

Video 8: Video

Okay I want to welcome everyone to tonight's webinar for Public Domain Blue Print. This is the final webinar for this series, webinar number 8 and we've covered a lot of ground one the last few weeks and in addition to the bonuses that you've received throughout the last seven weeks, you've got a lot of materials at your finger tips that really leaves you with very little excuse to jump right in to 2012 and be a product creation machine. You've seen probably the main content and tonight is going to be no exception. I had a lot of great stuff to share with you and of course your new bonus for you as well.

Before we get into that you may have noticed that I sent out an email today, finally announcing a second group of ten for the success track coaching program and I just wanted to point out that I am doing that if I get enough interest. I want at least five people in the second group. If you are still interested in participating in that even though the first ten slots are filled as a member of Blue Print you still get the same discount that I offered before, if you want to take advantage of that. It's basically the cost that you pay for Public Domain Blue Print deducted from the overall of the coaching program. So you will in for \$420 instead of \$497. You should still have those links available and I think I also have it in the Facebook group area if you want to sign up. I'm basically running both groups the same night just a couple of hours apart from each other just to make it easier for me to manage. So I do have ten more slots available if any of you want to take advantage of those. It would be awesome to have you a part of that because essentially what we are going to do in that program is take everything that we've learned over the last eight in Public Domain Blue Print and put it to use so that at the end of the ten week coaching program you have at least three products that you can sell and I haven't decided what those products will be yet. One's going to be a book or an e-book of some sort and probably a video and some sort of physical product. That's what I am leaning towards, that's pretty much what I think I'm going to do.

We are going to go through those processes and then each of those three products will have three weeks assigned to them. So the first week I will talk about strategy and methodology. The second week we will get into answering any questions that you will have interactively because everything is going to be open mike and in the third we'll wrap up any final questions, take a look at what you've created and critique. There's also going to be additional support videos like setting up your website and driving traffic and all of that kind of stuff which I'm actually not going to teach during the coaching program but you are still going to have access to that training because you are going to need it. If you want to sell online you need to know how to

set up a website to do that. That will be included as part of the coaching program. I wanted to put that out there to you.

Debra brought up a point. She said your email had a lower amount Public Domain Blue (*inaudible 4:10*) scores. Everyone one raving about the selling rate now for \$197 but you gain access to a Success Track member. What I meant by that is that if you were not currently members of Public Domain Blue Print, the regular price for the coaching is \$497 and the \$197 which is the current price for Public Domain Blue Print, \$197, that's included in the \$497. So in a sense they are basically getting it for the same price overall that you are. You are getting into the coaching program for \$420 but you already paid \$77 for Public Domain Blue Print because you jumped on the early bird special or whatever you want to call it whenever I had priced at \$77 and so the people who didn't invest Public Domain Blue Print are going to pay the full \$497. That's basically what that meant.

Let's jump right in and get started because I have a lot ground to cover tonight, big surprise. I hope that everyone had a great holiday. And I know I did. It was good to spend time with my family and Princess Mya, my little grand daughter but I have to tell you. As much as I enjoy Christmas and everything leading up to it I'm glad that it's over and I am ready to get on with stuff for 2012. So that being said let's get underway here.

Tonight in this webinar we are going to talk about why videotize all your content sources together for the best types of products. Now over the last seven weeks have covered six different types of content sources and of course video tonight is the seventh content source. Video really gives us an opportunity to truly tie together everything else that we've learned up until this point and everything that we've discovered together to really create a nice full product series if you will for online products which you want to create. We are going to get into how and why and all of that good stuff. Also we are going to be talking about the best sources for ideal video content for your products, blogs and more. I'm going to share three video creation sources that you've likely never used before and we are going to talk about why you should. Why you should be using them. We are going turn any content that we've already discovered, how turn any of that content into a video master piece using proven blue prints and I am actually going to walk you through, probably one of the best blue prints that I have for turning public domain content into a video that you could use for any number of reasons including to sell this products and of course much, much more.

