

Virtual Marketing Blueprint

Video Creation

Objectives:

- 1) Introduction To Video Creation
- 2) Creating Voice Over Video Recordings
-  3) **Creating Direct To Camera Video Recordings**

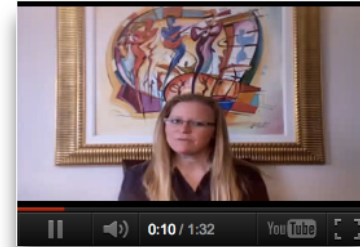
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Introduction to Direct To Camera

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.

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Step
1

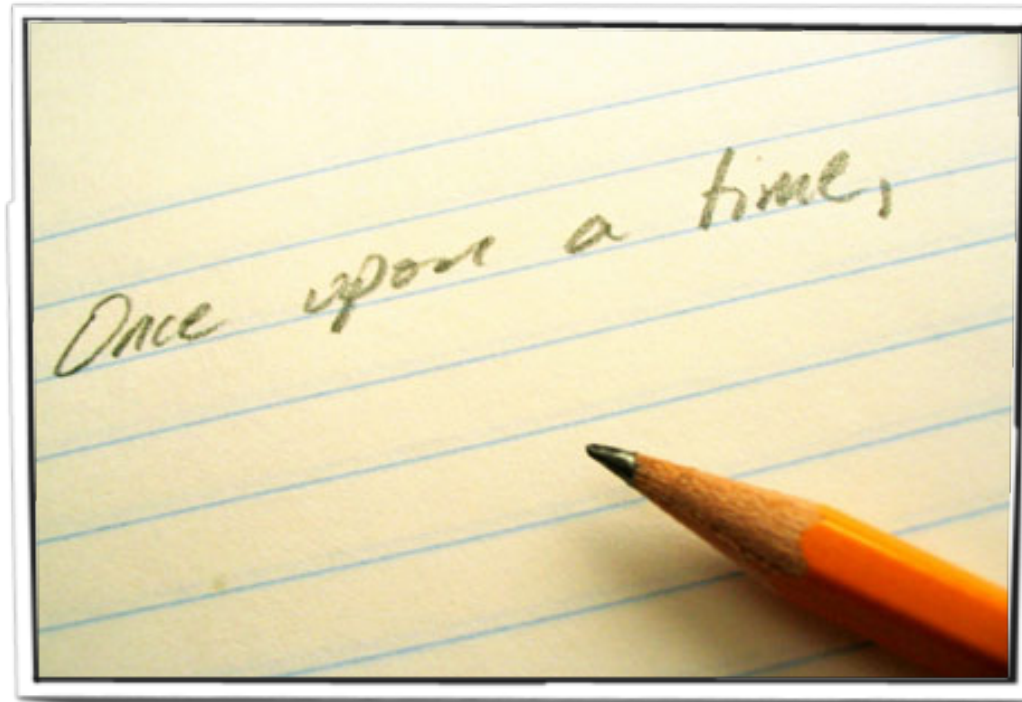
**Write your presentation outline.
(Topic, Intro, Bullet Points, Close)**



Objective 3 Creating Direct To Camera Recordings

Step
2

Write your video script.



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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.

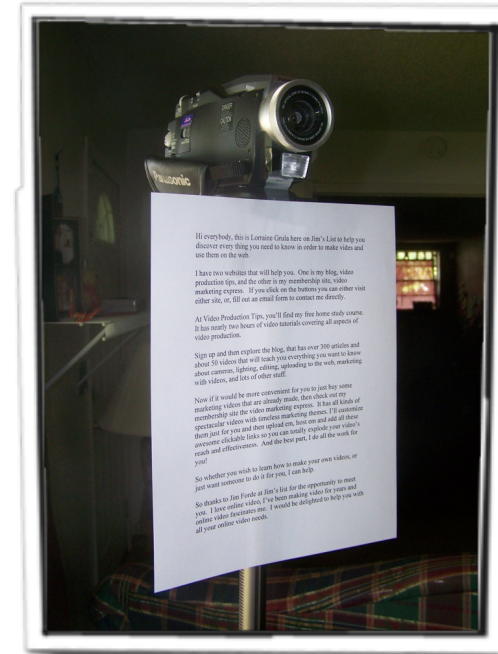


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Step
4

**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>

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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.



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Step
6

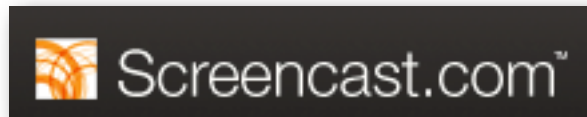
Download your final recording to your computer and edit as needed.



