



**Product Pipeline System Module #19**

# **How To Get Free Traffic With Video Presentations**

By



Self-employment simplified.

<http://www.Work1099.com>

# Introduction

You've heard plenty of people raving about the power videos. And maybe you've even thought of making your own videos. But something is stopping you.

Perhaps you're not all that interested in putting your face in front of a camera. Or maybe you just don't know all that much about videos, so you're not even sure how to go about creating one. Or perhaps you're not sure what type of video to create – that is, how do you create one that achieves a certain purpose, such as generating fresh leads for your business?

No matter what your stumbling block is, your answer is here in this report.

Introducing "**Videocasts Made Simple: How to Get Free Traffic with PowerPoint Videos!**"

You don't need to put your face in front of the camera in order to produce a great lead-generating video. And you don't even need any prior experience, because in just moments you'll learn everything you need to know about creating these videos, including:

- How to choose a topic that your viewers are excited to learn about.
- How to quickly and easily create a slide-presentation style video.
- How to set up a persuasive sales page and capture your visitors' email addresses and names.
- How to collaborate with marketing partners to drive plenty of targeted traffic to your video.

So here's how it works:

1. You already have a niche and a product that you're selling to this niche market.
2. You should already have an affiliate program set up for this product. If you don't, and if it's a digital product, then you can set it up through Clickbank.com.

3. You'll set up a free videocast to promote this product. Your viewers will need to join your list in order to see the video.
4. You'll recruit joint venture partners to promote your video using their affiliate links. Thus if their visitors buy the product that you're promoting from within the video, they'll earn a commission.

That's an overview of the process.

Now let's get into the details of steps three and four...

## Choose Your Topic

As mentioned, you should already have a product that you're selling to a niche market. And while this can be either a physical product or a digital product, for the purposes of this report (and for our case study), I'm going to assume it's an digital product such as a video, ebook, membership site or other information product.

However, you can certainly take what you'll learn in this report and apply it to ANY product or even a service.

Moving on...

The first thing you need to do is choose the topic of your video. If you're selling an information product, then this step is incredibly simple. All you have to do is create a videocast around the same basic topic as the information product itself.

We'll get into the details in just a few moments, but first, there's a key I'd like to share with you. Specifically, your goal is to create a videocast that's useful, yet incomplete.

What I mean by this is that the content is something that your prospects can put to use to get some sort of results. And yet your videocast shouldn't completely solve their problems, otherwise your prospects have no reason to purchase the product that you're promoting from within your videocast.

Now, let me share with you three ways to create a useful but incomplete videocast. Again, keep in mind that the topic is based around the product you're going to promote.

### **1. Provide an overview of a process.**

This is where you tell your viewers what to do, but you don't tell them how to do it.

Let's suppose you're promoting a product that teaches people how to set up their very own profitable blog. Your videocast can outline the same exact steps as your product, except that your videocast won't provide any in-depth instruction for each step.

For example:

**Step 1: Get a domain name and hosting.** Your videocast would tell people where to get their domain and hosting, but it wouldn't offer any instruction on how to pick a good domain name.

**Step 2: Set up your blog.** Your videocast would tell people to go to WordPress.org to get the required files and instructions, but it wouldn't offer any step-by-step instructions or screenshots.

**Step 3: Start posting content.** Your videocast would tell people to post a variety of content such as how to articles, tips articles and SEO articles, but it wouldn't go into any depth about how to create these different types of articles. At most, your videocast would explain how to create one or two different types of articles.

**Step 4: Advertise your blog.** Finally, your videocast would give an overview of advertising (such as pay per click marketing, SEO, joint ventures, content marketing and so on), but it wouldn't share in-depth instructions for any of these topics.

By the time your prospect finishes watching your videocast, they'll know exactly what steps they need to take in order to set up their blog.

Obviously, many of the key details will be missing, which is why they'll turn to your paid product for additional instruction.

The advantage of this method is that it gives your prospects the complete picture, meaning they know exactly what steps they need to take. Plus, you can even promote your product throughout your videocast, by saying things like "At the end of this videocast you'll discover how to get your own membership site up and running fast..."

That's one way to create a useful but incomplete videocast. Here's another...

## **2. Give in-depth instruction on part of the process.**

Chances are, whatever process you're teaching includes multiple steps, right? Well with this method, you can give your prospects full, in-depth instruction on part of the process.

Go back to the example above.

Perhaps you'll choose to offer in-depth instruction on Step 2, which is setting up the blog. Here you can even offer video clips and/or screenshots that demonstrate to the viewers exactly how to install and customize their blog.

You leave no questions unanswered, at least for this part of the process. And yet the information is incomplete, because it doesn't offer in-depth instruction on the rest of the process.

Let me give you a couple other examples...

- You're teaching people how to train a dog. Your videocast offers complete instructions for "sit" and "down." However, prospects need to order your product in order to teach their dog everything else, including stay, heel, house manners, etc.
- You're selling a golf guide. You create a videocast that teaches people how to become better putters. They'll need to order your product in order to learn other parts of improving their golf game, such as drives, fairway plays, hazards, etc.

One of the main advantages of this particular model is that it allows you to really showcase your expertise. Because you're offering in-depth instruction on part of a process, your viewers don't need much of an imagination to realize that your paid product is going to have "how to" information that's as good as if not better than your free videocast.

