

Virtual Marketing Blueprint

Video Creation & Driving Traffic

Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
-  3) **Creating Direct To Camera Video Recordings**
- 4) Introduction To Driving Traffic
- 5) Top Paid Traffic Strategies Overview
- 6) Top Free Traffic Strategies Overview

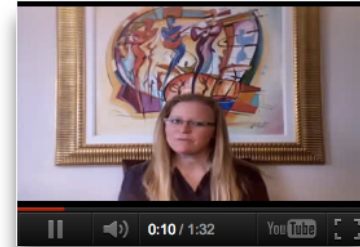
Rei Rockstars

Introduction to Direct To Camera

Direct To Camera Video

What Is It?

Direct to camera video is when you see someone standing in front of the camera talking to you via video.



Why Is It Important?

It's one of the ways to incorporate video into your business if you have the type of personality that enjoys being in front of the camera.

Rei Rockstars

Step
1

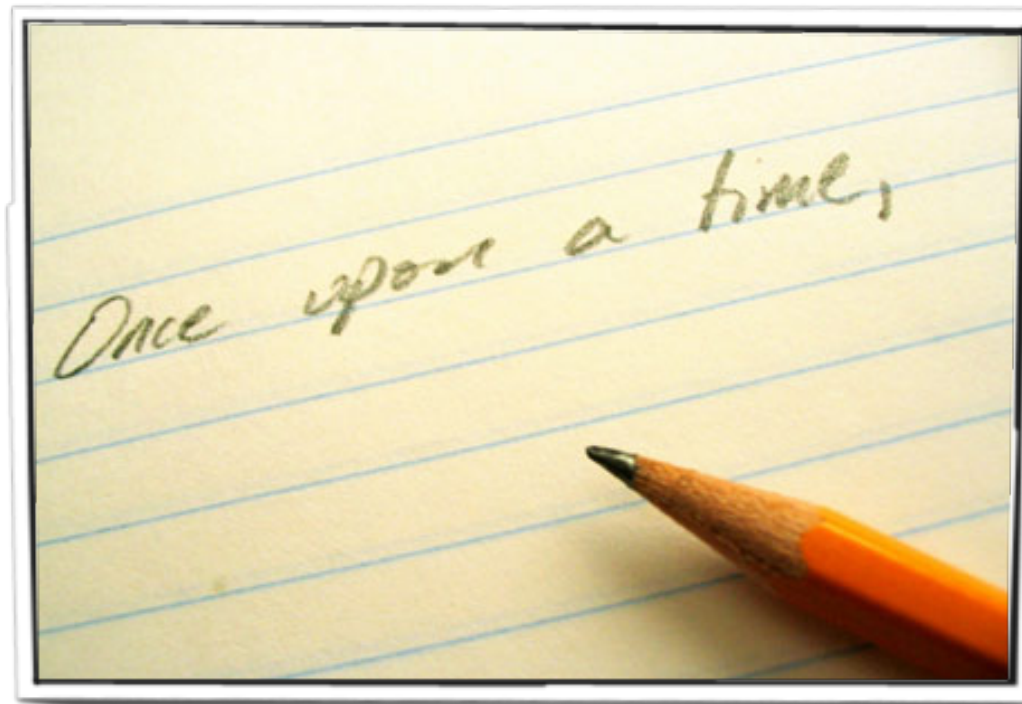
**Write your presentation outline.
(Topic, Intro, Bullet Points, Close)**



Objective 3 Creating Direct To Camera Recordings

Step
2

Write your video script.



Objective 3 Creating Direct To Camera Recordings

Rei Rockstars

Step
3

Decide on a recording location and set up your camera.
Do a practice record to see what is visible to the camera's eye.
Try to keep any objects or distractions out of your video.

