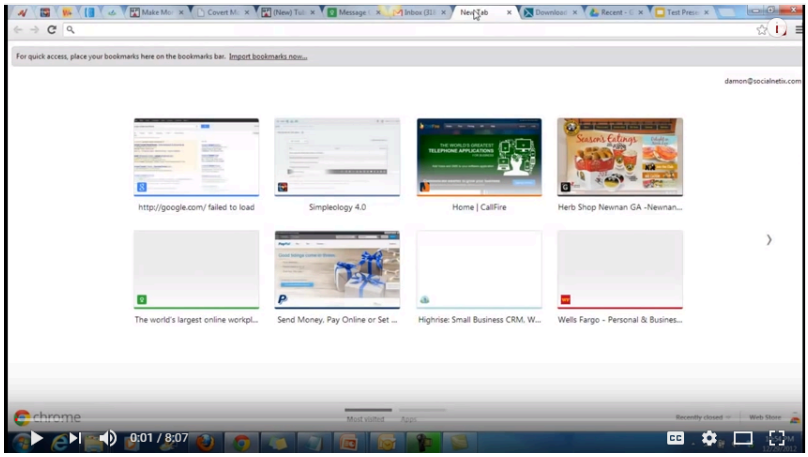
- **Microsoft Powerpoint**
  Price: Free with most PCs
  Ease of use: Easy, industry standard

- **Keynote**
  Price: Free with MAC
  Ease of use: Never used, I'm not a Mac guy but I assume it's easy since it's so widely used :)

Instructions to create a presentation video yourself:

1. Create your presentation based on the content you want to introduce to the market
    a. This presentation should be based on the appropriate script (as discussed in the previous section)
2. Fire up your screen recording application
    a. You can buy a lavalier mic on amazon or simply use the internal mic on your computer
3. Load up your presentation and narrate each slide, changing slides when needed
4. Be sure to provide a call to action at the end of the video. “Remember you want to build your list”
5. Upload your video to Youtube, Google or your Website

Here’s a quick tutorial I created explaining how to use Google Presentation and JIng to create free presentation videos quickly. Remember, the presentation must be based on a good script.



Using Screencast-O-Matic is my preferred method of creating presentation videos because you can add elements, text, filters, and edit all within the interface

How to create professional videos without getting on camera or using your own voice.

How to create affordable spokesperson videos with ease:
You can charge BIG money for these types of videos if you are a consultant. These types of videos I have found work best if you or your client wants to sell or explain a product or service but isn't comfortable on camera or has no desire to get on camera but wants to leverage the power of video.

WARNING: DO NOT USE SPOKESPERSON VIDEOS FOR FAKE TESTIMONIALS, THE IMPACTS WHEN YOU GET FOUND OUT CAN BE DISASTROUS

1. Write a script for the actor/actress
    a. Be sure to include any special instructions to the actor such as
        i. Pauses
        ii. Hand gestures
        iii. Head or body movements
        iv. Clothing suggestions
        v. Accents
        vi. etc
    b. Determine if you want the actor or actress to shoot the video:
        i. Using a green screen so you can modify the background
        ii. In a certain setting/backdrop
        iii. On a plain color background
        iv. In HI-Def
        v. On a mobile device
        vi. Etc
        vii. Adding Music
2. Find an actor/actress that fits your video needs
    a. Locate spokes persons at the following places:
        i. Google (voice spokesperson service)
        ii. Look on Craigslist/Gigs/Talent Gigs
        iii. Fiverr
        iv. People Per Hour
        v. Odesk
3. Edit the final video as needed. Edits such as:
    a. Adding Text/images to the video
    b. Adding Music
    c. Changing green screen to desired background
    d. Making minor adjustments
    e. Free Resources to Edit Videos
        i. Screencast - O - Matic can be used to make video edits although it isn't free
        ii. Shotcut (I use this tool to change backgrounds and do in depth editing) This tool requires you to understand video editing but they do have a tutorial and once you get the hang of it it's extremely useful. This is one of my favorite tools.

iii. Windows Movie Maker: This usually comes free with windows, I don't use this anymore but it is very user friendly and made for the newbie. Definitely recommend if just starting out.
iv. Imovie

How to create professional videos using a script, a presentation and a professional voiceover.

How to create professional presentation, doodle/whiteboard, and explainer videos with a professional voiceover easily and at an affordable price:
You can charge big money for these types of videos and they can be used for any type video.

To create a professional presentation video with a voiceover… follow these instructions

1. Write a script for the video
2. Prepare (or have prepared) your presentation using the script
3. Hire a voiceover artist to read the script.
    a. Be sure to include any special instructions to the actor such as
        i. Pauses
        ii. Voice inflections
        iii. Volume changes
        iv. Accents
        v. Etc
        vi. Music to add
        vii. Type of audio (regular or HI DEF)
4. Find voiceover talent that meets your standards
        i. Fiverr
        ii. People Per Hour
        iii. Odesk
5. Marry (match) the voiceover audio to your presentation using video editing software.
        i. Screencast - O - Matic
        ii. Shotcut
        iii. Windows Movie Maker:
        iv. Imovie

If you want a fancy video such as an *explainer, professional presentation video, whiteboard doodle video* or anything you aren't familiar with you can get these done by pro's for cheap below:

b. Fiverr
c. People Per Hour
d. Odesk
e. Video To Order

The above sites can be used to get fancy 3-5 second intro's done also

Here are some video title tips:
Video Title Tips / Strategies for Youtube (can be used for facebook video too)
(https://www.socialmediaexaminer.com/3-youtube-video-optimization-tips-marketers/)

Table of Contents

BONUS Video Traffic Strategies

Run targeted InDisplay or InStream YouTube Videos
(Outline/Instructions will be in the members area)

Run Facebook Video Campaigns
(Outline/Instructions will be in the members area)

Video ads helps Build 2 lists (build your remarketing list + your email list).
Using videos on both facebook and YouTube paid ads you build a list of viewers you can show more paid at's too. You can also piggy back off of organic traffic as well.

Table of Contents

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Unannounced Action Takers Bonuses for <u>Video Lab Membership</u>

+ Expires Thursday, October 26 at 11:59 PM Eastern

- **$147 Membership will include**
    - Everything of the basic membership PLUS
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    - 15 Minute Consult with Damon ($67 Value)

BONUS Value: $389

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