

Virtual Marketing Blueprint

Video Creation

Objectives:

1) Introduction To Video Creation

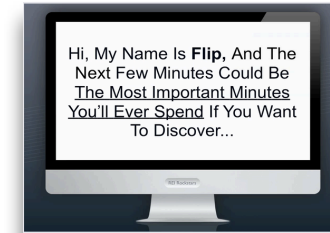
 **2) Creating Voice Over Video Recordings**

3) Creating Direct To Camera Video Recordings

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Introduction to 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

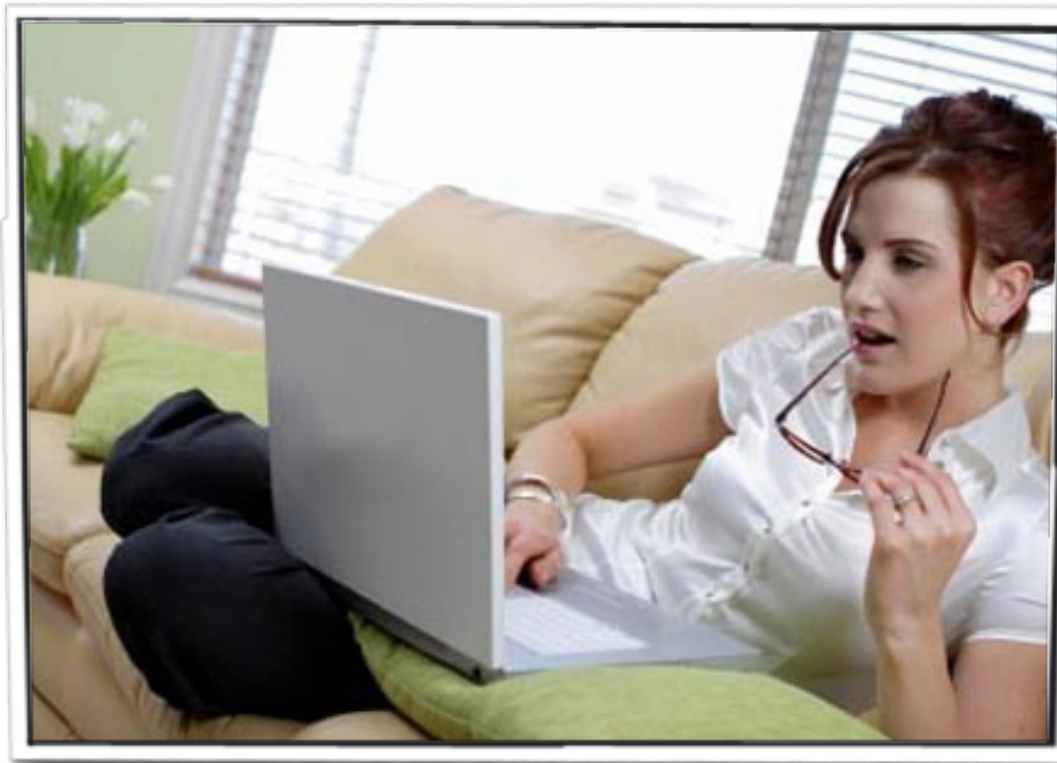
**Write your presentation outline.
(Topic, Intro, Bullet Points, Close)**



Objective 2 Creating Voice Over Video Recordings

Step
2

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



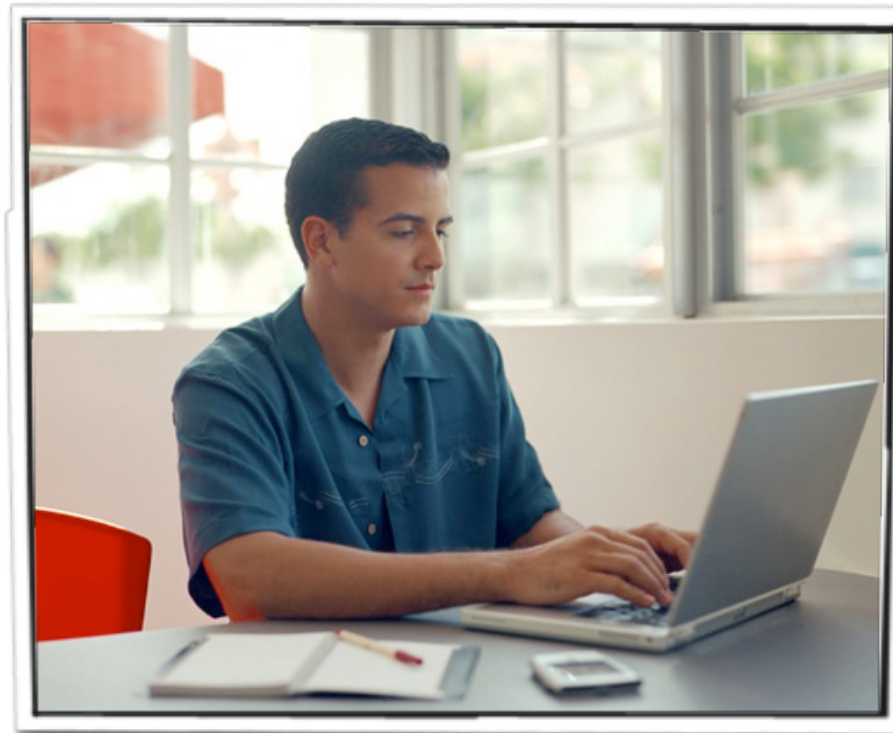
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Step
3

Create your slides/presentation.

