



Product Pipeline System Module #18

How To Attract Free Traffic With Free Videos

By



<http://www.Work1099.com>

Introduction

In just moments you'll begin learning how to get free traffic by harnessing the power of free videos. And you'll do it all using my **V.I.D.E.O system™**:

- **V – Vision:** This is where you develop your overall plan for getting free traffic with free videos.
- **I – Ideas:** Here you'll discover 10 ideas for different types of videos you can create. You don't have to pick just one – eventually you can create videos using all of these exciting themes!
- **D – Development:** Here's where you'll discover how to create your video.
- **E – Execution:** This is where you'll distribute your video.
- **O – Observation:** Your video is worthless if no one is watching it, so that's why you'll find out how to get targeted traffic to it.

Let's begin...

Vision

Before you can start getting free traffic with free videos, you need to have a vision for what you'd like to accomplish. And that starts with choosing a primary purpose for your video.

Specifically:

1. Do you want to drive traffic to your opt-in page so that you can build your mailing list?
2. Are you pre-selling a product?
3. Is your goal to generate viral traffic?
4. Or do you have some other purpose for your video?

In other words, **to what page would you like to drive your free traffic, and what would you like this traffic to do once they arrive?**

Sometimes people like to use a video to accomplish multiple goals.

However, if you're providing multiple calls to action in your video (which is where you tell your prospects what you'd like them to do), then your prospects will get confused. They'll get overwhelmed by the choices. And it's unlikely that they'll act on even one of your suggestions (much less all of them).

As such, **the key to an effective video is to choose just ONE primary purpose.** And then base your entire video around accomplishing this singular goal. Indeed, in just a few moments you'll discover 10 different types of videos you can use to achieve your goals.

Secondly, you need to decide what type of video you'd like to create. The two main types include:

1. **"Talking head" video.** This is where the video is primarily composed of you or someone else speaking into the camera to teach something.

This style of video works particularly well for "how to" videos, especially if you're doing the task as you talk about it.

Example: This is a good choice if your video is about grooming a poodle, since you actually groom a poodle as you describe the process.

Tip: It's also a good video format for "rant style" videos and certain sales videos, as the viewer is better able to connect with you.

- 2. "Slide presentation" video.** This is where your video is basically a slide show with narration. This particular video works well for simple "article style" videos – and since you can insert still images into this video, you can even use these graphics to illustrate whatever it you're talking about.

You can even use this easy-to-create video style for videos designed to presell a product or service.

Naturally, the type of video you choose also depends on your personal preferences and comfort level. That is, some people would simply rather not appear in front of a camera, and that's ok.

The last thing you need to decide on is the length. Since many of these videos are similar to articles or short presells, you'll want to keep your viewer's time commitment to about the same as if they were reading short pieces such as articles or reports.

To that end, a good rule of thumb is to keep your videos to 10 minutes or less. However, your audience and the content of the video may have you varying from this guideline.

Example: Perhaps your audience may prefer short, two minute videos. Or perhaps they'll prefer 20 minute videos.

There are two ways to determine what will work best:

- **Check YouTube.com.** Run a search for relevant keywords. Then check to see which videos are getting the most views. See if you can establish a pattern regarding length of these videos. For example, perhaps you'll discover that the most popular videos in your niche are an average of seven minutes long.
- **Test.** This is the only way to know for sure. Simply put, you can create a variety of videos and see which ones your audience prefers.

Quick Recap

You need to choose the primary purpose of your video. You also need to choose the general format for the video, but you don't have to make this decision just yet.

Ideally, you'll want to wait until after you read the next section – which is where you'll learn about the 10 types of videos – before you decide whether to do a slide presentation video or talking head video. Read on...

Ideas

You've decided what you hope to accomplish with this video. Now you need to decide which type of video will best help you achieve this goal and get your prospects to take action.

Here are ten video ideas from which you can choose...

1. The Top 10 Tips Video

This is where you offer a collection of your top ten tips on any particular topic.

Examples:

- Top 10 Ways to Lose 10 Pounds
- 10 Proven Ways to Improve Your Golf Swing
- The 10 Best Ways to Get Free Traffic

The format for this video is pretty simple: Just list your ten tips.

In order to keep your prospects interested, list one of your BEST tips at the beginning. Then let them know that you'll share with them a little-known tip at the end.

This will arouse curiosity, meaning prospects will have to watch through to the end to see that last "juicy" tip. Finally, be sure to end with a call to action, such as by telling people to join your list or buy a product to learn more.

You can create this video using a talking head video or slide presentation video. This style video works best for preselling products or sending traffic to your newsletter opt-in page.

2. The "How to" Video

Just as the name implies, this is where your video outlines the step-by-step instructions for completing some specific task or to achieve a specific goal.

Examples:

- How to Groom a Poodle
- How to Clean a Carburetor
- How to Cook Beef Wellington

The format is pretty self-explanatory. You'll have a "Step 1, Do This; Step 2, Do That" format. If you're selling an information product, then make sure your video is useful... *yet incomplete*.

That way, you can create a call to action at the end of your video where you tell people to purchase a product in order to get the full instructions.

