

A close-up photograph of a hand holding a physical print of a young child with blonde hair, laughing joyfully with their mouth wide open. The child's eyes are squinted, and their tongue is visible. The background is dark and out of focus.

Sample

Show Me
Use Online Videos to Create
Compelling Experiences

by Gihan Perera
www.firststep.com.au

Table of Contents

Table of Contents.....	2
Introduction	3
What is Online Video?.....	6
Benefits of Online Video	9
Eleven Ways to Use Online Video	14
Weaknesses of Video	27
Experience It Yourself.....	30
Creating a Video – Step 1: Record.....	31
Creating a Video – Step 2: Edit	37
Creating Your Video – Step 3: Platform	42
Creating Your Video – Step 4: Publish.....	50
Final Words	53

Introduction

Many speakers, trainers and other infopreneurs see video as the perfect vehicle for distributing their message. It's seen by some as the ideal promotional tool, and by others as the path to passive income. It can be both – and much more as well.

Until recently, video on the Internet was a dream, but it was just a dream because it was slow, clunky and required special software. Now it's a dream come true. Internet access is better, the software for producing video has improved, and Web browsers now play video easily.

It's the perfect time to create online video. In this program, I'll show you how it's done.

Who is this for?

I've written this program specifically for infopreneurs – that is, speakers, trainers, consultants, coaches and other information experts. If you're a presenter in some form or another, online video is ideal for you – because:

⇒ You're used to being the centre of attention! In other words, you've invested time and effort into presenting well, so you have an advantage over most people, who freeze in front of a video camera or an audience.

- ⇒ You've got content – oodles of it, if you're any good. So you can use video for educational purposes.
- ⇒ You're already in business. Not only do you have content, but you've tested, honed and fine-tuned that content to deliver value already to audiences.
- ⇒ You're motivated. You're probably looking to supplement or replace some of your active income with online delivery.
- ⇒ You've already got other income streams. You're not starting a business from scratch; you're *adding* online video to what you're already doing. So you're in a more stable place than somebody trying to create a new business out of online video.

Why now?

When I attended the National Speakers Association of Australia conference in Canberra in 2000, there was one speaker – an external expert – who talked about the concept of “E-Speaker”. His idea was that if you're a speaker, trainer or other expert delivering your message live to audiences, you could record your presentations on video and deliver them over the internet.

It was a good idea, but it was about 6-7 years ahead of its time. In 2000, online video was slow, clunky and unreliable.

Now that's no longer the case. Specifically, three things now make online video feasible and attractive:

- ⇒ **Better Tools:** There are easy tools for you to create video and publish it to on the Internet. You no longer require a multimedia degree to create high-quality video clips.
- ⇒ **Broadband Internet:** More and more people now have broadband internet access. That was, in my opinion, the biggest problem in the past. Even if you had the technology to create it and the person at the other end could download and watch it, it took a long, long time. Now broadband has made that easier.
- ⇒ **YouTube:** Finally, YouTube at www.youtube.com has made it easy for people to watch online video. In the past, users had to download special video playing software to watch videos on the Internet. Now that software is built in to their Web browsers; and even if it's not, chances are they've already downloaded it to watch YouTube videos. This is ideal for you as an infopreneur. Even if you don't put your own videos on YouTube, you can thank YouTube for its role in making your videos playable.

Overview

Briefly, we'll look at these three broad areas:

- ⇒ **Why:** The benefits of online video, why it's become so compelling now, and even some reasons why *not* to use it.
- ⇒ **What:** Examples of online video, including some applications of it that you probably haven't considered:
- ⇒ **How:** The process of recording, editing and publishing your video clips.

Enjoy the program!

What is Online Video?

It hardly seems necessary to explain online video, but I'll do so anyway because it has changed in the last few years.

In the early days of the Web (which, after all, was not that long ago), only a few people used video clips on their Web site. The video clips would be linked from a Web page, and the user required special video player software. Here's an example from one of our clients' old Web site:

These videos are optimised for broadband internet connection. For slower connections a delay will occur before playing.