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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

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Step
5

Record your presentation using Jing,
Keynote or Powerpoint.

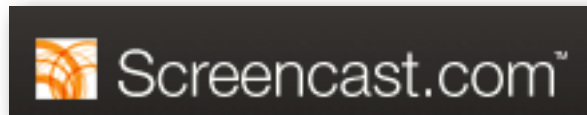
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Step
6

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

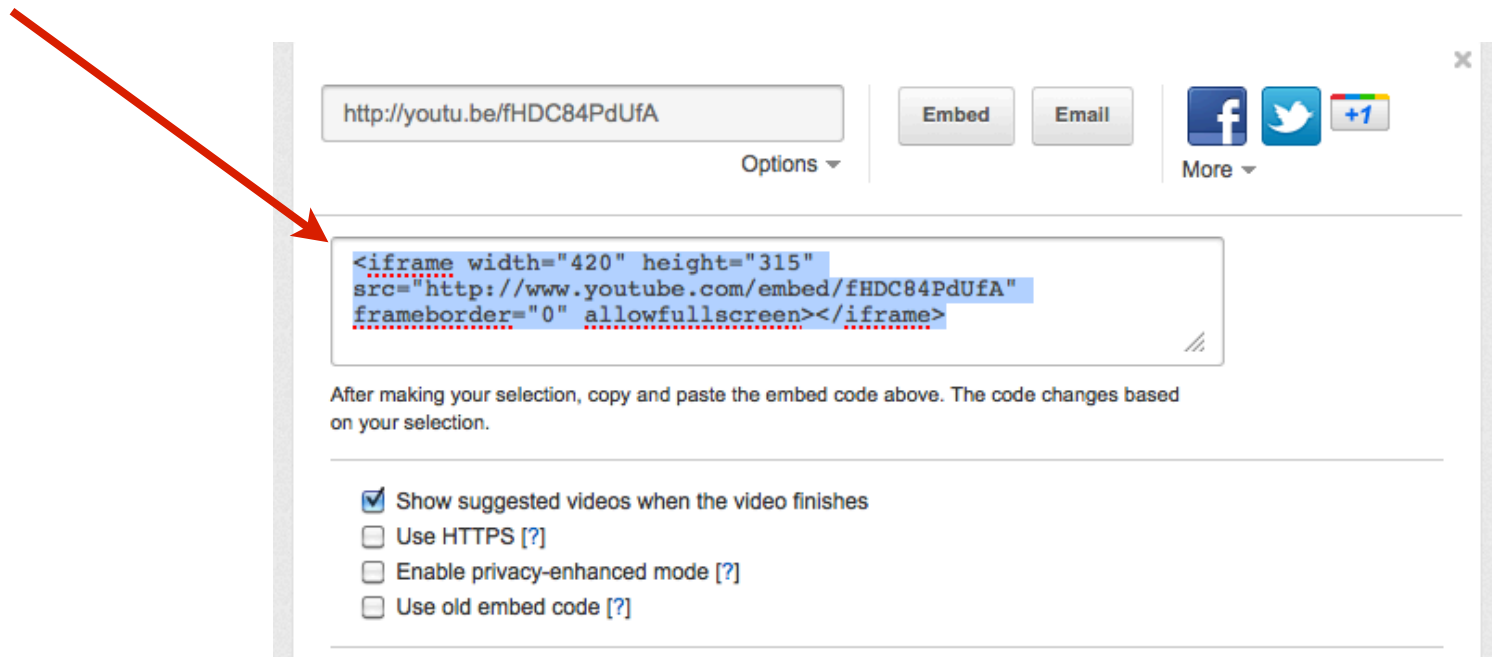
When uploading videos to YouTube, create enticing titles to get viewers to watch and use your keyword! Write a description using your keyword again, add your website link or deep link if appropriate and add tags.

The screenshot shows the YouTube video upload interface. On the left, the 'Video Information' section is expanded, showing 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, there 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, which shows three thumbnail options. The middle thumbnail is highlighted with a yellow border and contains the text 'Other Cool Tools' and a list of bullet points: '• Shapes', '• Duplicate Slides & Delete Slides', '• Table', and '• Charts'. On the right, a preview of the video is shown. The title is 'Keynote Slide Example for VMB' and the main content is 'Other Cool Tools'. The preview includes a red square with an arrow pointing to it and the text 'This is a square'. Below this is a list of bullet points: '• Shapes', '• Duplicate Slides & Delete Slides', '• Table', and '• Charts'. A play button is overlaid on the video. At the bottom of the preview, there is a 'Date and Map' section with date pickers and a 'Map Location' section with a search bar. The video player shows a progress bar at 0:00 / 0:50.

Step
7

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

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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 text area containing the following HTML code:

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

A red arrow points from the top left towards the code box. Below the code box, there is a paragraph of text: "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 [?]

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Next Video...

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