

# Public Domain

BLUEPRINT

Video #8  
**Video**

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### In This Webinar...

- Why Video ties all your content sources together for the BEST types of products
- The BEST sources for IDEAL video content for your products, blogs and more
- Three Video Creation resources you likely never used before, and why you should
- Turn ANY content into a video masterpiece using proven Video Blueprints
- And much more!

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### Why Video Content?

- With smartphones, tablets and computers, people want and expect video!
- Offers content through multiple modalities
- Higher perceived value
- Any type of content can be developed into videos
- Great for products, sales presentations, traffic, etc.

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### Why Video Content? YouTube Stats...

- 48 hours of video are uploaded every minute, resulting in nearly 8 years of content uploaded every day
- Over 3 billion videos are viewed a day
- Users upload the equivalent of 240,000 full-length films every week
- 800M unique users visit YouTube each month

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### What Types of Video Content?

- Presentation Videos
- Screencast Videos
- Talking Head Videos
- Live Action Videos
- Slideshow Videos
- Mixed Media Videos

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### Where to Find Video Content...

- [www.archive.org](http://www.archive.org)
- [www.voanews.com](http://www.voanews.com)
- [www.loc.gov](http://www.loc.gov)
- [www.publicdomaintorrents.com](http://www.publicdomaintorrents.com)
- [www.usa.gov](http://www.usa.gov)
- [www.open-video.org](http://www.open-video.org)

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### Working With Video...

- Powerpoint / Keynote
- Camtasia / Screenflow
- MovieMaker / iMovie
- Sony Movie Studio / Adobe Premiere
- Animoto
- Stupeflix
- OneTrueMedia
- XtraNormal

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### Creating a Presentation Video – the Process...

- Find the Content (Your Script)
- Create Bullet Points from the Content
- Add Graphics to Slides as Needed
- Give Presentation and Record the Video and Audio
- Render as an MP4 File
- Upload to the Web
- Play on Your Site (FV Wordpress Flowplayer)

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### You Have a Video, Now What?...

- Sell as a download or online viewing
- Offer as a webinar
- Share as a video podcast
- Offer through CreateSpace on Amazon
- Create and sell DVDs
- Share clips on YouTube and Facebook for traffic
- Use for listbuilding