Whether you choose a talking head video or slide presentation video depends on your topic. If the topic is better served with you showing your viewers how to complete the process, then use a talking head video.

If you can use still images and/or you could just as well create a text article, then you can use the slide presentation style video.

3. The Top Resources Video

This video depicts the top resources that every niche member ought to know about. This could be the top tools, top book, top blog posts... or just about anything else.

Examples:

- Top Three Software Every Online Marketer Ought to be Using
- Top 10 Tools That Ought to be in Every Car-Restoration Enthusiast's Toolbox
- The #1 Book Every Aspiring Novelist Should Read

The best format is to list your resources in order from least to most useful. That is, you'll talk about the BEST resource right at the end. Be sure your viewers know this so that they keep their eyes on their monitors.

As you can see, this is a good style of video to choose if you're aiming to pre-sell products. This style of video also works well to build your mailing list or get visitors to your blog.

Example: "Just go to [insert your link] to get the full review for each of these products - what I have to say about them might surprise you!"

4. The Product Review Video

This is just what it sounds like: You use your video to offer a review of a product. Alternatively, you can use this video to compare two products, which ends with you specifically recommending one product over the other.

Examples:

- Don't Even Think of Joining Work1099 Until You Watch This!
- The Truth About Work1099
- Work1099 or Product X - is Right For You?

Obviously, this is a great video format to use to pre-sell an affiliate offer. It doesn't even matter if you choose a talking head or slide presentation video format, as both will work just fine for your purposes.

Here's the general outline you can use for the product review video:

- Introduce the product you're reviewing.
- Let viewers know that you'll list both the pros and cons of this product, so they'll need to stay tuned.
- List the product's strengths.
- List the product's weaknesses.
- Tell viewers whether you recommend the product or not. If you do, provide a call to action where you promote the product. If you don't, then provide a call to action where you point viewers to an alternate (better) product.

You'll note that you need to list the product's weaknesses. That part is important.

That's because your prospects know that the product you're reviewing isn't perfect. So if all you do is praise the product and tell your prospects to buy it, they'll suspect you're hiding something. This leads to a lack of trust, which leads to a decrease in sales.

Instead, go ahead and list the product weaknesses, too. You can consider these weaknesses as possible "hurdles" (sales objections), which means you'll want to explain why these perceived weaknesses really aren't that detrimental to the product.

Example: "Many laptops come with switchable designer lids, but not this one. That's because this one is a workhorse, not a show horse. So if you're looking for a fashion accessory, then skip this machine. But if you're looking for a powerful laptop to boost your productivity, then look no further."

5. The Controversial Video

You can use the Controversial Video for a wide variety of purposes, including:

- ➔ **Getting viral traffic.** Indeed, this is one of the best video formats for getting buzz, simply because a truly controversial video will get your entire niche talking. Whether people agree with your video or don't agree with it, they'll still talk about it, link to it, etc.
- ➔ **Building a mailing list.** You can use a controversial video to whip up a lot of excitement about a particular topic. Then you can send the traffic to your opt-in page so they can learn more about the topic by joining your list.
- ➔ **Pre-selling a product.** You can declare a particular strategy as "dead" – then use your video to pre-sell the alternative strategy.

Let me give you a few examples:

- Facebook is Dead
- Warning: Your Doctor Has Been Lying to You
- Revealed: The Shocking Truth About the Weight Loss Industry

The format for this video is to state a bold claim upfront. Then you spend the rest of the video supporting that claim, passionately. You then direct people to a solution to overcome this "problem."

You can use either talking head or a slide presentation format to create your video.

6. The Rant Video

Another passionate video is the "Rant" video. Indeed, depending on what you're ranting about, a Rant-style video can even overlap with the Controversial-style video.

Basically, a rant is when you speak passionately about your opinion on a topic.

Generally, you're seeking to push your prospects' emotional buttons. To that end, your rant should say something that your prospects are already thinking about.

This format works particularly well to generate viral traffic, although you can use it for other purposes, too (such as preselling).

Here are a few examples:

- Rant: The Fitness Gurus Are Ripping You Off
- Does Anyone Else Hate Puppy Pad Training?
- Who Else is Sick and Tired of Rehashed Marketing Products?

The format for this video is much the same as the controversial video. Namely, you start off with by sharing your opinion on a topic, and then you spend the rest of your video telling your viewers why you support this particular opinion. Naturally, you provide a call to action at the end to direct people to your site.

A talking head style video works best, since it allows people to really connect with you.

7. The Promotional Video

This promotional video is a direct-response sales video. What makes it different from a product review is that this style video tends to be more biased.

In other words, you focus on promoting the benefits and advantages of the product. And that makes your promotional video basically like a miniature sales letter.

Examples:

- Why Every Serious Marketer Ought to be a Member of iBusinessOwner.com
- Have You Heard About ListVend.com?
- ListVend.com: Is it Right for You?

Because the promotional video is basically like a written sales letter, it will generally follow the same format. Specifically:

- ➔ **Create an opener that attracts attention.** Usually this means sharing some sort of benefit and/or talking about the prospect's pain. It means giving the prospect hope for a solution.

