

Virtual Marketing Blueprint

Video Creation & Driving Traffic

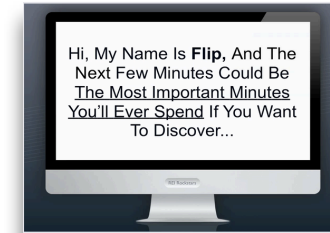
Objectives:

- 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

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Introduction to Voice Over Video

Voice Over Video



What Is It?

Voice over video is when you see a slide presentation or a video sequence of some kind instead of a person but you can hear someone talking over the slides.

Why Is It Important?

It's one of the ways to incorporate video into your business if you are uncomfortable being in front of the camera.

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Step
1

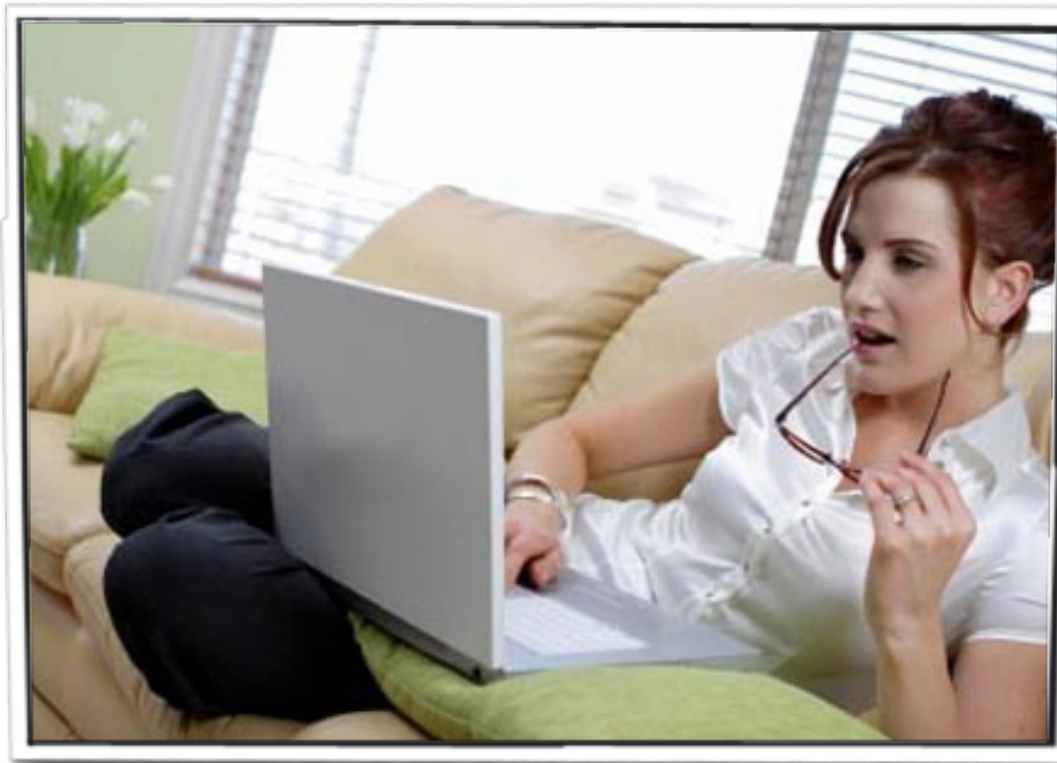
**Write your presentation outline.
(Topic, Intro, Bullet Points, Close)**



Objective 2 Creating Voice Over Video Recordings

Step
2

In VMB, Watch the Keynote & PowerPoint Slide Creation Video Tutorials (#1 & #2)