So why video content? You've probably noticed a pattern here because I pretty much use the same basic template for all of these slides. So here's the thing with smart phones and tablets and computers people today want and expect video and the truth of the matter is that if you're not currently doing something with video, you're really missing the boat. You are setting yourself up to get further and further behind and ultimately, completely out of the sales games

because people expect it. I'm going to show you some stats here in a little bit just on YouTube that are going to blow you away. But people expect it and as smart phones continue to develop, as tablets continue to develop, those two technologies alone aren't going anywhere, they are constantly evolving and the fight and the battle is fast and furious. Everybody is trying to one-up everyone else and the central hub and point of those devices, smart phones and tablets, come down to two things. Essentially probably three things but really the two primary driving factors with those is video and apps. And we are talking about apps in this course, well I guess we did a little bit earlier one but video is a huge part of that. So if you want to deal with information products your customers are expecting video.

The other thing that's great about video is that it offers your content through multiple modalities and what that means is that different people learn in different ways. Some prefer to learn to read, some prefer to listen or interact learning. All of that and video gives you that broader spectrum of teaching and that's really important to remember ultimately it makes the most sense to offer your content in video and audio and e-book and print form. As many different forms as you can that way you've reach the largest number of people or audience. But video really has to be a part of that equation.

There is also a higher perceived value and the reason for that is a lot of people perceive video creation as hard and it certainly takes time. Doesn't necessarily have to be hard but because of that and because of the additional effort it takes to put something of quality together its naturally perceived as having a higher intrinsic value. That's an important point to keep in mind as well.

Now as I mentioned just a minute ago it doesn't have to be harder but the general buying public has no idea what it takes to really create quality videos and as we are going to see tonight it doesn't has to be necessarily difficult. One of the things that I truly love about videos is that any type of content that we have already discussed whether it's a books or magazines, images, patterns, music, audios all the above, government content all of those different type of content can all be developed into videos in one form or another. Now whenever I talk about videos it doesn't necessarily mean that every videos that you are going to create is a product that you are going to sell because as we are going to learn here in a little bit, videos take on a lot of different forms. Product is just one of them but you can also use them to drive traffic, to sell your products and so on and so forth and we are going to explore that a little bit more on in detail here in a minute or two.

Actually we are going to explore right now. It's the next point. Video is a great product, of course, for sales presentations, for traffic and on and on it goes, to build your list. All this different points because of how much videos is being consumed this days by online visitors whether its your YouTube or through your own website or some other means there is a lot of

people on a regular daily basis that are after video and it's our job to respond to that demand by giving them what they are looking for. Let's look on a couple of YouTube stats and I just wanted to share these with you. They kind of give you an idea of the scope of what we are talking about here. Just why we need to be involved in videos in some form or another. This stats that I'm going to be showing are according to YouTube, it's straight from YouTube website and I just grabbed this information today so it should be relatively current. Forty eight hours videos are uploaded every single minute which result in eight years of content uploaded every day. Now I want you to think about that that's a lot of video, 48 hours per minute of videos that's being uploaded to YouTube videos and YouTube is just one player in the video sharing world. There is a ton of others that people also visit like Vimeo and Daily Motion and Meta Cafe on and on it goes. There is dozens of them, so huge numbers. So over 3 billion videos are viewed a day on YouTube, this is on YouTube. Three billion videos view a day. Now one stat that I didn't share here but it's also on the website this kind of blew mind a little bit and that is that out of these 3 billion videos that are viewed every day 70% of those views come from outside the United States. So only 30% of that total is from the US and all the rest are from outside the United States.

Now check this out users upload the equivalent of 240,000 full length film every week. That's just incredible; YouTube and the users that are using YouTube are putting out more video content than all three major networks in the United States combined. It just dwarfs what they are doing in comparison and check this out, this is according to YouTube. Now I've have seen other numbers like on compete.com and Alexa that are lower but this YouTube should know what their stats are but according to them they have 800 million unique users that are visiting YouTube every single month. Eight hundred million! Okay that is just a crazy wacked out number. I mean just insane and love sites that have a lot of users and all of that. Of course we have sites like Amazon that are heading 90 to 100 million per month and those are buying customers. Now not all of these visitors on YouTube are looking to spend money.