Example: "Have you ever wished you were thin again? Do you ever imagine what it would be like to take your shirt off at the beach and have jaws drop?"

- ➔ **Introduce the product as the solution.**

Example: "You don't have to live with this problem any longer. Let me introduce you to the solution..."

- ➔ **List the benefits of the product.**

Example: "You'll discover a little-known herb that melts belly fat like magic!"

- ➔ **Offer proof.** This could be a photo, video, testimonials or anything else to support your claims.

- ➔ **Provide a call to action.** This is where you specifically tell your prospect what you'd like to do next.

Example: "Are you ready to melt your belly fat? Then go to [link] right now to discover these fat-busting secrets. You're going to like the way you look!"

You can use either a talking head or slide presentation style video to promote your product.

Either way, it's helpful to show the product so it seems more real to your prospects.

Example: If you're using a slide presentation video, then you can show a screen shot of one of the pages of an ebook.

8. The "News" Video

This is where you share a bit of niche news. However, you don't just share it, as your prospects could go to any news site to get their daily dose of news.

What makes this particular video valuable to your viewers is that you tell them how this news affects them.

Example: Let's say you run a fitness site. And maybe the news came out that researchers say coffee is okay in moderation.

You can tell your prospects how to use caffeine to boost their gym performance as well as how caffeine is a fat burner. Then you can create a call to action at the end of your video where you tell people to visit your site to learn still other ways to burn fat.

Now let me give you examples of video titles:

- This Just In: Coffee Can Help You Lose Weight
- Did You Hear the Latest News From Google?
- How Does the Recession Affect Your Retirement Plans?

The format is straightforward.

You start off by sharing the news (being sure to cite a credible source). You then "editorialize," meaning you offer your insights and comments on this news. This is where you tell people how the news affects them. If it affects them negatively, be sure to offer suggestions to counter these negative effects. Then at the end you provide a call to action where you direct people to your site to learn more.

You can use either a talking head or slide presentation style video to share your news.

9. The "How to Use a Product" Video

The idea behind this video is to show people how to get the benefits out of a product. As such, this video works great to promote a specific product.

Examples:

- How to Use the Whiz Bang Debt Reduction Software
- How to Use a Bowflex Machine to Get Great Results
- Little Aweber Tricks That Very Few People Know

The format is that you simply demonstrate how a product works – and specifically, how the viewer can get great results using the product. What you show, exactly, depends on how you're using this video.

Specifically, you can:

- a. Show how to use a product that the prospect does not own.** In this case, the point of your video is to really show what kind of benefits the prospect would get from owning and using the product.

Example: Let's suppose you're promoting a cookbook. The natural way to sell this cookbook is to show a video of you cooking up some of the recipes.

- b. Show how to use a product that a prospect already owns.** In this case, your video can do two things.

First, it can help a novice get better results, which helps bond your prospects to you.

Secondly (and optionally), you can use the video to promote a secondary (complimentary) product on the backend.

Example: Let's suppose your video shows your viewers how to use a Bowflex for best results. You can then talk about how proper nutrition is one of the keys to getting great results, at which point you can recommend a nutrition guide, whey protein or something else relevant.

Whether you use a talking head or slide presentation video depends on what you're demonstrating.

If you're showing something like how to use software, then you can use screen-capture software (which we'll talk about later) to create your video. If you're showing how to use something like a Bowflex, then a talking head video works best (although you can use a slide presentation with photographs).

10. The Testimonial Video

This is another video whose primary purpose is to sell a product. And as the name suggests, the video shows testimonials from satisfied customers.

Tip: The video can also show endorsements from influential people. For example, if you're promoting a product about relieving back pain, then having a doctor endorse the product is very powerful. Otherwise, you can have a known "name" in the market endorse the product.

Examples:

- What Does Jimmy D. Brown Think About Aweber?
- Here's What Others Are Saying About iBusinessOwner.com
- You Won't Believe What People Are Saying About ListVend.com

Here's a good format for this style of video:

- ➔ **Introduce the product and list some of the top benefits of this product.** In other words, get your viewers a little excited about the product and what it can do for them.
- ➔ **Show testimonials or endorsements that support the benefits you previously listed.**

Example: If you claim that a dieting product is easy to follow and that the user will never have hunger pangs, then show a testimonial from a customer attesting to this fact.

- ➔ **Provide a call to action where you tell people to go buy the product.**

Obviously, the most powerful way to create this video is by using the talking head format. That way, you can show videos of people delivering their testimonials. If you don't have this sort of footage, then the next best thing is to show a photo of the person while they read their own testimonial.

Quick Recap

And there you have it – 10 different video formats that you can use in a variety of ways to drive traffic to your sales pages, blogs, opt-in pages and other websites. Pick one that best meets your needs. Then read on to discover how to create your video...

Development

You've picked your topic, you've chosen the type of video you're going to create and you've chosen your format (talking head versus slide presentation video). Now let's talk about how to develop and produce these two different formats. Read on...

Creating the "Talking Head" Video

If you're going to create a talking head which has the camera focused on you (or someone else), then here's what you need...