We have two versions available for you. QuickTime is the recommended format.

- QuickTime version (recommended)
- Windows Media Player version



This was inconvenient, both for the publisher (Web site owner) and the user. The publisher had to guess what software users had, and would sometimes provide more than

one version of the video clip, to reach as many people as possible. They might also provide download links for the software – as you can see in the example above.

Two things have changed since that time: Embedded clips and different video styles.

1. Embedded clips

Now, video clips are usually *embedded* in Web pages, and most users can play them immediately without any special software:



The screenshot displays the YouTube interface for a video titled "Wake Up WA: Magnetic Messages". The video player shows three people in a studio setting. The right-hand side of the interface includes the following elements:

- YouTube logo and navigation buttons: Home, Videos, Channels, Community.
- Search bar with "Videos" dropdown and "Search" button.
- User profile for "gihanfirststep" with a "Subscribe" button.
- Video details: Added January 02, 2009; description "Gihan talks about the concept of 'magnetic..."; embed code.
- Video Owner Options: "Add Video Annotations" and "Edit Video" buttons.
- Section "More From: gihanfirststep" and "Related Videos".

Strictly speaking, the user *does* require special software (known as a “Flash player”) to view the clip. But this software is installed on most modern computers; and if it’s not, most users have downloaded it anyway to watch YouTube video clips.

2. Video styles

When you use the phrase “video clip”, most people think of a recording of some action – the sort of thing you’d record with a video camera. That’s certainly true, but other things can also be considered to be “online video” – for instance, PowerPoint slide shows, multimedia presentations, animated cartoons and interactive demonstrations.

They are each *created* in different ways, but when they are uploaded to the Internet, users generally use the same technology to view them all.

This is important for you as an infopreneur because it means you can use online video for more than just showing *you* delivering material.

Creating Your Video – Step 3: Platform

After you've edited your video clip, you'll have a single video file, ready for publishing.

I'm going to talk about the publishing process in the following section. But first I'd like you to consider *where* you're going to publish it, because that might affect the publishing method you use.

Physical products

Although this program is about *online* video, it's worth mentioning briefly that of course you can also distribute the video clip in physical products, either for free promotional products or paid products.

CD-ROM or DVD

It's easy to burn your video clip to a CD-ROM or DVD. You can do the entire duplication process yourself (including colour labels, if you have a suitable printer), or outsource it to a duplication service, such as Diskbank, at www.diskbank.com.au.

CD business card

One reasonably popular promotional item is the "CD business card" or "DVD business card". Instead of handing out a plain business card, you can give people a small CD or

DVD that they play. Many CD/DVD duplication services offer this service – including Diskbank.

Because these CDs and DVDs are much smaller than the regular CD or DVD, they also have a much smaller capacity – in other words, you can't fit as much on them. Check with your supplier first, so you can ensure your editing process creates a small enough file.

Memory stick (a.k.a. "thumb drive")

Another increasingly common option is to distribute files on a memory stick (also known as a USB drive or thumb drive). Although these are slightly more expensive than CDs or DVDs, they are compact and classier, so are perceived as more valuable. You can buy these cheaply at electronics stores, and even have them engraved with your own branding.

PowerPoint

And finally (for physical distribution), you can insert your video clips into PowerPoint (or Keynote on the Mac) presentations, to use in live presentations.

Be careful about embedding video clips from YouTube or other video-sharing sites. YouTube does allow you to embed their video clips into Web pages, but *not* to download them into PowerPoint presentations – or for any other reason. Although some presenters *do* embed YouTube clips into their presentations, they are not doing so legally!

Now let's turn to the online platforms for distributing your video clips.

YouTube

One of the first things people consider is YouTube, at www.youtube.com. This isn't necessarily the best place for many infopreneurs' videos. However, it's quick and easy, and doesn't do any harm.

So if you'd like to *quickly* get your video online without worrying about file formats, FTP passwords and other technical things, this is one way to do it. After publishing it to YouTube, you can then copy it to your Web site or blog.