As a matter of fact probably a lot of them aren't but that isn't to say that we shouldn't still have videos there. Think about this if you don't have any videos on YouTube you are missing out on 800 million people. Personally even though this number came from YouTube which of course is owned by Google, I think that the number is a bit optimistic but even some of the lower numbers I have seen for unique visitors per month, even the conservative numbers are around 200 million so one way or another there is a lot of folks that are watching videos on YouTube and of course if you don't have a pony in the game, guess what? You are missing out on all that and that's just stupid to be honest with you, okay.

What type of video content do we have available to us? What are the different types of videos that we can actually create? Well most of these are going to seem pretty obvious but we have

presentation videos which are essentially what I'm doing now. I am doing a PowerPoint presentation and I'm teaching based on that presentation of course what I am doing is a little bit different because am actually making a screen cast video, so a presentation video is primarily just that. It's a presentation but a screen cast video includes a lot more. It can be a presentation video but it can also demonstrate software like I often do in my how-to to step by step products. It could be like a website tour like we are going to do here in just a minute.

We are going to go to a couple of websites, so it can include a lot of different things screen cast versus presentation. There is also talking head videos which are obviously people that are in front of the video camera that are talking and the reason why this is important is because of some pretty cool tricks that you can actually use Public Domain content with to create talking head videos and I am going to share what those are here in just a minute. Then there are live action videos and these are similar to talking head except they can include any other type of live action. So it isn't just somebody standing in front of the camera talking. It could be a turning, since we are talking about public domain content here, it could be turning public domain content into a movie or a video show or something like that. It could be an interview series which would be kind of a talking head video but certainly are more elements to it. Then there are slide show videos and again slide show is again self explanatory type of video where the entire video just slides.

Now the slides may be images, they maybe slides with words on them, it could be any number of things but it's a transition from one static image to the next to the next and as we are going to see with some of the software that we going to introduce to you, slide show videos can still be pretty damn sexy. You can still do some really cool things with them. Then there is Mix Media videos and again very self explanatory, Mix Media videos are those types of videos that include a wide variety of mediums. So it can have a narration, it can have background music, sound effects. It can have images, motion videos all the above. It pulls together a lot of different types of media into one source and again this can be anything like some of the inspirational videos that I have created I don't know if you have seen like the Power One and some of those which I just discovered.

My Power One video which is like one of very first videos that I ever created and put on YouTube just within the last week or so, it's pass the 350,000 view mark which is kind of cool. Out of all the videos I have created it's the most viewed for my stuff but I think it's about 352,000 or 351,000r something like that, which is very cool and it would be considered a Mix Media video.

Okay now where do we find video content because part of Public Domain video content is actual videos? Obviously we can turn any type of Public Domain content into a video as we are going see, but there is actually a lot of video content that is in the Public Domain from films,

documentaries and things like that and we can use those as a part of our video creation if we so choose. And so I put together a list of some of the best places online where you can actually find this video content. And the first one, probably the one that I use the most is archive.org. Now we've been to archive.org before many times because they offer a lot of different types of content. In video content is just part of that and let's just switch over there real quick. And so what they want to do they are so kind to break down the different types of media that they have into categories. So you can see the moving images which is what we are interested in tonight but they also have the text and audio and so and so forth. So if we choose moving images and let's say that we want to try to find videos that are related to business, okay. We could type in business and so a lot of these, not all of them, but a lot of them are in the Public Domain and so we can just go through and start watching some of them to see if there's something interesting that we might be able to use in whatever we wanted to make. Now you might think yes but this is a bunch of old videos, how are we going to use that to create something that could make us money? Alright, now one thing I want to point out here as I am going down through these results you can actually focus in these results a little bit clearer if you come down here and choose *(inaudible 23:54)* archives. All the video content in *(inaudible 23:58)* archives is in the Public Domain. So if we choose that and click go then it filters it down just a little bit more and one of the things that you really have to do is simply watch the videos and see what they say. And if you see a clip that's pretty good then you can download it.