Camera

You may already own a camera that's capable of recording digital video. If so, check the quality. Is it fast enough to capture motion smoothly? Does it produce crisp video, even if the lighting conditions aren't ideal?

If you don't already have good video recorder, then it's worth investing in one. You don't have to spend a fortune – just get the best one that you can afford. Most stores allow you to try them out in the store, so be sure to try before you buy.

Microphone (Optional)

Your video camera should have a microphone. And if you purchased a quality camera, then the microphone should do a fine job of picking up sound.

However, if you're not thrilled about the mic's quality, you can purchase a separate microphone to use. You can then record your audio and video separately, which you'll combine using video editing software. Which brings us to the next thing you need...

Video Editing Software

Even if you shoot a great video, you'll no doubt need to edit it and polish it at least a little bit. This may include (but isn't limited to):

- Adding audio (including music).
- Editing the audio.
- Editing the video.
- Splicing together different video clips.
- Creating different types of transitions and fades between segments.

First things first: Check your computer to see if you have any type of video-editing software on it. Also, sometimes video cameras come with software, so check that as well. If not, then you can purchase or download some of the tried and true solutions such as Windows Movie Maker, Adobe Premiere Pro or Sony Vegas Movie Studio.

Here are other options from which you can choose, depending on your budget:
<http://download.cnet.com/windows/video-editing-software/>.

Tip: Not very technical? Not interested in editing your own video? You can post a project on elance.com where you hire someone else to produce your video. Just be sure to do your research on the freelancer to make sure he or she is qualified, competent and professional.

Lighting and Backdrop

The next thing you need to do is create a good place to shoot your video. Here's how to do it...

- **Make sure the lighting is right.** You'll want to run a few test clips under different lighting conditions. If you do overhead lighting, you'll get shadows. If you light the scene from behind the subject, then you'll end up with a halo effect. As such, it's usually best to have your lighting set up behind the camera.
- **Be sure the background isn't distracting.** Whenever possible, use a neutral background. In some cases, you can actually buy or create a backdrop. But in other cases this isn't necessary – simply film yourself against a neutral wall. The point is, however, not to have anything unnecessary in the background, such as the living room TV on right behind you.
- **Show professionalism.** In some videos you may be shooting "on location." I suggest you look around your scene with an unbiased eye and ask yourself: Is there anything in this shot that's not professional or otherwise unnecessary?

Example: If you're showing a video of you cooking recipes, then clearly you'll be filming this in your kitchen. Look at your refrigerator – does it have any unprofessional magnet or even any reminders on it that could be embarrassing and/or reveal personal information? If so, clean up your scene before filming.

Script and a Plan

Finally, you need to create a script and plan for your video. This is referred to as "storyboarding".

One way to do this is to take out a big piece of paper and split it in half vertically. On the left side of the video you can depict the major frames of the video. On the right side you can write the narration that you'll say during each of those frames.

Example: Let's say you're doing the video which shows some of the major steps involved in putting together a recipe from low-fat cookbook.

Your storyboard (and thus your actual video) might depict:

- You cutting up the ingredients. Here you can talk about how easy it is to make this recipe.
- You combining the ingredients. Here you might talk about how these ingredients are so rich that most people don't even realize it's a low-fat recipe.
- Putting the creation in the oven. Here you may talk about how quick it is to make this recipe.
- Taking it out of the oven. Here you'd talk about how it makes for a great presentation for guests.
- Tasting it. Here you'd talk about how delicious the end result is. Then you can go on to talk about how all the recipes in the cookbook are equally delicious while being deceptively easy to make.
- Show sales page URL on screen. You'd then provide a call to action at the end of the video where you tell people to visit the sales page to purchase the cookbook.

Now, while you should create a narration script so that you know exactly what you're going to say during each of your video frames or segments, the key to a great video is to NOT read the script. If you do that you'll sound, well, scripted. In other words, you'll sound like a robot.

On the other hand, you don't want to spend your video saying "um" and "ah" a lot as you try to remember what to say.

The solution?

Practice, practice, practice.

Keep practicing until you have your script memorized enough to say it easily without all the "ums," yet you still sound natural. Be sure to film ALL your practice sessions, because you never know which one will turn out better than you expected!

Tip: You may hang up "cue cards" to help you remember what you want to say during each segment, but just give yourself reminders rather than the full text. For example, a reminder might be: "Talk about three benefits of cookbook - fast, easy, low-fat."

When you're finished with your video, then you can use your video-editing software to edit and polish it as needed.

Creating the "Slide Presentation" Video

The second way to create a video is to create a slide presentation style video. And the best way to do that is by using "screen capture" software, which records everything that's going on visually on your computer as well as any narration you provide into your microphone. Here's how to do it...

Step 1: Download Screen Capture Software

One of the best pieces of software for this task is Camtasia Studio, which is available for either the Mac or a PC. You can get it here: <http://www.techsmith.com>. Do note that there's a free trial period, so you can basically make your first videos for free before you decide whether to buy.

