

Easier Internet Marketing

Incorporating Multiple Income Pathways

Issue 8



www.easierinternetmarketing.com

Inside this issue

Video and Audio Marketing

Graham Bray
Normandie
Battle Road
Punnetts Town
East Sussex
TN21 9DS

Email: support@easierinternetmarketing.com

Welcome to Issue Number 8!

As a teacher I have a responsibility to ensure that all students in my classes access the information that I've prepared. So my lessons are differentiated for different learning styles, and you need to adopt the same approach with your internet marketing! By all means have the written text, but appeal to our visual nature with videos and our auditory input with voice recordings.

Videos are currently really **HOT!** More and more internet sites are incorporating videos into their marketing, and returns have been quite spectacular. But don't think for one second you've got to be budding screen hopeful such as Julia Roberts or Kevin Costner, or direct with the skills of Lucas or Spielberg.

Videos generally fall into one of two categories. If you're feeling particularly confident or photogenic then you can stand up

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in front of the camera and perform. Alternatively, you could produce a Powerpoint presentation with narration and use software such as Camtasia, or the free Camstudio, to deliver a quality teaching video.

Let's start with **you the star!**

The first thing you need is a video camera. Without doubt one of the best, and most reasonably priced, cameras on the market is the Kodak Zi8. It really is simple to use – just point and click! It's important to have stable recordings, so I suggest you also purchase a simple stand. I've got a 'Gorillapod' stand that sits on my desk and can be manipulated however you want. I also have a very lightweight (500g) Slik tripod which is also very easy to use.

The Kodak Zi8 comes with its' own software but if you use Windows then you should also have available to you Windows Movie Maker.

Don't expect to be word perfect

first time, but be prepared to do several 'takes' and then use your video editor to 'dice and splice' for the best bits. Professionals use screen prompts to provide a rolling script. A simple way around this is to tape your script around the camera itself. It's important to be looking into the camera, and not have your eyes wandering from side to side.

The microphone on the Zi8 is normally fine for recordings, but if in doubt then you could also invest in a cheap lapel microphone.

Once recorded I upload my videos to YouTube. For this you will need an account, but these are easy to set up, and all you need to do then is hit the



'Upload' button!



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The second video alternative is to use **screen capture software**. The software I use is Camtasia, but there is a free alternative called Camstudio.

Screen capture software simply records what's on your screen and your voice as you talk or narrate over the top. I always prepare a Powerpoint presentation on my topic, keeping it simple but very informative. Once my slides are created and ready I then produce a script to go with them. Many people, I'm sure, do not bother with a script and simply talk their way through the slides, but I prefer to make sure that I include everything I need to say, and a script cuts out the irritating 'ums' and 'ahs' when presenters try to ad lib.

Camtasia has an 'add on' that appears in Powerpoint, and when your slides begin to run the recording automatically starts. When completed, the presentation is opened in the

Camtasia software and editing can begin. When you've got the finished product and are ready to save, Camtasia will give you the option to upload to Youtube – all very simple!

Audio recordings

Audio products are by far the easiest product to create, and they can have a higher perceived value than eBooks! The audio product you produce can be a simple MP3 download from your site or you may decide to save the recording to a CD and sell that as a physical product.

To make my recordings I have a headset with a built-in microphone – I find this the best solution for me, and the USB choice means that the quality is better. And the software I use?



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Audacity is free recording software and can be downloaded from:

<http://audacity.sourceforge.net/>

It really is simple to use – all you have to do is press record, read through your text, stop and choose to save. You then simply click on 'Export as MP3' and you have your file ready to go. I've actually produced a training video to show the whole recording process. You can see it here:

<http://youtu.be/JuQDN-zuxtE>

So what to record? You've probably got lots of suitable material already. If you've written articles then why not use them? A 700 word article will usually produce a 3-4 minute audio recording which is ideal.

Alternatively you could record an interview with someone about a topic and record that. It's important to decide on the list of questions beforehand, but then be relatively relaxed in your approach and appear 'natural' in your questioning. Interviews can be very enjoyable – have a go!

Recommendation:

Want the very latest, hot off the press, training resource for video marketing? Then click on the link "ONLINE VIDEO CHAMP" under Recommended resources at my site:

www.easierinternetmarketing.com

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and
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Look out for the next issue of the **Easier Internet Marketing newsletter** – coming to you very soon!



Articles extra!

Creating Video for Business on a Shoestring – Armed with just an inexpensive HD Camcorder and a web application YOU TO can create awesome video.

(Extract from the Internet Marketing Review, Volume 11 Issue 2)

Think it's too expensive, too complicated to start marketing your business using online video?

Think Neil T is a video genius who's just simply from another planet he's that good well you might be right on your second assumption. I am a bit special but as for online video marketing you should be getting yourself in on the act.

It's simple to do and won't cost you the earth either. Here's how to use the powerful Kodak Zi8 and Animoto to make stunning video on a shoestring budget ... this is an ideal offering to your local area business hero portfolio.