Now let's look at our third method for offering useful but incomplete information...

### **3. Offer tips to improve success.**

There are two different ways that you can approach this method. One way is to offer tips across all parts of the process. The second way is to offer tips on part of the process.

Example: Let's imagine that you're selling dieting information. And let's suppose that your dieting program includes four steps, such

as: lowering your calories, lifting weights, incorporating cardio and getting motivated.

One way to approach this topic is to offer five or so tips in each of these five areas. So your videocast might be called something like, "21 Ways to Burn More Fat."

The second approach is to offer tips in one or two areas. So perhaps you'd choose to offer tips in the areas of cardio and weight lifting. Your videocast might be called, "21 Secrets to Turbo Charging Your Workouts and Burning More Fat in the Gym."

The main advantage of this method is that you get a chance to offer what I call "actionable tips". That means that you're giving your prospects little bits of information that they can act on fast so that they can start seeing results fast.

Indeed, they may even see results from these tips in a matter of a few minutes or hours after they implement the tip.

#### **4. Whet your viewer's appetite**

No matter which of the three "useful but incomplete" methods you choose to use for your videocast, you'll also want to focus on getting your viewers excited about the product you're promoting.

You do this in two ways:

- 1. Get them excited about the method in general.** Here I'm referring to whatever method it is that your paid product teaches. You want to get your viewers excited about this method by telling them what benefits they'll get if they follow this method. If there's an alternative method that your viewers may know about, you may even give reasons why your method is superior to the alternatives.
- 2. Get them excited about your product, specifically.** Generally, you'll save your direct promotion for the end of your video. However, feel free to drop hints throughout your video, such as by letting viewers know you'll be sharing a link to a valuable resource with them at the end of the video.

Once you reach the end of the video, then you should seek to get your prospects excited about your product by telling them how they'll benefit by using the product.

Once your prospects are "presold" on the idea of purchasing your paid product, then your next step is create a call to action. This is where you specifically tell your viewers to follow a link in order to purchase your paid product.

Now here's the thing...

It's pretty easy for your prospects to just tell themselves they'll look at your sales page later. And if they put it off, then all the excitement that you built up during your video presentation will just fade away.

Truth is, they won't be in the buying mood if they come back later... and most people probably won't even remember to come back later.

The solution?

You need to give your prospects a reason to act NOW. You need to give them a sense of urgency. And one way to do that is by offering a "fast action" bonus.

You can do this in one of two ways:

**1. Offer a bonus to the first X number of prospects who take action.**

Example: "If you're one of the next 100 people to order right now, you'll get [insert your description of a valuable and desirable bonus]..."

**2. Offer a bonus to anyone who orders before a certain deadline.**

Example: "Order before [expiration date] and you'll get [insert description of your valuable and desirable bonus]..."

## Quick Recap

You just learned three ways to create a useful but incomplete videocast on the same topic as your information product. Go ahead and choose the method that you feel will work best to teach your viewers something while promoting your product. Then move on to the next step...

## Create the Presentation

You now know what your presentation should look like. As you can see by my Rapid Residual Income example, you need to make sure this presentation is *meaty*. My presentation is 1 hour, 13 minutes and 37 seconds.

However, the length of your presentation may vary depending on what you're teaching and what you're selling. Perhaps your presentation will be a bit shorter, around 20 to 30 minutes. Or maybe yours will be a bit longer.

Whatever the length, make sure it's the "perfect" length for your video. What I mean by this is that it truly should be meaty, with no fluff.

Make sure every word counts. Everything you say in your video should be valuable to the viewers. Their time is precious (just like yours), so don't waste their time with tangents, inconsequential bits of information or other fluff and filler.

Ok, having said that, let's get into the actual steps of creating your video. Read on...

## **Step 1: Gather Your Equipment**

As mentioned at the beginning of this report, this is a PowerPoint-style video (also called a slide-presentation video). So, you won't have to buy a fancy camera or fix your hair or anything like that. ☺

Instead, all you need to do is create a slide presentation, narrate your presentation and record this presentation on your computer desktop.

You'll learn how to put all these pieces together in just a few moments. But first, you need to gather your equipment. In addition the obvious (a computer), you'll need:

- **A microphone.** You don't need to drop hundreds of dollars on a high-end microphone, although you certainly can if you plan to create several videos. Indeed, Audio Technica is one good brand for higher-end microphones. Otherwise, look for a mid-range microphone that plugs into your computer's USB port.

Tip: If you're using a laptop, then there's a good chance that your laptop includes a built-in microphone. However, I suggest you buy a stand-alone microphone or a headset-style microphone (Logitech makes several of these, as an example). The reason is because you may be typing on your keyboard or using your mouse during the presentation, and built-in microphones tend to pick up these noises. They



also tend to pick up noises like your laptop's fan, which may sound surprisingly loud on your recording.

- **Slide-presentation software.** Next, you need to purchase or download software that allows you to create a slide presentation that consists of both text and graphical slides. This software should allow you to create neat effects between slides, such as fade outs and other transitions, to make the presentation more professional and interesting.