One of the advantages of using Camtasia is that there is full documentation available on the TechSmith.com. Not only can you download videos that show you how to work with Camtasia, but you can also download PDF documents with full instructions. Here's where you can access all the tutorials and instructions:

<http://www.techsmith.com/learn/camtasia/7/>

An alternative to Camtasia is Cam Studio, which you can get here: <http://camstudio.org/>. This is free, open-source software. You can find support for this software on the Cam Studio forum, which is here: <http://camstudio.org/forum>. You can also get some general tips and troubleshooting advice by reading the FAQ here: <http://camstudio.org/faq.htm>.

Step 2: Plan Your Video

Please refer to the section above on "storyboarding." Basically, you need to do the same thing here, except this time you're matching your voice-over (narration) with the slides that you'll create in the next step. As such, you need to decide what types of slides you'll create.

Here are three of the main types of slides:

1. Photo slides. Here you show a series of photos.

Example #1: Let's say you're filming a video about good bodybuilding exercises. You'll want to include photos of the right ways to the various lifts that you're referring to.

Example #2: You're showing how to install and use a piece of software. Your video can include screenshots depicting the various installation and customization steps.

2. Text slides. Any text slides you include should be HIGHLIGHTS of your narration. In other words, do not include your full script in the slides.

Example: Let's say you're talking about the keys to losing weight. Here's what your text slide might look like:

Jimmy's Three Keys to Burning Fat

1. Good Nutrition - eat close to nature.
2. Lifting Weights - three times per week.
3. Cardio Exercise - two to three times per week.

Then the voice-over you're providing will explain each of those three key points.

3. Other graphical slides. This could include screenshots, charts, graphs, drawings or anything else you need to help illustrate the concept that you're talking about in your video.

Now you need to script your video. That is, what will you say when the various slides are showing?

As mentioned before, do NOT script it too heavily. That is, you don't want to read the script, because then you'll sound too robotic or otherwise unnatural. As such, give yourself enough notes to keep yourself "on script," but don't write down every word you want to say (which helps you avoid reading your script).

Once you know what you want to say, now it's time to do a "test run" of your slides and narration. The key is to make sure that you don't sit on one slide for too long. If possible, change slides at least every 30 seconds – and even sooner if you're just showing things like photos. That's because the idea is to keep your presentation visually exciting.

Let's say you have a text slide that takes two or three minutes to explain. In that case, you should switch between the text slides and other graphical elements to hold your viewer's interest.

Example: If you're talking about the three keys to burning fat (as per the text slide example above), then you could switch back and forth between the text slide and photos of different foods, cardio exercises and weight lifting exercises.

Step 3: Build Your Slide Presentation

Your next step is to build your slide presentation using software.

PowerPoint is the "gold standard" in slide presentation software. Check if your computer already has it. If not, you can get it here: <http://office.microsoft.com/en-us/powerpoint/>.

Another option is to check to see if your computer has any other slide-presentation software already preloaded.

Still another option is to use the free software that you can find at www.openoffice.org. Specifically, you'll be using the "Impress" component of this software suite. This software has full documentation, tutorials and other help files available at: <http://documentation.openoffice.org/>. You'll find the "Impress" guide on that page.

Step 4: Check Your Microphone

The next thing you need to do is check your microphone.

First, check the sound quality – does it do a good job of capturing your voice crisply and cleanly? If not, find a USB mic that will serve your purposes.

The other thing you'll want to take note of is how much sound the microphone picks up. This is particularly true if you're using a microphone that's built into your computer.

Example: It capture every click of your mouse or tap on your keyboard? If these noises are loud to the point of distraction, you'll want to find a standalone microphone that you can place away from these noises. One example is a headset microphone.

Step 5: Create Your Video

Your final step is to actually create your video. This starts with you removing all distracting items from your computer desktop and toolbars. Then you need to open your slide-presentation software and your screen-capture software. How you actually record the video depends on what type of screen-recording software you're using. However, if you're using Camtasia, then here's a good place to start learning about how to record and edit videos:

<http://download.techsmith.com/camtasiastudio/docs/first-walkthrough/7/enu/Firstwalkthrough-CamtasiaStudio7.pdf/>

As you learned in the previous section on the talking head video, the key is to practice, practice, practice. Run through your video several times, being sure to record it each time you do.

Quick Recap

You just finished learning about the "Development" step, which is where you learned how to create both a talking head video as well as a slide presentation video. Your next step is the "Execution" step – this is where you start executing your plan for getting free traffic. Read on...

Execution

Now that your video is complete, your next step is to distribute it in places where you're allowed to post videos. The reason for posting the videos in multiple places online is because of increased exposure – in other words, more people will see your video.

So here's where to distribute your video...

YouTube.com

[YouTube.com](https://www.youtube.com) is the premiere video-sharing site, which is why you'll want to make sure you upload your video to this site. It's a great place to kick off a viral video. But you can even use it as a "video hosting" site, meaning you can embed your YouTube video on forums, on your blogs and elsewhere.

Here's what you need to know about uploading your video to YouTube.com...

Consider Your Thumbnail

Your first impression of your video is the thumbnail – one frame of your video – that people see on YouTube when they're scanning through a list of videos. If this thumbnail isn't visually interesting, then you're going to lose a lot of prospective viewers.