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Step
7

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



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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.

Keynote Slide Example for VMB

Cancel Save Changes

1

2

3

▼ Video Information

Title: Keynote Slide Example for VMB

Description: My great slideshow.

Tags: Slideshow

Which of these tags describe your video? + Reversal Film + Slide (song)
+ Slide Show + Fun + Wanna + Have + Iris + Educational

Category: Education

▼ Video Thumbnail

Headline for VMB Slide Show Training

Other Cool Tools

Thank You!

Keynote Slide Example for VMB

Other Cool Tools

This is a square

- Shapes
- Duplicate Slides & Delete Slides
- Table
- Charts

0:00 / 0:50

▼ Date and Map

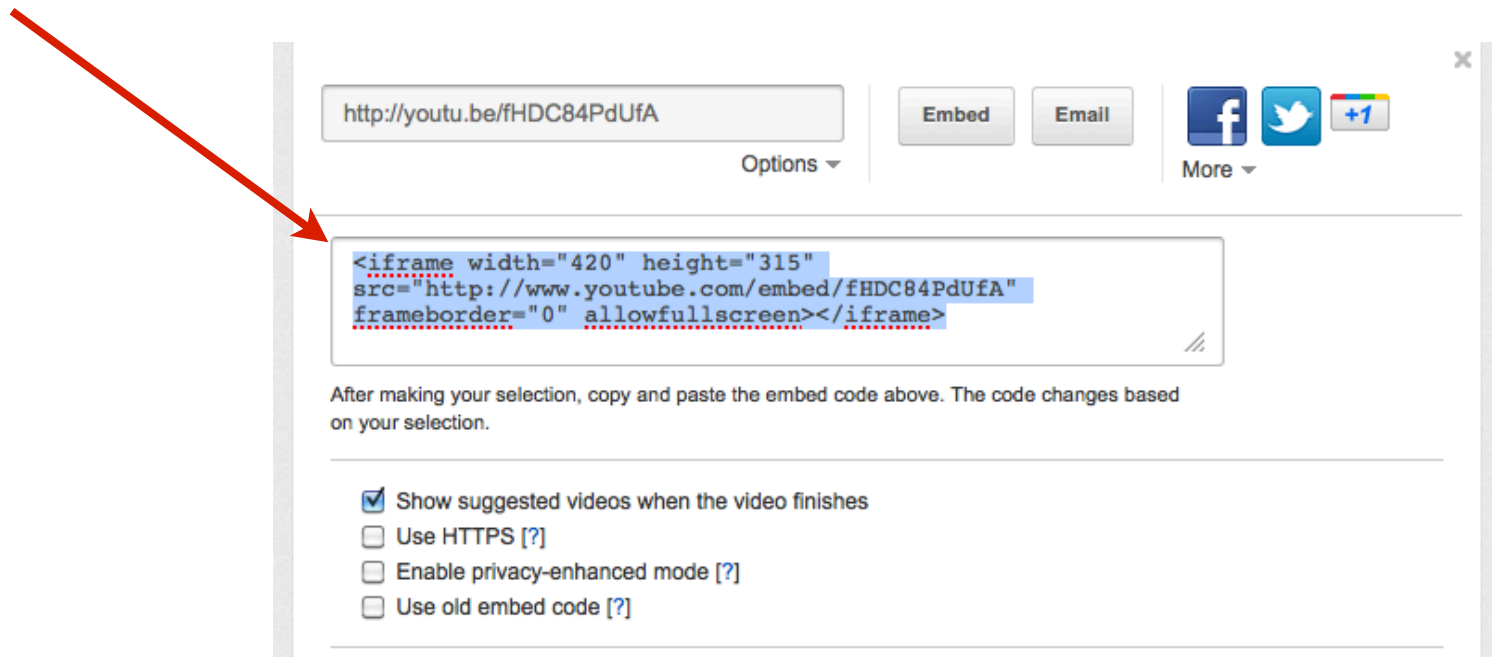
Date: Today Clear

Map Location Search Clear

Step
8

Embed video code onto your website, sales page or squeeze page. (watch video example)

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 top 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 note: "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:

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

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VMB: Video Creation Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Set Up Your YouTube Account**
- 2) Choose Your Video Strategy and GET TO IT!**
- 3) Create 10 short videos to fill your youtube channel with and post on your website.**

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Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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