One of the most popular and feature-rich pieces of software is Microsoft PowerPoint, which you can find here: <http://office.microsoft.com/en-us/powerpoint/>. One of the advantages of using this software is that it's very easy to find backgrounds and templates that you can use to create your slides.

Tip: Need a budget-minded alternative to PowerPoint? Then check out "Impress," which is part of the free open-source suite at [www.openoffice.org](http://www.openoffice.org). You can find full instructions for using this slide-presentation software at <http://documentation.openoffice.org/>.

- **Screen-recording software.** Now you need software that can capture the visual elements of your slide presentation as well as the audio portion (which is where you'll narrate through your microphone).

One of the most popular and stable platforms is Camtasia Studio, which you can find here: <http://www.techsmith.com>. You can find full instructions for using this software at <http://www.techsmith.com/learn/camtasia/7/>.

Tip: On a budget? Check out Cam Studio, which is an open-source alternative to Camtasia Studio. You can find it here: <http://camstudio.org/>, along with links to their FAQ and support forum.

- **Graphical software.** You'll probably want to edit photos and other graphics to include in your slides. Check your computer to see if you have any photo-editing software installed. If not, you can use professional software like Adobe Photoshop, or you use the free graphics-editing software found at <http://www.gimp.org>.
- **Graphics source.** Finally, you'll want to have a good source for stock photos that you can use to enhance your videocast. You can find all you need using [www.istockphoto.com](http://www.istockphoto.com) and [www.bigstockphoto.com](http://www.bigstockphoto.com).

## **Step 2: Plan Your Presentation**

Now that you've gathered your equipment, your next step is to plan your presentation. Specifically, you'll want to plan your slides as well as what you'll say while each slide is showing. This is referred to as storyboarding.

Let me share with you five tips for success:

### **Tip #1: Keep your presentation visually interesting.**

This means you should use a variety of slides, including text slides, photo slides and other graphics such as screenshots, charts or whatever else is relevant.

Examples:

- Show a photo of a person using a hand signal to teach a dog to sit for a dog training videocast.
- Show a screenshot of you logging into your WordPress dashboard for videocast about starting a blog.

### **Tip #2: Change slides frequently.**

Simply put, your videocast is going to bore your viewers to tears if they have to stare at one slide for too long. If you're explaining a text slide, then flip back and forth between the text slide and supporting photos.

In parts where your presentation moves quickly, you can flip through photo slides very quickly, perhaps spending just five seconds on each.

In other cases, you may spend 20 to 30 seconds on a slide, but make these longer pauses rare (e.g., only when necessary).

Example: Let's imagine a part of your videocast is teaching people how to bench press. Your slides might look like this:

- Text slide outlining the benefits of bench pressing. Narration explaining this text slide in more depth.
- Photo slide showing the proper grip and position for the lift. Narration explaining why the grip is important in preserving the

lifter's shoulder muscles while effectively working out the entire muscle set (triceps, pecs and shoulders).

- Photo slide showing the lifter pushing the weight up. Narration explaining about how to breathe correctly.
- Photo slide showing the lifter pausing at the top of the lift. Narration explaining about the importance of moving slowly as well as the importance of having a spotter.
- Photo slide showing the lifter bringing the weight back down. Narration explaining how to bring weight down slowly in order to work the muscles on the way down, too.

That's five slides.

The text slide may take about 15 seconds to explain, but you can go through the remaining photo slides in as little as five seconds each.

And in doing so, you keep the presentation visually interesting.

### **Tip #3: Create "highlights only" text slides.**

Any text slides you create should cover the "highlights" of your narration only. In other words, do NOT create slides that are blocks of text which repeat everything the viewer is hearing through the narration.

One way to create a highlights-only slide is to have a headline at the top of your slide along with three to five bullet points.

Example:

Five Reasons Why Traditional Membership Sites are a BAD Idea

1. They're too much work.
2. Built-in pressures to create content.
3. Require pricey and complicated scripts.
4. Demand a large investment of time.
5. You need to battle to keep your members/subscribers.

### **Tip #4: Make your presentation interesting to the ear.**

Another thing you'll want to pay attention is to how your narration sounds. Keep these dos and don'ts in mind:

- × **Don't be a robot.** You don't normally speak in a monotone when you're talking with friends, so don't speak in a monotone on your video. Indeed, just speak the way you would if you were making your videocast for a friend.
- × **Don't speak too fast.** This makes you sound nervous.
- × **Don't speak too slow.** As this can bore your audience.
- × **Don't read your script.** This will make you sound "scripted" and unnatural. Instead, give yourself enough notes to help you remember what to say and when, but don't write out every word, otherwise you'll be tempted to simply read your script.

Tip: Think of the text slide example above. These are the kinds of notes you can provide for yourself – just bullet points to remind yourself of the highlights you need to cover. These short notes keep you from sounding scripted.

- **Do get your friends to listen to you.** You may be wondering how you'll know if you're speaking too slow or too fast. One way to do it is to record yourself and have your friends and colleagues listen to you. Be sure that these friends will provide real, useful feedback (rather than just saying "it's good" so as not to hurt your feelings).

Which brings us to the next point...

### **Tip #5: Practice.**

One good way to pull all these tips together is to practice, practice and practice some more.