For me there is nothing quite like the Zi8 on the market at the moment. Not much bigger than a mobile phone, the Zi8 records stunning High Definition video.

With a good sized SDHC card inside you can record hours and hours of video. But for short productions you won't need this amount of recording time. Short 'B' roll footage is what's required.

It is the simplicity of the Zi8 that makes it so powerful. But the real brilliance of this device is that after you have shot some video you simply extract the USB connection and stick it in your computer.

This launches the simple to use Media Impression software. Better still though, import your footage and then use a more advanced suite of video editing like Sony Vegas Movie Studio for full control.

Video editing is easy and simple and the Zi8 is very reasonable ... expect to pick one up for under £100.00.

Enter Animoto

The second part of the formula is a simple but powerful service called Animoto. Animoto creates superb video using a combination of still photographs, video, text and music. For a moderate price (\$99.00 for three months or \$249 for a year) you can create unlimited, full length, DVD quality videos. Before purchasing I would suggest using the

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Articles extra!

free version of the software to create some test videos to ensure that it will meet your needs.

The one down side to Animoto is that while you have control over the order in which your video and images will appear in your video, the effects are all generated automatically based on the music you have selected and the length of your video clips.

But don't worry – the lack of control may feel like a hindrance at times but it is precisely this automation that makes Animoto so powerful and easy to use – it does all the work for you.

Combining the Flip and Animoto – My Story

Here is the sequence of events that led up to the video:

- I recorded some video with a LABH client of mine.
- I took the video home and plugged the Zi8 into my Mac Pro.
- The video content “popped up” in the software.
- I clipped out a few 3 to 4 second pieces of video.
- I exported the pieces of video to my computer.
- My client had given me a stack of digital images from events and portfolio photographs he'd had done. I simply picked some shots out of the stack and saved them to his client file.
- I uploaded all of the still photographs and video clips into Animoto.
- I picked some music from the Animoto music library.
- I clicked on “Create Video”

Depending on which membership level you choose with Animoto they have different rendering settings. With the Pro version that I subscribe to I can get full HD renders, which the clients love

The total amount of time it took me to produce that video was probably 1 hour. That doesn't include the time it took to shoot the photographs in the first place. That's the time it took to locate and load all of the images, video and render the video.

Businesses who don't know how to do this will pay a small fortune for such professionally produced introductory videos.

If you are looking for an easy and inexpensive way to begin leveraging the power of online video in your marketing, or charge others for this service, then this is something that you should put in your locker.



Articles extra!

A Step-By-Step Guide To Digital Audio Recording For Internet Marketers

Creating and posting digital audio recordings on your website is a great way to give it a more personal appeal and make it stand out from the crowd. If you offer your website visitors the option of listening to as well as reading the information on your website you stand a better chance of making your site "sticky" and of attracting a larger and more loyal following. Creating a basic, but good quality, audio recording is no longer a difficult or costly enterprise.

Sound Recording Software

If you are one of those lucky people who owns a Mac OSX for example, you already have all the equipment you need right on your computer! Simply open the Garageband program and off you go!

For Windows users, there is Sound Recorder, has been included as part of the Windows bundle going back to Windows 95, but you will need to use an external microphone to record your sound files.

External Microphone or Digital Audio Recorder

Actually, whatever audio recording software program you use, I would recommend investing in a good quality microphone or a portable digital audio recording device such as Roland's Edirol R-09. (Check my Edirol R-09 review.)

A portable digital audio recorder will give you much more flexibility as to where you make your recordings. Files can be uploaded from a digital audio recorder using Roland's Cakewalk "pyro Audio Creator LE" software.

Recording Your Audio Programme

Don't worry about producing a slick audio programme. A five-to-ten minute audio recording will be long enough. If you do not know what to talk about, simply record yourself reading some of your website content. Write a small introduction and conclusion suitable for an audio recording and tag them to the start and finish of the article.

You may find, as you read the article, that some parts of it sound strange or unnatural in a "spoken word" format. So, modify those parts of the article and make another recording.



Articles extra!

Uploading To Your Website

Once you have produced your audio file you can easily upload it to the Internet via a free online service such as SoundCloud.com. (If you are in a hurry, you can record directly onto SoundCloud.) You can then copy some code from their site and paste it into an article on your website or blog to make your recording available to your site visitors.

Once you discover how easy it is to make your own audio recordings on your computer or with an Edirol R-09 or similar device, you may want to go to the next step and set up your own free podcasting service and publish it on iTunes.

Whatever you choose to do, making good quality digital audio recordings a part of your online marketing strategy makes sense and is easy to implement. You probably have most of the equipment you need at your fingertips already.

David Hurley lives in Japan and works as an English instructor and Internet marketer. Read David's review of Roland's Edirol R-09 Digital Audio Recorder at: <http://webbusinesspodcast.com/product-reviews/edirol-r-09-review/> and check out his free Internet marketing podcast at: <http://webbusinesspodcast.com/free-podcast/>

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