Here then are dos and don'ts for choosing your thumbnail:

- ✖ **Don't choose a text thumbnail.** If you did a slide presentation video, then some of your slides will likely be text slides. Usually these are not good choices, unless the text arouses curiosity or presents a benefit. But even if it does one of those two things, the thumbnail may be too small for people to read the text, which renders your thumbnail basically useless in attracting viewers.
- ✓ **Do choose a relevant thumbnail.** Sure, you've seen some video creators use thumbnails of scantily clad, attractive women. And while they may attract attention initially, they won't hold attention if that's not what the video is about. As such, choose something relevant yet visually appealing.

Example: If you're sharing a puppy-training video, then a thumbnail of a cute puppy would be a good choice.

Here's how to change your thumbnail:

<http://www.google.com/support/youtube/bin/answer.py?answer=72431>.

Basically, once you upload your video, you'll get to choose from among three thumbnails. This usually includes your first, middle and end frame, so try to make sure at least one of them is suitable as a thumbnail.

Choose Your Keywords

Your next step is to think about what types of keywords you'd like to include in your video description.

One way to do this is to see what words videos creators in your niche are using alongside their popular videos. If you include these keywords, then your video will usually show up when people are viewing those other popular videos.

A second way to come up with good keywords is to use a keyword tool like WordTracker.com or even Google's free keyword tool. Simply plug in words that broadly describe the content of your video (such as "bodybuilding") and you'll get plenty of suggestions for related keywords.

While these keywords actually come from searches that people plug into the search engines, there's no doubt that people search for similar topics on YouTube.com. Plus, YouTube's results are displayed in search engines – especially Google – so it makes sense to include these niche-relevant keywords when you upload your video.

Encourage Commenting

Finally, you can include a call to action in your video where you specifically encourage people to comment on your video. That's because you can attract more attention and buzz if people start commenting on your video.

To that end, you can put a call to action such as, *"What do you think of this video? Post your comments below!"*

Or, *"Am I right about this? Let me know your thoughts by posting your comments below."*

Other Video Sharing Sites

YouTube.com is of course the best video-sharing site. However, you may also submit your video to these other sites:

- www.blip.tv
- www.viddler.com
- www.dailymotion.com
- www.break.com
- www.flurl.com

Be sure to include keyword-niche descriptions and good thumbnails when uploading to these other sites.

Social Media Sites

Are you a member of any social media sites, such as content-sharing or networking sites? If so, be sure to upload your video on sites such as:

- Your [Facebook.com](https://www.facebook.com) Walls and Fan Pages.
- Your [Twitter.com](https://twitter.com) page.
- Your [MySpace.com](https://www.myspace.com) page.
- Your content sharing sites like [Squidoo.com](https://www.squidoo.com) and [HubPages.com](https://www.hubpages.com).

Tip: If you have a [Twitter.com](https://twitter.com) account, be sure to tweet about your video.

Your Blog

This one is obvious – if you have a blog, then be sure to upload the video to your blog. You can upload it directly or embed the [YouTube.com](https://www.youtube.com) video on your page.

Later on in this report you'll find out how to quickly and easily set up your own blog.

Other People's Blogs

Do you already have joint venture partners? If so, encourage them to post the video on their blogs. In return, you can agree to post one of their videos, articles or other content on your blog. In other words, you can do a content swap.

And if you don't yet have JV partners?

Then stay tuned, because in the next section you'll find out how to attract these partners and request their marketing help.

Quick Recap

If you only distribute your videos in a couple places online, make it these two:

- Your blog or other website. Naturally, you should always post your video on any web properties you own.
- [YouTube.com](https://www.youtube.com). It's the biggest and best video-sharing site on the web.

Distributing your video on the above sites will get you a few views. Next up, you'll learn how to get even more targeted visitors in front your videos. Read on...

Observation

As mentioned, your wide distribution of your video will get a few targeted visitors in front of it. However, your goal is to get as many viewers as possible.

This is particularly true if you're launching a viral video, since the best thing you can do is help launch the viral effect by getting a flood of immediate viewers.

Here's how to do it...

Tell Your Contacts

Do you already have existing contacts who'd be interested in your video? If so, you should:

- Blog about your video.
- Tell your mailing list.
- Share the news on your social media accounts (such as Facebook and Twitter).

In all cases, be sure to encourage your contacts to tell their friends.

Example: "Do you know someone else who'd enjoy this video? Then be sure to pass along the link - they'll thank you for it!"

Now, if you don't yet have any of these platforms, then I suggest you get started building these platforms right away.

One of the easiest platforms to build is a blog – indeed, if you already have a domain name and webhosting, then you can get a blog up and running for free.

Here's how...

Step 1: Install WordPress.org

You've probably noticed that there are all sorts of places online where you can have a third-party host your blog, including sites like LiveJournal.com, Blogger.com and WordPress.com. The problem with these sites is that you don't control them – so if the site disappears one day, so does your content. Or if the site decides they don't like your blog, they can delete it with one click.