Okay here is one on capitalism. I haven't watched this or anything but let's just for the sake of example. Okay so it was 1948 and you can actually watch it online. What I always recommend is that whenever you are downloading, which you have to choose is over here, the one you want to focus on is the biggest one, normally, which is MPEG2. That's going to give you the highest quality that you can download and then if you can work with that or edit or whatever some of the software that I'm going to be sharing with you right here a little bit will enable you to do that, edit that video but what I often do is just watch through some of these and see if there's and portions of the video that might have cool a message for what am using it for.

Now a great example of what I've done with video before is that they were couple videos that I found on a archive.org that had some great little messages about leadership and money and all of that, that I took clips out of and mixed together with some of my own words and all of that and used them to promote an affiliate products. Actually I have done this a couple times and so I was using classic video that was in **the Public** Domain together with current slides, basically slide that had my affiliate link on it, it had a brief message and I had background music and all of that and I created I think 3 or 4 of those for the affiliate promotion that I was participating in and they really did well for me and it was a cool way of pulling Public Domain videos in together with something that made me money which I made a decent amount of money from that affiliate promotion.

How can you tell if the videos are in Public Domain? Well you can see here, just with our example here that it says right here, creative commons licensed public domain. So it will tell you right on the website. One of the other sources we are going to look at which is a government website. Again it's kind of the same rules as we talked about for government contents a couple weeks ago is that if it is or it isn't in the Public Domain they will tell you, alright? So one of the things that I'm primarily doing with the sites that I'm showing tonight is I am limiting those sites to the ones that primarily share public domain video content.

Okay, so let's go jump back to our slides here. So we have our archive.org there's also voanews.com. Now voanews.com is Voice of America and I don't if you have ever heard of Voice of America or been on their website but it is a pretty cool site because they do a lot with current affairs. Its news company but it's funded by the Federal government and because of that their content is in the Public Domain. Now they have all kinds of content that's available on their site. Obviously there's text here, they have audio content, they have video content. As a matter of fact Voice of America generates about 1600 hours of audios per week. Because they have a radio station but they also have videos you can see like if we click on this one about Pope Benedict II here. So this is primarily just a text message and you can see how they have a little text window there, but as you go through this website there are also videos as well.

You can see right here we have video. Sites' loading a little bit slow off course you can also do research and all of that and most of the videos, they do give you the ability to download them or if they don't there's other ways of grabbing them using software but let's see what we have here. In this space in here for instance, so we might be able to grab it through the shared link, let's see or maybe not. Now let's go into link. That isn't going to help us. Embed, email, post. Sometimes you just have to kind of dig around. They are doing a direct embed through flash. One of the ways that you can actually get these videos, get the raw video feed from a site like this is to use some of the download helpers that are available and I've used those quite often actually. It allows you to go in and grab video right from the website and I don't have one installed in my Mac right now but on my PC when it was still with us, I used a couple of different ones and it worked right well. If you go and Google video download helper or something like that you'll find one pretty quickly.

Let's see. Next we have the Library of Congress and they have a lot of videos there as well. Older style videos that you can of course use for content. Public domain torrents were they have movies and things like that that are in the public domain that you can download. Usa.gov is the main government website and so you can do searches for video there and I'm going to show you an example here in a little bit for our case study that you'll see how very often they tie video directly in with the main website. One of the things I love about a lot of the government website is not only do they offer videos but they also offer transcripts of those

videos as well which is very cool. Openvideo.org is another website where you can grab Public Domain content and like I said it's the last one that I'm going to share here. So I'll leave those up on the screen for a moment if you are writing them down. The slides will actually be available for you one site if you didn't get them down.