The drawback with YouTube videos is that people who watch your video can then click on it to watch other videos. This happens even if you've copied it to your Web site or blog, which means you're giving people a chance to leave your site – possibly never to return.

SlideShare

As I mentioned earlier, SlideShare, at www.slideshare.net, is like YouTube for PowerPoint presentations. So if your "video" is a slide presentation, you can upload it there.

It has similar benefits and drawbacks to YouTube. The main benefit is the speed of publishing – just upload a PowerPoint or PDF file, and the site takes care of everything

else. The main drawback is that people can click away from your slide show, perhaps never to return.

Other Video Sharing Sites

YouTube is just one of the hundreds of video sharing sites now available. Two other popular sites are:

⇒ Google Video: video.google.com

⇒ Metacafe: www.metacafe.com

If you're a member of the First Step Community at www.firststepcommunity.info, visit the Document Vault for a list of many others.

Your Web site

The next place to publish videos is of course on your own Web site. If you're thinking about online video, no doubt you've already thought about putting it on your Web site.

Your blog

A blog *is* a Web site, so if you operate a blog, also publish your video clips there. Just write a simple blog post about it, embed the video clip, and then link to a relevant page on your Web site.

Google and other search engines sometimes give your blog pages higher priority than your normal Web pages. So this can be an effective way to get higher Google rankings.

As an aside, most of the video sharing sites like YouTube encourage you to copy *any* of their videos to your blog or Web site. So go to YouTube and SlideShare.net, find related videos to your area of expertise, and publish *them* on your blog as well.

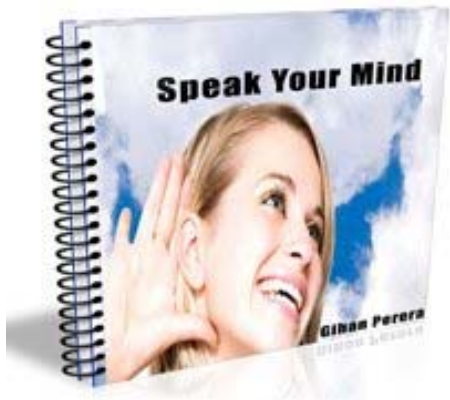
Video Podcast

I usually describe a podcast as an “audio newsletter”, but in fact it can be a video newsletter as well. The most common examples of video podcasts – or “vodcasts”, as they are sometimes called! – are television programs that provide a downloadable version.

For more about podcasting in general, get my product *Speak Your Mind*, from www.GihanPerera.com. If you’re a member of the First Step Member Community, it’s available to you free of charge in the Document Vault.

Online Communities

On-line communities like Facebook, at www.facebook.com, allow you to add video clips easily to your pages. Video clips that promote you – such as your demo video – might be suitable for these pages.



Some online communities also have a Videos section where anybody can post videos for anybody else in the community to watch. Use this for promotional videos, educational videos and anything else that could catch somebody's eye.

For example, the First Step Member Community at www.firststepcommunity.com has such a facility. Some of our members use it for exactly this purpose:



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E-mail

Of course, you can use e-mail to tell people about your video clips – in direct e-mail messages, as part of your e-mail newsletter, or as part of an online course.

But don't send video clips directly by e-mail. Don't even embed the clip into an e-mail message, because many corporate computer systems will block those messages.

Instead, first create a Web page for the video, and then your e-mail message should have a link to that page. If you're using the First Step software, use the Media Clips module, which helps you create these pages easily.

Bureau Web sites

Some bureaus and agents now allow – or even request – demo videos from their speakers. For example, Australian Speakers Bureau at www.australianspeaker.com has a button on its home page for visitors to view speaker videos:



AUSTRALIAN SPEAKERS BUREAU FREE CALL 1300 4SPEAKERS (1300 477 325)

WE PUT YOU IN THE SPOTLIGHT™

HOME FIND A SPEAKER WHY HIRE A SPEAKER FEATURED SPEAKER FEATURED ARTICLE ARE YOU A SPEAKER ABOUT US CONTACT US

Australian Speakers Bureau - Welcomes You

Australian Speakers Bureau (ASB) service leading Australian companies and associations providing the right Speaker, Master of Ceremonies, Comedian, Trainer or Entertainment for your event.

