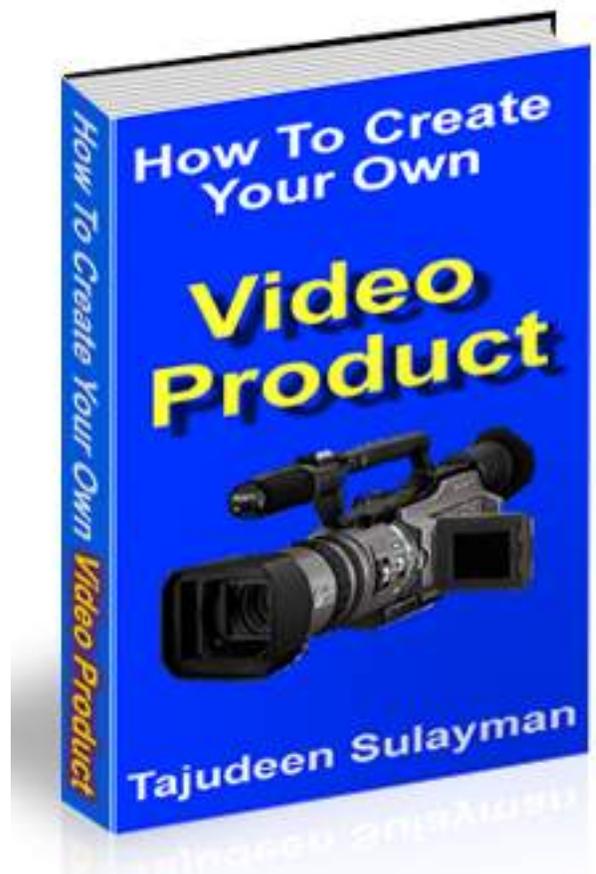


# How to Create Your Own Video Product

A Guide to Creating Your OWN Video Tutorial on Any Topic of Interest



Brought to you by: **Tajudeen Sulayman**

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## Introduction

Hi Fellow Video Creator .

First, let me thank you for getting this exciting new guide on how to make your own video product. I really appreciate that.

Today, people are looking for something that they can actually respond to in place of the usual Ebooks and special reports being provided across the net. Now, more than ever, there is a challenge for the internet marketer to come up with a novel way to entice people into buying a particular product or service.

Certainly the product which seems to be able to do this is the video product. Video is becoming one of the biggest marketing tools around today. In this E book, we will look at what you need and how you go about making your own video product for the internet.

There are many reasons as to why the video product is now starting to surpass the written word, and below are just a number of reasons.

1. You will find that people respond better to what they can see and hear, rather than what they can just read.
2. People are more stimulated when they watch something that they will enjoy.
3. It is a great way of conveying information more clearly and demonstrating the product more effectively using a video rather than with the written word.
4. Using this method you are able to present the information in a clearer, and certainly more often than not, in a concise manner.
5. These are often viewed as being more professional than their counterparts, such as E books.

In fact, for many people today, the video product is easily the better option compared to the more conventional options available. But there is one problem that most internet marketers seem to face when using this medium, in that it seems to be a complicated process to actually create one. However, as long as you have the right knowledge on how to proceed, then this should not be the case. In fact, creating a video product should be as easy as making a cake.

But first of all, we need to take a look at the steps that are essential in order for you to produce a good quality video product.

1. Select a subject. It is best that you choose one with which you are already familiar.

2. Select a particular aspect of the subject that you want to discuss in your video. Remember, it must be both engaging and helpful to all your future customers.
3. Prepare an outline on how you will discuss this part of the subject.
4. Carry out any research you need in order to make sure that you have everything at hand.
5. If you are producing a video on a subject that involves a certain niche, then get yourself a digital camcorder in order to record the appropriate material. You can then decide whether you want to add audio during real time (when actually filming) or during the editing process.
6. If your video involves online affairs, then you need to get yourself a screen capture program. You can download one from many sites, such as camtasia. This allows you to capture your computer screen movements in .avi format. Plus, it allows you to record the audio in real time, or you may prepare a different audio file by using Windows Sound Recorder and then synchronizing the two formats later on.
7. You will now need to edit the product using a video editing software program (which we will look at in more detail later on in this book). There are certainly plenty of these software programs available for sale, but Windows XP comes with a movie maker program already.
8. Should you be choosing to offer this product as a download to your customers, you will then need to convert the file into a .wmv format in order to compress its size.
9. However, if you decide to physically deliver this video product to your customers, you will need to burn it on to a CD or DVD and then prepare to ship them.
10. Once all the above stages have been completed, your video product is now ready to be marketed.

In fact, as you can see from the above, there is nothing really complicated about producing your own video product. To be honest, anyone could do it, if they tried. There are plenty of applications around that will help you to achieve your goal of making a good quality video product for the internet.