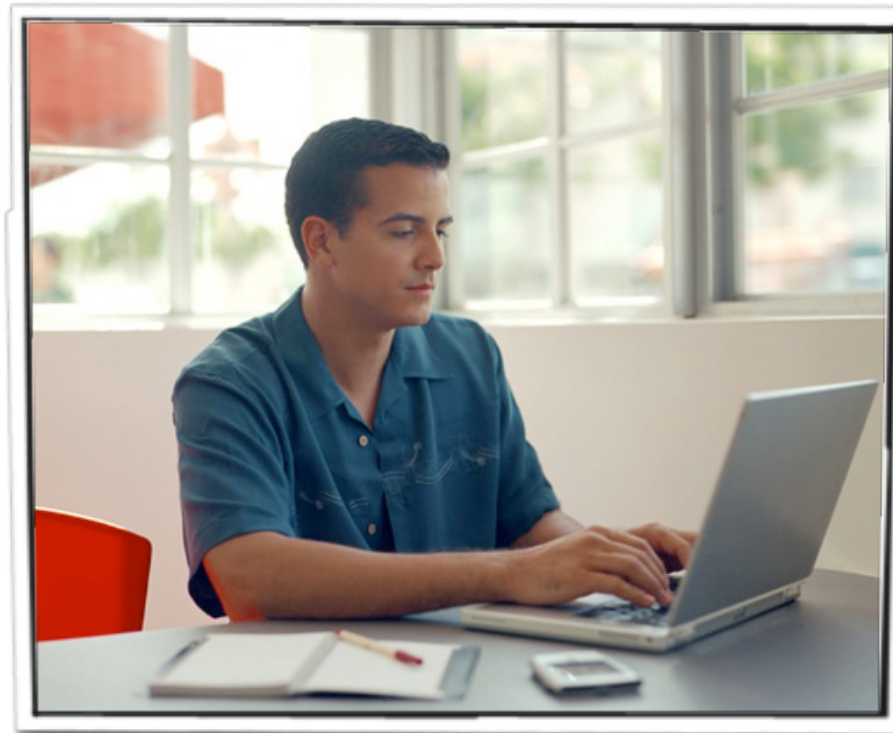
Objective 2 Creating Voice Over Video Recordings

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Step
3

Create your slides/presentation.

Objective 2 Creating Voice Over Video Recordings



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Step
4

In VMB, watch the following videos:

- Keynote To Youtube Tutorial
- PowerPoint Recording Tutorial
- Jing Recording Tutorial
- Screenflow Recording Tutorial
- EZS3 Hosting Tutorial

Objective 2 Creating Voice Over Video Recordings



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Step
5

Record your presentation using Jing,
Keynote or Powerpoint.

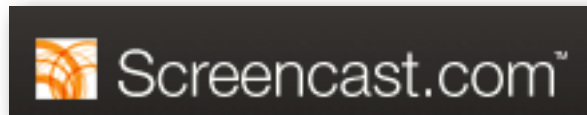
Objective 2 Creating Voice Over Video Recordings



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Step
6

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



Making Media Easy by Unleashing the Power of Amazon S3 Hosting

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Step
6 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.

Objective 2 Creating Voice Over Video Recordings

The screenshot shows the YouTube video upload interface. On the left, the 'Video Information' section is highlighted with a red circle '1' pointing to the title field, a red circle '2' pointing to the description field, and a red circle '3' pointing to the tags field. The title is 'Keynote Slide Example for VMB', the description is 'My great slideshow.', and the tag is 'Slideshow'. Below the tags, there are several tag buttons: '+ Reversal Film', '+ Slide (song)', '+ Slide Show', '+ Fun', '+ Wanna', '+ Have', '+ Iris', and '+ Educational'. The category is set to 'Education'. On the right, a video player is shown with a thumbnail titled 'Keynote Slide Example for VMB' and 'Other Cool Tools'. The video content includes a red square with the text 'This is a square', a play button, and a list of items: 'Shapes', 'Duplicate Slides & Delete Slides', 'Table', and 'Charts'. Below the video player, the 'Date and Map' section is visible, with fields for date and map location.

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Step
7

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

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http://youtu.be/fHDC84PdUfA

Options ▾

Embed Email

Facebook Twitter +1

More ▾

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

After making your selection, copy and paste the embed code above. The code changes based on your selection.

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

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Virtual Marketing Blueprint

Next Video...

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