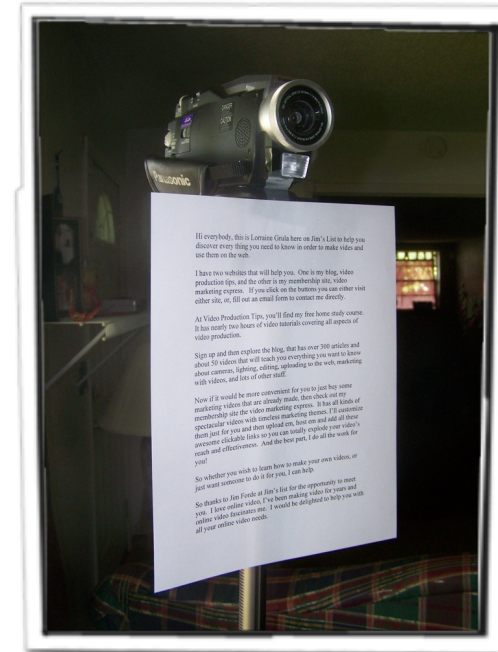


Objective 3 Creating Direct To Camera Recordings

Rei Rockstars

Step
4

Memorize your script or import your script into a teleprompter.
Alternatively, you can also write notes on a flip chart
or tape notes somewhere close to the camera for reference.



<http://www.movieclip.biz/prompt.html>

Objective 3 Creating Direct To Camera Recordings

Rei Rockstars

Step
5

Record a couple practice sessions and watch them back to see how things look. Also take note if it will be obvious to a viewer that you are “reading” a script.



Objective 3 Creating Direct To Camera Recordings

Step
6

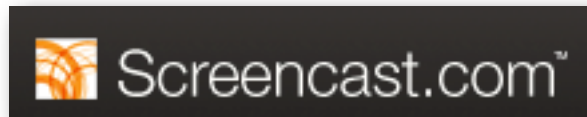
Download your final recording to your computer and edit as needed.



Objective 3 Creating Direct To Camera Recordings

Step
7

Upload your recording to Screencast, YouTube, eZs3 or some other video hosting service of your choosing.



Objective 3 Creating Direct To Camera Recordings

Step
7 TIP

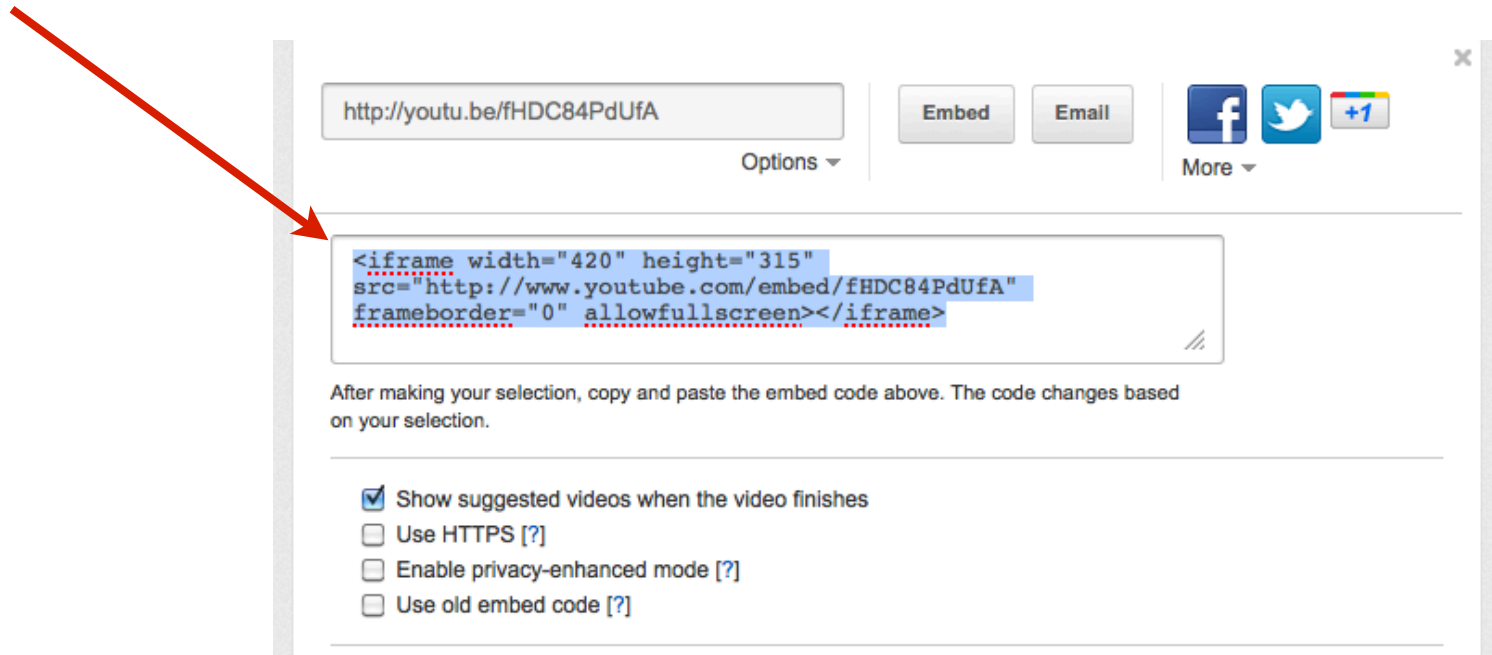
When uploading videos to YouTube, create enticing titles to get viewers to watch and use your keyword! Write a description using your keyword again, add your website link or deep link if appropriate and add tags.