Let's continue about working with video. Now there are a couple of different options when it comes to creating your videos. Now we just looking at websites that offer actual video content but earlier we were talking about creating the different types of videos like the presentation video for instance and of course if you want to create a presentation type video you are going to need presentation software. PowerPoint and Key Note are probably the two most popular options that are available. Key Note is on the Mac, PowerPoint is on both PC and Mac and of course PowerPoint is from Microsoft. By creating your presentation in one of these two softwares and then recording your screen, if why you are giving the presentation it's a very easy way to create video and you can create a lot of different types of video that way. Whether you're teaching like I am right now or you are doing a sales presentation or a number of different ways that you can use that presentation to make money. It doesn't have to necessarily be you selling a product or selling the video's product, excuse me.

Now if you are going to be creating a presentation PowerPoint or a Key Note you are going to want to record that presentation in some form. Now the two most popular screen capture video softwares that are available are Camtasia which is what I'm using to record tonight's webinar and then there's also Screen Flow which is a Mac program but again I have that as well and each have their strengths. On the PC side Camtasia is pretty much the main game. We are going to go through the process here of actually creating a presentation style video.

Next if you want actually work with talking head video or mix mini videos a Movie Maker on Windows and iMovie on the Mac are free options for you. Now you can do some pretty cool things with these programs but they don't have a lot of the higher end abilities like what you'd find in Sony Movie Studio or Adobe Premier which is next step up. Now I've done a lot of teaching on Sony Movie Studio and I really like that software. It's very inexpensive, around \$100 and you can do some very amazing things with it. The bonus going to be included tonight has a section in there on creating a mix media video using Sony Movie Studio and then of course there in Animoto. Now I would assume most if not all of you have heard of Animoto. Animoto.com is a slide presentation program. Let me go there real quick. Is there anybody who hasn't heard of Animoto that's on the webinar tonight? If you have just go to questionnaire and say, "Nope, don't know about it. Never heard of it." I would guess that most of you have. They've been probably the longest running software this style that's been available online. Now I have the pro-version that I use but essentially what it is it's a web-based program that allows you to upload images, video, all of those things and then you pick music and it mixes it all

together in a really cool slide presentation with funky transitions and all kinds of fun stuff. They have great music, great presentations and it's very, very easy to use. I would just encourage you to go check it out. They allows you to create, I believe it's 30 seconds video for free and if you want to go longer you'd have to get a paid plan. But as I said it's very easy. You just simply choose your images, you upload those, you can organize them in whatever order that you want, you choose your music and then you hit render and it adds in all of the fun transitions things and all of that.

Debra asks is there an online service were you can post up to one hour video? Do you mean create a one hour video or actually have it hosted there? Like host one hour video? Ron asks, does Animoto supply the music choices that are royalty free? Yes. All of the music that they share is royalty free. Okay, Debra says that she filmed an event, a one hour event and she wanted to post it for people to see. Yeah, there definitely is a couple of different options there that you can use. One thing, a lot of people don't realize this but if you have a number of videos already on YouTube they actually extend the length of time that you can upload videos. For instance because of the number of videos and because of the number of views that my videos have had I'm not limited to the 15 minutes or 10 minutes or whatever most people are limited to. I can actually upload a much longer video but you may also want to look at Vimeo and some of those sites that have an option to upload much longer videos. .