Be sure to show your trusted colleagues and friends your practice videos so that they can help you improve them.

## **Planning and Storyboarding**

The example in Tip #2 is actually an abbreviated example of "storyboarding." This is where you plan out your text slides and your narration so that you know EXACTLY what your entire presentation will look like and sound like.

You can do this by opening a blank word processing document or even taking out a blank sheet of paper. First, draw up a detailed outline for everything you'd like to cover in your videocast.

Example: If you're covering a five-step process, then list out each of your five steps, an explanation for each, and perhaps some tips for success.

Tip: In other words, you can initially plan your videocast as if you were writing a long article or short report. It's only in this next step that your videocast comes alive...

Now draw a line down the middle of a fresh piece of paper (or document). On the left side of the document, list what type of slide you're going to show for each point. On the side, write out your script (loosely) of what you're going to say while each slide is showing.

Again, look to the "bench pressing" example in Tip #2 above.

When your planning and storyboarding is completed, then move on to the next step...

### **Step 3: Create Your Presentation**

Once you've planned out your slides and narration, then you need to create your actual slides. You'll use your slide-presentation software to do this (Microsoft PowerPoint, OpenOffice.org Impress, or your preferred software). As needed, you'll also get graphics from istockphoto.com and edit your graphics using your photo-editing software.

Once you've created your slides, then it's time for you to create your actual presentation. How you do this, exactly, depends on whether you're using Camtasia Studio, CamStudio or some other solution.

Nonetheless, let me give you a few tips for success.

- **Do some housekeeping.** Before you start recording, be sure to turn off any automatic notifications on your computer, such as virus scans, updates or even alarms. You'll also want to clear off anything on your desk top or tool bar that might be noticeable or distracting in the video.

- **Record audio and video separately.** Yes, Camtasia gives you the option of recording these two pieces separately and then putting them together during the editing process. This is optional, but if you're having problems doing your slide show while you're narrating, this may be an option you'll want to consider.
- **Get everything ready before recording.** Camtasia gives you a few seconds to prepare between you hitting the record button (F9) and when it actually starts recording. Nonetheless, you should have your presentation open and ready to go before you hit record. When you're finished, click F10 to stop recording.
- **Save as a flash file.** When you initially save your video, you'll be saving it using a Camtasia extension. However, when you "produce" your video, you can save it in a variety of formats. I suggest you save it as a flash video.

Here's how to save your video as a flash file:

[http://download.techsmith.com/camtasiastudio/docs/onlinehelp/enu/710/wwhelp/wwhimpl/js/html/wwhelp.htm#href=Edit\\_For\\_HTML\\_Help.1.128.html#9004047](http://download.techsmith.com/camtasiastudio/docs/onlinehelp/enu/710/wwhelp/wwhimpl/js/html/wwhelp.htm#href=Edit_For_HTML_Help.1.128.html#9004047)

The reason for doing this is so that you can simply load it up to your website, link to it, and people will be able to watch the video with no downloading or conversions required.

## Quick Recap

You just learned how to create your plan your video and create your presentation. Follow these steps, and you'll have a useful yet incomplete videocast that you can use to promote your paid products.

Your next step is to set up your website, write a sales letter and capture the email addresses of your prospects. Read on...

## Capture Your Visitors' Attention and Addresses

It's time to set up your website so that you can capture both your prospects' attention as well as their email addresses. Let's look at the process:

- Prospects read your persuasive sales letter.

- Prospects join your list in order to watch the video. Once they've confirmed their subscription, you send them an email with a link to the video. You also encourage them to watch the video immediately.
- Prospects click on the link in this initial email to arrive at the video page. They watch the video and download a curriculum guide. Everything on this page serves to pre-sell the prospect on your paid product.

Let's look at these pieces separately...

## **Capturing Attention with a Persuasive Sales Letter**

Your video is ready. And I bet it's pretty awesome, right?

But here's the thing: Your prospects don't know just how awesome it is.

It's up to you to tell them. It's up to you persuade them to drop whatever it is they're doing right now, join your newsletter list and watch your video. And you do this by creating a mini sales letter for your video.

### **Headline**

Your headline is the most important part of your videocast sales letter. And that's because it literally will make or break the sales letter. If your headline doesn't grab your prospects' attention and pull them into your mini sales letter, then the rest of the letter doesn't even need to exist since no one will read it.

Generally, your headline needs to present your biggest benefit. That is, what will your prospects get if they watch your videocast? Why should they drop everything and watch it now?

You'll see that my headline actually presents two main benefits:

- 1. It tells prospects upfront that the videocast is FREE.** The reason for doing this is because free is powerful trigger word. And since sometimes people come to sales pages with the expectation that you are, indeed, going to sell them something, they'll have their defensive shields up. So tell them right away that the videocast is free, and they'll relax, which makes it easier for you to persuade them to join your list and watch the video.

- 2. It tells prospects the biggest benefit of watching the videocast.** In this case, the big benefit is that prospects will learn how to get 1000 paying members to their membership site.

Now, let me give you a few templates and examples you can use to create your own headline...

**Template #1:** Now You Too Can Discover \_\_\_\_\_ in This Free Videocast!

Example: Now You Too Can Discover How to Get All the Free Traffic You Want in This FREE Videocast!