If you want, you could do the following:-

1. You could add a video component to your sales page in order to increase your response rate.

## Chapter 6

### How to Create Your First Video Tutorial

Often, creating a video product can be labor intensive. But in this chapter, we will look at way you can produce a video product fast in order to have it ready for the market almost immediately; it is known as a **video tutorial**.

A video tutorial can be created in a very short amount of time (it can take as little as an hour to do). It can also be done on any topic you want. Not only they are easy to make, but they can be fun as well.

Below, we provide you with a number of steps that you should follow in order to make a video tutorial product.

#### 1. Define Your Topic

What you should first do is decide on what your video tutorial is going to be about. Say, for example, you want to show people how to use Microsoft Word. This is likely to be a very long tutorial. So the first thing you should do before making the whole tutorial is break it up into smaller tasks. So if you happen to be producing a more comprehensive product for your customers, you can provide them with lessons that then build on one another, until the whole topic has been covered.

You may decide that the first tutorial will be on the “Basic terminology of Word”, then you might do one on “How to Format a Paragraph” and a third one can be on “Insertion of Tables”.

So what you need to do next is outline each step, in detail, that you are going to work on through out each tutorial. But what you must remember is that the key to an effective tutorial is the detail contained within. So it’s important that you create your video tutorial with every little step in place, and never assume that your students (customers) know anything. By creating a clear step by step outline, this will keep you on track and will also help you avoid those steps which might be unclear.

#### 2. Get the Software

Now you need to download a good software program that you can use for recording. One such program is Camtasia.

This allows you to create a film with audio and video of a section on your computer. This then allows you to make the video in to either a Flash video, mpeg or streaming video available from your website.

#### 3. Now to record the Tutorial

## Chapter 8

# A Video Product Can Help Boost Traffic and Sales to Your Website

There are many reasons why, today, the savvier internet marketers around you claim that video is the next big thing without being told either by YouTube or Time Magazine. They have already been using and benefiting from online videos well before either Time Magazine or others had noticed that both video, and self generated content, would be having a profound impact on people's daily lives.

You will find that, for many years, online marketers have been using videos as a way to promote and sell their products. Often, they mainly use the video as a marketing tool, as it is both cost effective and a simple way to market. In fact, the video is one marketing trend that should not be ignored by any online marketer. Not only are they playing a huge role in online marketing now, but they will be playing an even bigger role in the future.

Today, more and more well known internet marketers are now using videos in order to not just promote and sell their products, but also to create a buzz in the market place.

Many online marketers are now beginning to exploit the immediate connection and effectiveness of using video products for marketing purposes. They can not only be used to inform potential customers regarding different products or services, but they can also be used for promoting offers. Many internet marketers know that building a solid relationship with their customers is the main way to boost their sales. So by using a video product, they can have an effective but simple way of making this connection with their customers.

In fact, today you will find that most internet marketers are also using blogs in order to update and contact any potential customers. Both Blog and RSS feeds are now becoming the most important marketing tools around, which gives any video products a marketer produces unlimited potential for them to earn more traffic and sales to their sites. Plus, with the introduction of the RSS empowered Microsoft Windows program "Vista", we should expect to see Blogs and RSS playing an even greater role in the internet marketing field. So as you can see, video products have truly arrived in the world of online marketing.

Most likely what will happen is that we will see many websites on the internet becoming their own broadcasting system. Sites will soon have their own television channel, which will cater to a specific niche or a broader subject, depending on what the subject matter is that is covered by a particular site.

So this should be one more tool that you have in your marketing arsenal. As many people already know, the use of video products is the future of online marketing, so why not start taking full advantage of it today, and start making your own video products!

**Good luck with your creating your own video product! Thanking you for buying into this product.**

To Your Success,



Tajudeen Sulayman.

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## INTRODUCING MY VIDEO TUTORIAL



In this practical video tutorial, you would get the overview of how you too can produce your own video tutorial on any topic of your interest. In fact, it is a personal blue print of how I developed my media/video production business some of these I have been doing for over 9 years now. This practical video would also help you to set up your own professional audio-visual and video tutorial industry in 24 hours. Get your own copy now and proof me wrong.

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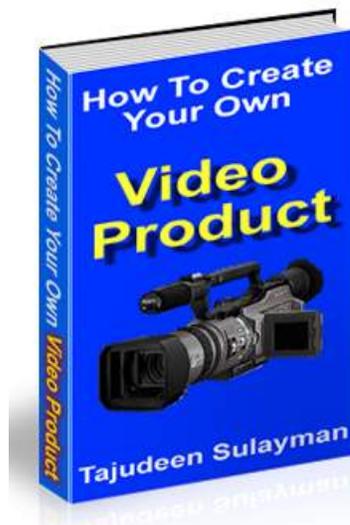
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**Step 4: Your product will be delivered to your email within 24hours.**

**Thanks**

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