Another option is to just host it yourself. I host all of my videos, all of the replays for the Blue Print and pretty much every other course that I teach. They are all over an hour long and I just upload them to my Amazon S3 account which is free to use, free to set up. You pay per gigabyte that you use and that cost is extremely low and then you just use a regular player. Amazon S3. I'll just take you there real quick. It's AWS.Amazon.Com. It stands for Amazon Web Services and so if I log into my account, I'll just show you what it looks like just quick. What we are looking for is the AWS management console. We are going to click on that. The Internet seems a bit slow here tonight, I'm not sure why. A lot of this is going to seem really confusing and all that kind of stuff but it actually isn't. The way they work is they use buckets and basically a bucket is their name for a folder. So I have a folder called PDX videos and you can see here where I have hundreds of hours of videos uploaded here. All of the videos from this course and from a lot of the other courses that I teach so let's see here is Public Domain Blue print. Here is last week's video, okay. So if I right mouse click and show properties you can see that this is the actual link that I use for the video that is in the members area and then I use Word Press plug in that's free called FV, so Frank Victor, FV Word Press flow player and so I just insert this link into FV Word Press Flow player and it allows me to show the video. Let me just log in behind the scenes here.

So this is actually the behind the scenes part of the members' area and you can see here is the first video. Video number 1 Overview and its research and you can see here is the URL from my

S3 account, this is a little short code. Flow player SRC and then it has the height and the width. Now I actually don't even have to enter in all of that like for instance if I wanted to put a video in say right here wherever you install that plug-in which again is free all I do is come here to Amazon, I highlight and copy that link, come back over to my page and whenever you install the plug-in it gives you this little F right here. I just click on that, I paste my S3 link, type in my width and height, the width is 800, the height is 600 and I click insert and so now that video is there, and if I updated the sight and we went there you would be able to see this actual video play right there.

One option that you have is you can actually host them. Through Amazon you can do the exact same thing for your own website. Put in your hosting account although I'd recommend not doing that just because Amazon S3 is much, much faster. So I think Debra is happy with my answer.

So that was a little a side but I just wanted to kind of show you guys a little bit of the behind the sense with how I do, what I do with the video and everything. We have Animoto that we saw but they are not the only horse in town when it comes to creating slide based videos. There is also another company called Stuperflex and by the way the websites for each of these you just add.com so Animoto.com, Stuperflex.com another one is One True Media and this has been up and coming and they are doing some really cool thing as well. Onetruemedia.com and then another one that I would encourage you to play with is Extra Normal.

I like Extra Normal because that's what I am, I'm extra normal. We go to that site. Basically Extra Normal gives you the ability to create animated movies using characters and they can be all kind of characters like robots, teddy bears, Jesus, stick figures so on so forth and what's really cool is you can set up your scenes, they give you a lot of different scenes to choose from see you can set up your scenes and then to get the actors to talk you actually paste in text and then they use text speech technology to make the actors speak this animated characters. So you can actually use Public Domain content and I have done this, Public Domain content as your text source for your actors to speak. You create your movie and all of that and some of it's free, some of it's paid and then you just render it and then you can do whatever you want with that video and you can actually have a lot of fun with it. This wouldn't necessarily be something that you would use to create products to sell but you can have a heck of a lot of fun with this to create videos to promote products that you are selling or whatever because you can do some really fun funky things on this website. I mean it totally rocks. I would encourage you to go here and play. Same with the other sites that I've shared with you; Animoto and Stuperflick, it's free to sign up for all of them and to go in and just play around with it and I would strongly encouraged you to do that because each of them give you the opportunity to create some pretty cool videos without investing money and if you really like the result most of them have

pro web upgrade versions but even those aren't much like, I think One True Media's paid version is \$395 a month. It's not expensive but it gives you an ability to create videos without a lot of hustle or technical expertise and that's why I wanted to share these websites with you.

Working with PowerPoint and Camtasia takes a little bit more effort. First of all you have to have all those programs. That requires an investment but to me it's a no-brainer advancement. If you are serious about doing business online and creating video online this is just the cost of doing business, you know, owning PowerPoint, owning Camtasia, Screen flow. That's just part of what it takes to do business online.

Lets actually go through the process kind of like a Blue Print here of creating a presentation video. I mean obviously we don't have time for me to go through and create every type of video that's available. We'd be here till New Year's Eve and I don't think any of us want that. So I'm going to go through the process here on my slide first and then would go from there.