The better solution is to host your own WordPress (WP) blog. You can do this by downloading the files, for free, at WordPress.org. You'll note that the site includes excellent documentation for installing the files.

However, if your webhost has Cpanel, then just log into your control panel by going to www.yourdomain.com/cpanel (replacing "yourdomain.com" with your actual domain name) and inputting your hosting password and username. You can then scroll down to "Services/Software" and click on "Fantastico De Luxe." Next, choose "WordPress" from among the blog options listed on the left side of the screen. Then simply fill in the required information and follow the prompts to get your blog automatically installed on your site.

Step 2: Customize Your Blog

Your next step is to customize your blog so that the blog design (AKA "theme") matches the topic of your blog. Again, you'll want to go to www.wordpress.org to review the instructions for customizing the blog.

However, the short answer is that you can log into your blog dashboard, click on "Appearances" and then "Themes," and then follow the prompts to install and activate a more suitable theme.

Step 3: Start Blogging

Once you have your blog looking the way you'd like it to look, then it's time to click on "Posts" and "Add New" to start publishing new posts to your blog.

So what should you blog about it? Just refer back to the 10 video ideas you got earlier in this report – you can use those same 10 ideas to create text articles. Post a variety of content and post regularly, which will have your visitors coming back again and again. Then be sure to blog about all of your new videos as you create them.

Get Joint Venture (JV) Partners to Promote Your Video

I mentioned this briefly before:

You can get other marketers in your niche to help you promote your video. And you do this by enlisting the help of JV (joint venture) partners.

Now, it's called a joint venture for a reason. That's because a JV needs to be mutually beneficial. To that end, you can't ask your partners to promote your video and you do nothing in return for them.

As such, you need to be willing to promote something for them in exchange. And that's why I told you how to set up a blog in the last section... because co-promoting each other on your respective blogs is one good way to do a joint venture.

So let me share with you how to set up this sort of guest blogging or other co-promotion venture...

Step 1: Find Suitable Partners

When you're looking for partners, keep these two points in mind:

- 1. Look for partners in the same niche.** That's because they're catering to your audience, which means they can send the most targeted traffic to you.
- 2. Look for partners who seem to work with others.** If you see them promoting other people's stuff on their blogs (perhaps as an affiliate), then they may be more open to your offer.

Here's where to find these partners:

- **On [YouTube.com](https://www.youtube.com).** Run a search for your keywords to find other marketers in your niche who use video marketing.
- **On Google.** Run a search for your keywords (like "female bodybuilding") to find all sorts of marketers in your niche. Better yet, narrow your search down to find those with blogs, by running searches for the word "blog" alongside your niche-relevant keywords.

Example: "female bodybuilding blog."

- **Browse the Clickbank.com marketplace.** Pay attention to those sellers whose products appear at the top of the marketplace categories, since these tend to be your more successful marketers.

Step 3: Befriend Them

You can approach these prospective joint ventures "cold" – meaning you just send them a JV request. However, you'll do much better if you develop relationships with these other marketers first. That's because it's human nature to choose to work with friends over strangers.

To that end, you can start building relationships by doing things like:

- Commenting on their blogs.
- Engaging them in discussion on niche forums.
- Posting on their Facebook Walls and Fan Pages.
- Becoming an affiliate for them.
- Talking to them at offline events.
- Emailing them or calling them to introduce yourself and start a dialogue.

Step 3: Request a Joint Venture

As mentioned, it's best if you develop friendships first rather than approaching strangers for joint ventures. But either way, your next step is to send an email to request that joint venture.

Below you'll find an example that you can swipe and modify for your own use. For this example, let's assume the prospective marketer also posts videos on his or her blog...

Subject: I'd like to post your video on my blog, [first name]

Alternative subject: Let's swap videos, [first name]

Hi [first name],

My name is [your name] – you might know me from [your blog or some other platform where the marketer would recognize you].

The reason I'm writing today is to pose a unique venture that would help you get more targeted traffic in front of your videos or other content. Specifically, I propose that we post each other's videos on our respective blogs.

You can see my blog here: [link].

It currently enjoys a Google Page Rank of [number] as well as [number] unique visitors each day. That means you'll not only enjoy search engine optimization benefits for your own site, but you'll also get plenty of eager visitors clicking through to your site.

In exchange for this exposure, all you have to do is post this video on your blog: [insert link]. As you can see, it's getting a lot of good comments, so your readers are sure to enjoy it.

Hit reply and let me know which video or other content you'd like to post on my blog. I look forward to hearing from you!

[Your name]

P.S. I almost forgot! As an added bonus to you, I'll mention your video or article on my Facebook Wall to my [number] fans. That's extra free exposure for you!

If you're sending out "cold" requests, keep in mind that you're going to get a lot more "no" responses than yes responses. That's ok – it's just a numbers game.

For every no response you get, you're all that more closer to getting a yes response... so keep sending your requests out!

Engage In Forum Marketing

Yet another way to spread the word about your video is through forum marketing. Indeed, this is one of the best ways, especially if you have a viral video. That's because viral videos tend to get talked about on forums, so it wouldn't be unusual for someone to post a link to your video.