**Template #2:** Who Else Wants to \_\_\_\_\_? Free Videocast Shows You How!

Example: Who Else Wants to Win a Bodybuilding Competition? Free Videocast Shows You How!

**Template #3:** Watch This Free Videocast Today to Discover \_\_\_\_\_!

Example: Watch This Free Videocast Today to Discover How to Housetrain Your Dog - Even If He's Five Years Old and Treats Your Sofa Like a Fire Hydrant!

**Template #4:** Free Videocast Reveals What \_\_\_\_\_ Know About \_\_\_\_\_!

Example: Free Videocast Reveals What Highly Paid Copywriters Know About Creating Profit-Pulling Sales Letter - Just Imagine What This Info Can Do for Your Bottom Line!

**Template #5:** If You've Ever Wanted to \_\_\_\_\_, Then You'll Want to Drop What You're Doing to Watch This FREE Videocast Right Now!

Example: If You've Ever Wanted to Own the Biggest, Most Popular Blog in Your Niche, Then You'll Want to Drop What You're Doing to Watch This FREE Videocast Right Now!

## **Subheadline**

Directly below the main headline is your subheadline. Like the main headline, this subheadline should seek to present a big benefit.



In some cases, you may simply elaborate on the main benefit. In other cases (as with the Rapid Fire Residual example), the subheadline presents a secondary benefit.

You can use the above headline benefits to create your subheadline. Here are still more templates for you to use...

**Template #1:** Plus You'll Find Out How to \_\_\_\_\_!

Example: Plus You'll Find Out How to Get Rid of Aphids... For GOOD!

**Template #2:** Don't Miss Out, Because \_\_\_\_\_!

Example: Don't Miss Out, Because This is a Rare Chance for You to Take a Sneak Peek Over a Guru's Shoulder as He Builds a Profitable Blog From Scratch!

**Template #3:** Best of All, \_\_\_\_\_!

Example: Best of All, You'll Discover How to Build Your Business Fast, Even if You're on a Shoestring Budget!

**Template #4:** And You'll Even Discover \_\_\_\_\_!

Example: And You'll Even Discover How to Clean and Rebuild Your Rochester Carburetor!

**Template #5:** Plus You'll Discover \_\_\_\_\_ You Never Knew Before!

Example: Plus You'll Discover Three Fat-Burning Secrets You Never Knew Before!

## **Opener + Benefits**

The next part of the sales letter is your opener. This is where you further "hook" your prospects and tell them more about the benefits of watching your videocast.

Take a look at my letter, and you'll see that the opener is basically three short paragraphs. And each of these three paragraphs shares a benefit with prospects:

- Paragraph 1 lets prospects know that they'll learn how to fill their membership site with paying members.
- Paragraph 2 establishes my credibility for teaching this material. It also lets prospects know this strategy is fast (takes as little as two weeks), it can be done repeatedly, and they don't need a list of "guru partners" to get it done. All of these points raise and handle typical objections.
- Paragraph 3 lets prospects know that it's not a problem if they don't yet have a membership site, as they'll learn how to do that too.

You can follow this same formula for your opener:

Big Benefit → Handle Objections → Another Big Benefit

Now let me make one note...

Note: My letter is very short. However, that's because it's aimed at a segment of the market who's familiar with me and my work. That means it doesn't take as much persuasion to convince people to watch a free video.

Your letter may be slightly longer, especially in terms of listing the benefits. Indeed, starting in the third paragraph you may wish to list about five or so of the benefits of your videocast, preferably in a bulleted list.

Let me give you a few examples of bullet points:

**Template #1**: You'll discover a little known-way to \_\_\_\_\_.

Example: You'll discover a little-known way to virtually eliminate your competition so that you can dominate the market!

**Template #2**: You'll learn the secrets of \_\_\_\_\_.

Example: You'll learn the secrets of creating perfect headlines every time!

**Template #3**: Need \_\_\_\_\_? You'll find out how to do it at \_\_\_\_!

Example: Need a fast, non-techie way to get your blog up and running fast? You'll find out how to do it at minute 22 - it's easier than you think!

By the time you finish this section of your mini sales letter, your prospects should be VERY interested in watching your videocast and enjoying all the benefits that you've been telling them about. So here's what you do next...

## **Call to Action**

The next part of your sales letter is where you tell your prospects exactly what they need to do next. This is referred to as your call to action.

Let's look at the points made in my sales letter:

Point 1: This is a direct call to action where I tell people exactly how to enroll.

Point 2: Tells prospects what will happen if they enroll.

Point 3: This is a call to action with regards to the video itself, where I specifically encourage people to watch the video ASAP. See my sales letter and you'll note that I suggest to readers that they watch the video today or tomorrow.

Point 4: This point helps handle any objections or "fears" about the presentation itself.

Point 5: This is yet another call to action to watch the video. Do note that it also hints about some special information they'll find at the videocast. This arouses curiosity to keep people watching through to the end (which is where the product pitch and fast-action bonus information appears).

## **Subscription Form**

Your call to action encourages people to enroll so that they can watch the video. By enrolling, we're referring to them joining your newsletter mailing list.