Lalani says that One True Media can't be used to sell stuff I was told, is that true? I honestly don't know but you bring up a good point. I know that Animoto can because I've done it but I would encourage you to read the terms of use on each of these websites okay, that's something you must always do read terms of us.

William said I'm open from now till New Years Eve. Well am not going to teach till then.

Let's go through the process first then I will show you the process. First thing we need to do of course is find the content that we want to use for our presentation video and that essentially becomes your script. Now this content can be any number of things. It could be an excerpt from a book that you found in the Public Domain or a magazine article that you found it could even be some of the content that we were looking at from patents. It could be from a government website which is actually what we are going to be using tonight. You need some form of content, some form of text that you are using to create your presentation video whether it's to create a product from the presentation or to use that presentation to teach or to sell something else or whatever the case maybe you need the initial content. Once you have that content the next step that you want to take of course is to essentially boil that content down into bullet points. You want to take the highlights of the content and create bullet points and of course that is what makes up your presentation just like how I am using bullet points right now.

Next you are going to add graphics to your slides as needed. Doesn't necessarily mean you have to, I don't think I've had any graphics in his entire series so you don't necessarily need to but it is helpful now. One of the things that's great about with Key Note or with PowerPoint is that they come with a lot of standard slide presentation that you can use to begin. Different types of templates and all that or you can create your own. Now obviously in Public Domain Blue Pprint I created my own background slide, obviously but what I found out is that both Key Note and

PowerPoint have some awesome themes that you can use for the foundation of your presentation and I've used them in multiple scenarios like for instance if you participated in the holiday give away on the Thank You page I gave access to a couple of videos that I normally sell. In both of those video series I created using standard themes that came with the presentation software.

Once you have your slides created from your bullet points and you have added the graphics and all that the next step of course is to give the presentation and record the video in audio. That's where Screen Flow or Camtasia comes into play and of course you would need some form of microphone whether its your built in computer mike which I strongly recommend not using or a USB mic like what we talked about last week or headsets which is what I normally use which we talked about last week. Then it's just a matter of going through the slides and recording yourself or somebody else doing the narrative for the content. What you can do, remember we took the initial content and made bullet point out of it, really what you could do is as you as you are going through the pages, you have your bullet points that you are ticking down through but you can literally read the original content I mean who's going to know. Obviously [blunt reading], "Now for the first step that we have, you want to make sure that...", I mean obviously you want to it sound as natural as possible but it really doesn't have to be difficult the content that you find whether is from the book or the website of wherever that's just really your script and the bullet points help the guide the viewer through the entire presentation.

Once your video is recorded and you are all finished and maybe you had to do multiple takes or whatever the next step then of course is to render that final video as an MP4 file which is pretty much the standard video format these days. One thing that I haven't talked about and actually I don't have it in my slide right here is the size that you want to create it. You have a couple of options now normally for trainee videos like what I typically do is I create my videos at 800 by 600 alright. Now for me to include those on, like if I wanted to create DVDS out of them I would need to render them slightly smaller because the final size for DVDs is smaller than 800 by 600. It's 640 by 480 or 720 by 480. High definition is even larger so you want to make sure that whenever you are creating your presentation that the presentation size corresponds to your final end result and whenever we get into this you are going to see. Since I'm already doing my Blue Print presentation in Camtasia I'm going to use Key Note as our case study even though it's on the Mac maybe some of you don't use a Mac the core concept is exactly the same for both Key Note and for PowerPoint.

So then once you have your MP4 rendered then you just upload it to the web whether it is to YouTube or one of the other video sharing sites or to your own website or to an Amazon S3 account like I showed you earlier. You need to upload it to the web in some form or another unless you are not planning on selling it as being viewed online or as a digital download if you

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are going to create DVDs from it then obviously you wouldn't need to upload it. And then of course if you want to play it, I use FV Word Press Flow player. There are some paid versions of player software that's out there that's actually quite good. As a matter of fact probably the best one that's available is EC video player and it's in version 2.0 and that's actually. I am getting ready to switch on my videos over to...

[End of Audio]