However, a warning: Do NOT post a link to your own video. That's because doing so is usually viewed as self-promotional. The best case scenario is that your post will be deleted. The worst case (and perhaps more common) scenario is that you'll get banned from the forum.

So here's what to do instead...

Step 1: Find Forums

You'll want to focus on the top two or three forums in your niche. That means you're looking for forums that have a lot of ACTIVE members, meaning the forum gets plenty of new posts and discussion every day.

You may already know about some of these niche forums. If you not, you can find them easily enough by doing a Google search. Just search for your broad market keywords alongside forum-related keywords.

Example: If you want to find gardening forums, then you'd look for:

- Garden forums
- Gardening forums
- Garden phpbb
- Gardening phpbb
- Gardening discussion
- Garden discussion
- Garden board
- Gardening board
- Gardening smf
- Garden smf
- Gardening snitz
- Garden snitz

Once you've found busy forums in your niche, then register, read the rules and just spend some time lurking. Doing so will give you a feel for the rules so that you don't run afoul of the written or the unwritten rules.

Step 2: Start Contributing

Your next step is to become a valued member of the community. You do this by posting helpful answers to other member's questions.

Don't just post one or two lines. And don't post and direct people to your site for the answer (which is usually considered spamming). Instead, offer truly helpful answers right on the forum.

As your reputation grows, so will the clicks on your signature link. Which brings us to our next point...

Step 3: Add Your Signature File

Your final step is to add a signature file, which are those few lines that get automatically appended to the end of all your forum posts.

What you're going to do is link to your video – preferably the one on a property you own (such as your blog), but otherwise you can link directly to YouTube.com.

The key is to present a benefit and perhaps arouse curiosity, whenever possible.

Examples:

- How do Hollywood stars get rid of belly flash in a fast? Find out in this free video...
- Having troubles getting your Rochester Carburetor back together? Then check out this free cleaning and rebuilding video...

Where allowed, you may also want to post a graphic in your signature file to help draw eyes to your advertisement.

Start an Affiliate Program

This little method doesn't work for everyone. But if your video's goal is to help pre-sell your own product, then you can start an affiliate program and use the video as part of your marketing efforts.

Here's how it works...

You set the video up on your own website. Your affiliates use their affiliate links to send traffic to your video. This affiliate link "cookies" these visitors. If the visitors buy the product you're recommending in the video, your affiliates will get credit for the sale.

Tip: Alternatively, you can create unique videos for your top three to six affiliates. These unique videos include their affiliate link at the end (rather than your direct link). Naturally, this is time consuming, but it is a nice perk to offer your super affiliates. It also gives them the option to load your video up on their own sites and share it.

If you're selling a digital product, then you can set up your affiliate program through a processor like Clickbank.com.

Use Content Marketing

Yet another way to launch your video is by using content marketing. This is where you use other forms of content – such as articles – to promote your video. You can:

- **Use guest blogging.** You already know how to do this, since you learned about it in a previous section. However, in this case you don't necessarily need to ask your partner to post your video on his blog. Instead, you can swap articles with your partners. This works well for those partners who're not keen on the idea of posting videos on their blogs.
- **Submit articles to article directories.** Some of the top directories include EzineArticles.com, GoArticles.com, ArticleCity.com, IdeaMarketers.com and ArticleAlley.com.

In either case, the key is to create a byline that gets people to click through to your site to view your video. Indeed, your byline (also referred to as the author bio and resource box, among other names) is very similar to your forum signature file. That's because it should seek to present a benefit and arouse curiosity, if possible.

Let me give you two examples:

- Are you tired of throwing out jeans that no longer fit? Are you worried about how you'll look for an upcoming reunion, wedding or other event? Don't be! Because you're about to discover the secrets of melting belly fat, for free! Click here to get started...
- Copywriting's AIDA formula is DEAD! Now the world's top copywriters are discovering that GOLD formula is what really converts browsers to buyers and puts money in the bank. Click here to discover this exciting formula for yourself – for free!

Quick Recap

You just learned five solid ways to launch your video and, where applicable, kick start the viral effect. Now let's wrap things up...

Conclusion

Congratulations: You now know how to get free traffic using free videos! And you learned this strategy using my **V.I.D.E.O. System™**. Let's recap:

- **Vision:** Here you decided the primary purpose for your video (e.g., where you intend to send the traffic), as well as laying out a plan for how to use videos to get traffic.
- **Ideas:** You learned 10 different types of videos at this step, including which types of videos support which goals the best.
- **Development:** Here you learned how to develop both talking head and slide presentation videos.
- **Execution:** This is the step where you distributed your video online, with a focus on your own site(s) as well as on YouTube.com. And while this distribution process helps you get traffic, it's the last step that really brings eyeballs to your video...
- **Observation:** Here's where you learned how to advertise your video for free.

End result? You got free traffic using free videos!

Listen, this is a great time to tap into this strategy, because videos are all the rage right now. YouTube.com and other video sharing sites are flying high and getting an almost unimaginable amount of traffic.

Marketers just like you are discovering how to harness the power of video.

YOU *now* know how to harness this power, too.

So your next step is easy – **take action!**