In order to set up a mailing list, you'll need to sign up with an autoresponder service. I use and recommend [Aweber.com](http://Aweber.com). Once you've subscribed to their service, then you'll need to do set up your autoresponder and complete the following steps:

1. Copy and paste a bit of code from Aweber into your website so that your subscription form appears.

2. Create your first email, which goes out to subscribers just as soon as they confirm their subscription.

You can learn how to complete both of these steps by looking at the tutorials found here: <http://www.aweber.com/faq/questions/512/How+To+Get+Started>.

Now let me share with you an example email that will go out to your prospects as soon as they join your list. The key here is to keep it short while once again encouraging people to take action and watch the video.

Tip: Below is a template you can use, but you can see yet another example when you sign up for Rapid Fire Residual video presentation.

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Subject: Time sensitive videocast download link...

Hi [First Name],

Thank you for registering for the free [Name of Your Videocast] Videocast! You can watch the videocast today or tomorrow by going to:

[link to videocast]

Please be sure to download the curriculum guide on that page as well.

Also, please pay special attention to the last five minutes of the videocast - there's some very important information there that you won't want to miss.

Enjoy!

[Your name]

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## **Wrap Up**

Finally, you need to wrap up your letter – either right under the subscription box or in a P.S. (postscript) – by reiterating the main benefits. In other words, you want to once again let people know why they should take time out of their day right now to watch your videocast.

See the Rapid Fire Residual site for an example of what I'm referring to.

Once your sales letter is complete and your subscription form is installed, then move on to the next step...

## **Capturing Sales**

Obviously, your video not only provides useful information, but it also presells your prospects on purchasing your paid product. However, in order to capture these sales you need to keep encouraging people to watch the video. So far, you've provided this call to action:

- On your sales page.
- In the first email that you sent to prospects.

But you should also provide a similar call to action on the actual page where prospects go to watch the presentation.

In addition, you'll want to put a reminder at the bottom of the presentation window that reminds people how to take advantage of their "fast action" bonus. This helps create urgency, which produces more sales.

Finally, you may have noticed earlier that I made mention of a curriculum guide. You can find an example of a curriculum guide at Rapid Fire Residual (on the video presentation page).

There are two main reasons for creating this curriculum guide:

- 1. To engage prospects.** By asking your prospects questions about the video presentation, you virtually force them to give the presentation 100% of their attention. Not only will this ensure that they get more useful information out of the presentation, but it also ensures they watch the whole thing... meaning they'll hear and see your promotion.

- 2. To encourage them to take action.** Secondly, you can use your curriculum guide to remind people to pay attention to the end of the video, where you'll share some important information.

Now, you'll see that my curriculum guide is composed of "fill in the blank" statements that are based on the presentation.

Obviously, this isn't the only way to create this sort of guide. Below you'll find other suggestions.

Do note that you can certainly mix and match these suggestions to create a variety-filled curriculum guide.

## **Present "True" or "False" Questions**

I'm sure you've taken true or false tests before. Here are a few examples to jog your memory of what this format looks like:

True or False:

- You should drink whey protein after working out.
- The goal of your sales letter headline is to sell your product.
- Puppies should never be confined in a kennel or crate.

## **Offer Multiple Choice Questions**

Another way to keep people engaged is by asking multiple choice questions, where you offer from three to five possible answers.

Example: What is the purpose of your sales letter headline?

- a. To sell the product.
- b. To get the prospect's attention.
- c. To provide social proof.

## **Ask Open-Ended Questions**

These questions are a bit harder because the prospect doesn't have multiple answers from which he can choose.

Examples:

- Why is a traditional membership site a bad idea?
- What is the fast action bonus mentioned at the end of the video?

## **Create Useful Checklists**

A checklist gives people a tool to organize the steps they need to take so that they can take action.

To make your checklist both useful yet incomplete, be sure to include steps that were mentioned in your videocast, yet not explained. Thus the prospect needs to purchase your product in order to make full use of this checklist.

Let me give you a few examples of checklist items:

- Did you subscribe to Aweber?
- Did you create your first lesson?
- Did you upload this lesson to your autoresponder?
- Did you double check that the links work?

## **Quick Recap**

You just learned how to capture your visitor's attention with a good sales letter, capture their email addresses with your autoresponder and capture more sales through repeated calls to action and a curriculum guide.

At this point your site is ready to go live. You can start advertising it in any way you choose. But read on and you'll discover a simple way to get all the traffic you need, with no upfront cost to you...

## **Collaborate With Partners**

The beauty of creating a free videocast is that it allows you to give other marketers in your niche the opportunity to get PAID for promoting a free video! Here's how it works...

1. You recruit partners (affiliates, basically) to promote your free videocast.
2. Your partners use their Clickbank.com or other affiliate link to send prospects to your videocast sales letter.
3. This "cookies" the prospects, meaning that your affiliate partners will get credit for any prospects who purchase the paid product that you mention at the end of your videocast.

Now let's get into the details of finding and recruiting these partners...

## **Finding Prospective Partners**

Your goal is to find marketers who're catering to the same niche as you are. That way, they'll send you the most targeted and responsive traffic. Better yet, focus on marketers who clearly work with other marketers, as they'll be more receptive to your partnering opportunity.

Here are a variety of ways to find these partners (starting with the most passive methods)...