We proudly welcome you to our company.

Our job is to service your needs by inspiring you with unbiased options to put your event in the 'spotlight'.

The ASB team are amongst the most highly experienced and respected in the industry, offering personal, professional, independent and impartial advice to you.

Established 6 years ago by Managing Director, Patrick Sweeney in Perth, ASB has seen unprecedented growth in 2007 with Helene Greenham (General Manager) and the establishment of a new Melbourne office now open in 2008.

Click here to view speakers videos

If you use the speaker support service BioView, at bioviewusa.com, they will help you create an online video that they display automatically on all the major Australian bureau sites.

Creating Your Video – Step 4: Publish

Finally, we'll consider the process of publishing your video to the Internet.

As I mentioned, I've left this until after you've decided *where* you're going to publish it, because that can make a difference to your publishing method.

In this section, I'm assuming you have recorded and edited your video, and you now have a single video file ready for publishing. I'm also assuming you have decided on the platform(s) where you'll publish your video – and assessed the pros and cons.

Publishing to YouTube

If you've decided that YouTube is an appropriate platform for your video, then you're in luck, because YouTube makes the publishing process easy. You simply upload the video clip to YouTube, and YouTube takes care of everything else. It creates a playable video on a unique YouTube page, and gives you the instructions to embed the video clip in any other Web page or blog.

Hipcast

As I mentioned earlier, a drawback of using YouTube is that they force your video clip to have a link back to the YouTube Web site. So you risk losing your site visitors.

You can overcome this obstacle by using a different video upload service. The one I use, and recommend highly, is www.Hipcast.com, which allows you to upload audio clips, video clips and even turn them into podcasts.

Hipcast is not free, but it's ridiculously cheap for most users. Start with the US\$5/month package, which you might have to upgrade some time in the future. But for many users, that basic package is enough.

Audio Acrobat

Another video upload service is www.audioacrobat.com. It's similar to Hipcast, except at the time of writing it doesn't allow you to easily create podcasts. However, it is slightly easier to use than Hipcast if you want to embed video clips into your Web pages.

Video Web Wizard

Finally, the most technical option is for you to upload the video clips yourself to your Web site. This can be fiddly if you're doing it for the first time, but it's not particularly difficult when you know how it's done.

The advantage of this option is that it doesn't cost you anything (except your hosting fee, which you're already paying to your Web host), it doesn't include any YouTube or Hipcast branding, and it gives you more flexibility over the look-and-feel of your video clips. Oh,

and if you're a control freak, you might also appreciate knowing that everything is on your own Web server, not hosted elsewhere.

You still require some software to turn your video clip into a form that you can embed on a Web page. I use Video Web Wizard, from videowebwizard.com (PC only, not Mac). It's easy to use, but does give you a reasonable number of options to control your video's appearance.

If you're a member of the First Step Member Community at firststepcommunity.com, you can download a free version of this software from the Document Vault. This is not the latest version, which you would have to buy separately, but it's still pretty good.

Final Words

I hope you've enjoyed this program. I really do believe that online video has finally matured to the level where it's a realistic tool for infopreneurs. And because most businesses aren't taking advantage of it yet, you're way ahead of the pack.

I would love to hear what you think about online video – and I would love to *see* your videos in action. Feel free to e-mail me gihan@gihanperera.com. I'd love to hear your comments, your case studies, your success stories, your failure stories and any questions that you have.



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About Gihan Perera

Gihan Perera is a business consultant, speaker, author and entrepreneur – with clients throughout Australia, and in New Zealand, South Africa, Singapore, the U.K. and Canada. He works with professional speakers and trainers, consultants, business owners, CEOs and strategic leadership teams to improve their marketing, sales and persuasion skills in one-on-one meetings, group presentations and on the Internet.

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