The image shows a screenshot of the YouTube upload interface. On the left, a sidebar contains the 'Video Information' section with fields for Title, Description, and Tags. A red circle with the number '1' is around the 'Title' field, which contains 'Keynote Slide Example for VMB'. A red circle with the number '2' is around the 'Description' field, which contains 'My great slideshow.'. A red circle with the number '3' is around the 'Tags' field, which contains 'Slideshow'. Below the tags are several tag buttons: '+ Reversal Film', '+ Slide (song)', '+ Slide Show', '+ Fun', '+ Wanna', '+ Have', '+ Iris', and '+ Educational'. The 'Category' is set to 'Education'. Below this is the 'Video Thumbnail' section with three thumbnail options. On the right, a preview window shows a slide titled 'Keynote Slide Example for VMB' with the main heading 'Other Cool Tools'. The slide content includes a red square with the text 'This is a square', a list of items: 'Shapes', 'Duplicate Slides & Delete Slides', 'Table', and 'Charts', and a table with two columns and two rows. A video player interface is overlaid on the preview, showing a play button and a progress bar at 0:00 / 0:50. At the bottom right of the preview area, there is a 'Date and Map' section with date pickers and a 'Map Location' search field.

Step
8

Embed video code onto your website, sales page or squeeze page.

Objective 3 Creating Direct To Camera Recordings



The screenshot shows a video embed interface. At the top, there is a text input field containing the URL `http://youtu.be/fHDC84PdUfA`. To the right of the input field are buttons for "Embed" and "Email", and social media icons for Facebook, Twitter, and a "+1" button. Below the input field is a dropdown menu labeled "Options". A red arrow points from the left towards a text area containing the following HTML code:

```
<iframe width="420" height="315"  
src="http://www.youtube.com/embed/fHDC84PdUfA"  
frameborder="0" allowfullscreen></iframe>
```

Below the code area, there is a text instruction: "After making your selection, copy and paste the embed code above. The code changes based on your selection." At the bottom, there are four checkboxes with labels:

- Show suggested videos when the video finishes
- Use HTTPS [?]
- Enable privacy-enhanced mode [?]
- Use old embed code [?]

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
- 3) Creating Direct To Camera Video Recordings
- 4) Introduction To Driving Traffic**
- 5) Top Paid Traffic Strategies Overview
- 6) Top Free Traffic Strategies Overview

Rei Rockstars