### **Tell Your Contacts About Your Opportunity**

This is particularly true if you already have an affiliate program in place, meaning you should tell your existing affiliates about your new affiliate opportunity. You can also tell your other contacts (such as newsletter subscribers, blog readers and social media contacts) about your opportunity, particularly if you're selling to a marketing or business niche.

### **List Your Opportunity in the Clickbank Marketplace**

If you're running your affiliate program through [Clickbank.com](http://Clickbank.com), then be sure to fill out the required information in order to get your opportunity listed in the Clickbank.com marketplace.

### **Look for Partners on Clickbank.com**



While you're on the [Clickbank.com](http://Clickbank.com) site, click over to the marketplace and search (or browse) for the top products in your niche. The people who're selling these related products are all potential affiliates.

## **Seek Out Your Competitors' Affiliates**

Go to Google and search for your competitors' product names. Sure, you'll find your competitors' sites in these searches. But you'll also uncover some of your competitors' top affiliates.

Note: You can consider both your competitors and your affiliates as prospective partners.

## **Search for Partners in Google**

While you're searching Google, take a few moments and search for your broad niche keywords, such as "affiliate marketing" or "homeschooling" or "golf". Anyone who's selling anything is a prospective partner, although do pay particular attention to those who're selling information products.

Tip: Don't forget to look at the sponsored ads running alongside the regular search results, as these advertisers are also your prospective partners.

## **Ask Others for Recommendations**

You can ask your existing colleagues and partners for their suggestions for others who might enjoy participating in your affiliate opportunity. You can also ask people in your niche (such as those on niche forums) to list their favorite marketers or products in the niche. This should help you uncover marketers you were unable to discover using other means.

## **Look for People With Platforms**

By platforms, I'm referring to people who have some sort of steady readership, viewership, or other ways of reaching their market. This includes, but is not necessarily limited to:

- Marketers with blogs.
- Marketers with newsletters.

- Marketers with forums.
- Marketers with extensive content coverage on sites like [EzineArticles.com](http://EzineArticles.com).
- Marketers with fans and followers on [Facebook.com](http://Facebook.com), [Twitter.com](http://Twitter.com) and/or other social media sites. This includes marketers with popular channels on [YouTube.com](http://YouTube.com).

You may know about some of these marketers, such as those who own the blogs or forums that you regularly visit each day. To uncover the rest, you can start by asking people in your niche for their favorite blogs, newsletters, forums and so on. You can also run a platform-specific search in Google.

Example: If you're looking for golf-related platforms, you might run searches such as:

- Golf blog
- Golf WordPress
- Golf forum
- Golf discussion board
- Golf newsletter
- Golf ezine

The above seven methods will help you uncover dozens if not hundreds of prospective partners. Your next step is to approach these partners and ask them to promote your video. Read on...

## Recruiting Partners

A lot of time when I start talking about recruiting marketing partners, people say, *"But Jimmy, it's so easy for you! Everyone recognizes your name. And you probably have all your guru friends on speed dial."*

To which I reply:

- **I was NOT born with a list of big marketers who're willing to JV with me any time I asked.** I had to grow relationships and grow my reputation, just as you need to. Point is, I was once in the EXACT same place as you – and I recruited partners, so I know you can too.
- **I've used these SAME methods in other niches.** Maybe people know my name in online marketing circles, but they sure don't know it in other niches. These strategies work, even if no one knows you today.

So with that out of the way, let's talk about how your prospective partners view your opportunity...

You see, you know that you have a good opportunity.

However, you need to keep in mind that your prospective partners have a LOT of good opportunities cross their desks and grace their inboxes on any given week. Since they get more opportunities than they have time to do, by necessity they have to turn down some of these partnering opportunities.

So how do you make sure your opportunity rises to the top, catches your partner's eye and gets him or her to say yes? By following these five proven tips...

## **Build Relationships First**

Yes, I know you've heard this before, but it's true.

Simply put, people prefer to do business with those they know, like and trust. This includes YOU.

Example: Would you rather loan \$100 to your friend or to someone you just met five minutes ago? You'd pick the friend every time. And likewise, your prospective partners prefer to work with friends... or at least acquaintances. That's why you need to get yourself into the "friend" or "acquaintance" category before proposing a joint venture.

How do you do this?

Just as you would if you were doing it offline. That means you create opportunities to start a dialogue so that you can start building a relationship.

For example:

- **Join niche discussions on blogs, social media sites, and forums.** This strategy will work even better if the person whose attention you're trying to attract owns the blog or forum, but it's ok if the prospective partner is just another visitor. Either way, you need to engage this person directly in discussion by commenting specifically on what he or she said.

Example: "Jimmy, I noticed your tip about starting a fixed-term membership site - let me just add to that..."

- **Help this person first.** Maybe you can become an affiliate for this prospective partner. Or maybe you have a special skill – such as graphics, programming or copywriting – that you can offer to this prospective partner (no charge).

Example: "Suzanne, I noticed you were asking for help in creating a header – here's a link to one that I created for you. It's yours if you want it, no charge."

- **Email, call or private message the prospective partner.** In other words, just get your foot in the door and start talking to the person.

Example: "I just finished reading your book and I just had to share my quick thoughts about Chapter 2..."

- **Talk to prospective partners at offline events.** For best results, introduce yourself and talk about a shared interest (like skydiving or bass fishing). This person is much more likely to remember you as opposed to the dozens of others at the event who hit him up with business proposals.
- **Ask for an introduction.** If you're trying to get in touch with a bigger marketer in your niche, it can be hard to get past the "gatekeepers". That means that you'll probably have to go through help desk staff or virtual assistants, all of whom have been trained to keep their boss' information private.

So how do you get around this?

By asking a mutual friend to introduce the two of you. This introduction may happen by email or even by phone. But either way, your prospective partner will now be looking for you to contact him – and he'll welcome it, because someone he knows and trusts recommended you.

- **Just make yourself visible in the niche.** Sometimes it's hard to "break in" when you're new to a niche. The key is to market yourself and your products. If you do a good job at capturing a share of the niche, the other marketers in your niche will start taking notice of you... guaranteed. And since they'll know your name, it makes it easy for you to contact them to start a relationship.

## **Offer Generous Commissions**

Don't be greedy – you'll attract more affiliates and better affiliates by offering generous commissions.

If you're selling an affiliate product, then your minimum commission rate should be 50%. Your super affiliates and special partners should get even more (e.g., 75%).

## **Make It Easy for the Partner to Say Yes**

In other words, offer your prospective partner the maximum reward for the minimum amount of work. Here's how:

- **Offer copy and paste ads and graphics.** Many of your top partners probably won't use these ads, but it's a good idea to include them anyway in the affiliate area. That way those who do want to use them can quickly and easily create their promotions.
- **Set up your partners' affiliate accounts or links.** If you're using your own affiliate program, then fill out your partners' information and give them their login details. If you're using Clickbank.com, then give them the generic hop link with instructions for inserting their affiliate ID.
- **Give your partners access to your product.** The best affiliates will not promote anything – even indirectly – without first reviewing it. So give your affiliates links to both your video as well as your paid product.
- **Offer extra perks.** For example, you can offer to promote your top affiliates in your newsletter and/or give them a link on your blog.

## **Use Social Proof**

In other words, do some name dropping (but only where you feel it's appropriate).

Example: If you got a few "big names" in your niche who've already agreed to promote your video, then don't be afraid to let your prospective partners know that these other big names are already on board.

You'll see an example of this in the sample proposal below.

## Create a Compelling Proposal

Here are the two keys to create a compelling proposal:

- 1. Make your proposal about your prospective partner.** And that means you should be telling him what benefits he'll get if he promotes your video. It's a common beginner mistake to start talking about yourself and what you get, but your partner doesn't care – he really only wants to know what he and his subscribers get.
- 2. Don't use a "cookie cutter" proposal.** In other words, don't send the exact same proposal to everyone. You'll do better if you personalize it – let your partners know that you've done some research on them, read their blogs, bought their products, etc.

Now here's an example of a proposal. But remember, this proposal will work better *if you build relationships first...*

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Subject: Get paid for promoting a free video...

Hi [First Name],

My name is [your name] from [your site], and I'm writing to you with an unusual offer today: You can get paid up to [dollar amount] just for telling your subscribers and visitors about a free [niche/topic] videocast.

Let me explain...

I've set up an affiliate program with a very special commission rate of [%] for just a handful of people which includes [big name], [big name] and you. All you have to do to make money is use your affiliate link to tell your visitors about the free video, which you can see here [direct link].

So how do you make money?

Simple: Whenever one of your visitors buys the product mentioned in the video, you pocket [dollar amount].

I know you'll want to review the paid product before promoting the free video, so please click here to download your copy of [name of product]. I think you'll find it's a very good fit for your subscribers and other visitors.

[Name of paid product] is currently converting at [conversion rate], so this is a fairly risk-free yet profitable opportunity for you. I'll even give you copy and paste ads that you can use to promote the video, so you won't need to spend more than 30 seconds putting your promotion together.

Are you ready to make money by showing people a free video? Then click here to join the affiliate program and claim the special partner's commission rate. I look forward to making money with you!

[Sign off]

P.S. Your subscribers will love the free content. You'll love the big [%] commissions. So join now to start enjoying the benefits!

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## Quick Recap

And there you have it – you just learned how to find and recruit affiliate partners to help you promote your free videocast. Now let's wrap things up...

## Conclusion

Congratulations – you now know how to get free traffic using free videocasts!

All you have to do is create a video, promote a product from within that video and recruit affiliates to promote your free video.

Let's recap the steps:

- 1. Choose a Topic.** Here you learned how to design a useful but incomplete video on the same topic as your paid product.
- 2. Create Your Video.** In this step you learned how to create your video using slide presentation software (like PowerPoint) and screen capture software (like Camtasia Studio).

- 3. Capture Your Visitors' Attention and Email Addresses.** In this step you discovered how to create a compelling mini sales letter, how to capture your visitors' email addresses and how to capture more sales with repeated calls to action and other reminders.
- 4. Collaborate With Marketing Partners.** Here you learned how to find and recruit other marketers to join your affiliate program and promote your free video.

Point is, you now have a traffic-generating blueprint in hand.

So your next step is to take action, which is why I encourage you to choose your topic and start planning your video today!