VLOGS

Master Profitable Video Blogging In 30 Minutes Or Less

In 2005, the term "vlog" was unheard of. When you'd mention that particular word to people, you'd sound like you were muttering unintelligible speech, as if you were mimicking the sound of an object that fell to the ground.

What people were familiar with back then was the term "blog," which was short for we**B LOG**. Since the last

few years of the recent millennium, thousands – if not millions – of online users have become fascinated with blogs.

Blogs were designed as easily updatable online recording tools.

Want to share something with the Internet community? Write it down on your blog and click on "publish." In a few seconds, your entry will be made available for everyone to see.

Blogs became such a hit (and they still are today) to the 13-35 demographic because of their social usages. Blogs were utilized as online diaries, as group activity centers, as virtual museums for literary works, as dating channels, as comic strip avenues, as news centers and more… all of which served a social function that made the medium so very appealing to the said age range.

It wasn't long before online businessmen discovered the marketing potential of blogs. Blogs weren't just social tools. They are actually simplified content management systems.

Think Joomla, only easier to use and faster to master. That, my friend, is one of the best features of a blog.

Blogs allowed people to publish content – whatever it's about – ever so easily.

And for an Internet marketer, such a feature was power incarnate.

Search engine spiders – robotic lil' creatures that constantly roam the World Wide Web to fetch matching web pages for relevant queries – just adore freshly

published content. Without blogs, webmasters have to fiddle with their HTML editors, redo certain pages, and publish them, if not the entire site. Worse, they'd have to change the source code for each affected page to produce the visual effects they desire.

With blogs, such an onerous chore is eliminated.

The result?   Internet marketers can publish content faster, and their web pages have better chances of getting high positions in search engine results.

More visitors, more leads.

More leads, more customers.

Blogs became ultimate Internet marketing weapons. Name a guru – any guru, whether recognized or self-professed – and chances are, he is maintaining a blog of his own. This is testament to the astute power of blogs.

But 2006 brought about a revolution of sorts.

Suddenly, less and less Internet users wanted to read.

The World Wide Web has pampered us after all. We have become lazy as a culture, and we will often choose the more convenient route than the slower paced option.

Given the choice between reading a book or watching the movie based on the same book, 7 out of 11 people would rather opt for the latter, according to a study conducted by People Magazine in 2005.

Videos quickly emerged as the popular medium in sharing information over the Internet. Websites like

YouTube and Google Videos began to amass millions of visitors per day.

People didn't want to read anymore.

They wanted to be shown what they want to know.

Want proof?

In June 2005 alone – yes, just for that single month – more than 94,000,000 people in the US alone – yes, just for this single country – viewed online videos. Such a number represents a big 56% of the online users in America.

And these people did not just load up those videos quite casually. Each of them viewed an average of 73 minutes of footage within that month.

Amazing statistic, isn't it?

To think that such a stat is over a year old already. You have to wonder how high the percentages have grown in one year, given the fact that a year's worth of advancements on the Internet is roughly equivalent to 10 years' worth of advancements in the real world.

The online population that desires and expects online video these days is guaranteed to be at a staggering number!

The next phase in the evolution of online business seems to be clear: your online marketing campaigns need videos.

And this means that your blogs – your most powerful online marketing weapons – need to have videos as well.

Hence, the birth of video blogs – fondly referred to as vlogs. Video blogging has become the content broadcasting medium of choice by a growing number of Internet businessmen, and for good reason.

Vlogging is the future.

And the future is now.

Why Internet Marketing?

The Internet is the most significant technological advancement in the past 60 years. It has provided a whole new world apart from the real world we have become accustomed to. This new world has connected

each and every one of us in ways that were once unimaginable. People from Asia can keep in touch with people from Europe instantly, with incomparable ease and with unparalleled convenience.

Through the Internet, the world has indeed become one united family.

The Internet also gave birth to a new way of life for all of us. For example, if there is something we want to know, our first option is to log online and consult the World Wide Web, whereas before, a trip to the library or the bookstore was the norm.

The Internet has become the first – and for most, the ultimate – stop for people's needs.

And this has changed the way business is done in the modern world.

When pregnant moms feel something suspicious about their delicate condition, they consult the Internet for some answers. When "take charge" men of the house need some DIY advice, they search for answers online. When a person's family member falls ill, he'll research a cure from the millions of pages on the World Wide Web.

The Internet has become one of the primary sources for solutions when it comes to situations in real life.

As such, businesses – who by their very nature provide for solutions that people need – have tried their very best to establish an online presence.

Name a giant conglomerate that doesn't have a website?

But big enterprises aren't the only ones who are profiting from this, the digital age. The Internet is the perfect vehicle for small businesses. Consider the following advantages:

- Lower operational costs. An online presence will be able to sell many products without the benefit of a brick and mortar store that has to be rented, nor the help of a dedicated office staff which you have to pay with regular wage.

- Lower marketing costs. The expenses associated with TV ads, radio spots, and print publications are quite impossible to meet for small businesses. But the Internet provides many channels where small businesses can advertise their trades… and most of these channels won't even cost a single cent!

- Global market. You are not limited by geographical boundaries anymore. You are not catering to a small town. The whole world is your market now. Anyone – and I do mean ANYONE – from a big state in the US or from a monastery in Tibet, can buy from you anytime!

Why Blogs?

Blogs have ascended from the realm of social tools to powerful online marketing weapons. With everything that's working for blogs, it's hard to overlook the amazing benefits they can provide for any online business venture.

Let's take a look at these advantages:

- Blogs are easy to set up. Anyone who owns an online business has no excuse – no excuse at all – not to set up his own blogging website.

- Blogs make it convenient for you to provide fresh content. Online users love fresh content. More importantly, search engines love fresh content. You will have a good fighting chance to get those top positions in search engine results with a regularly updated blog.

- Blogs have their own communities. The inter-connectivity provided by blogs is amazing! Other bloggers will link to you even if you don't seek them out. This will give you new sources of traffic other than the conventional ones you have tried before.

- Blogs, in a way, are more believable. It's the personal, the more intimate, nature of blogs that people find appealing. They will be able to relate to it better than, say, a straight-up website. When people read blogs, they feel that they are prying into the private thoughts of the blogger. The fact that they can read the said blog means that the blogger has given them his trust. And this trust, more often than not, is reciprocated with appreciation and loyalty.

- Blogs can avail of many tools that make interconnecting easier. Interconnection based on user suggestions is one of the core principles of Web 2.0. Tools like tags, social bookmarking, StumbleUpon, and the like are quickly taking over the Internet, and blogs can secure a good position for your business when it comes to this area.

- Blogs are cooler, hipper, and fresher than conventional websites… and people like that!

Why Vlogs?

If you're an online business owner, and you're not into videos, then you are gimping your enterprise.

The fact is, videos are the future of Internet marketing, and that future has arrived.

Let's take a look at the reasons why you should seriously consider videos for your online marketing endeavors.

- People respond more to videos. They are more appreciative of what they can actually hear and see, after all, instead of what they can only read. Even during the age of the Internet, people have been responding more to TV spots compared to print ads. There were even campaigns that integrated VHS tapes with their direct mails in order to improve conversion. In a study conducted by the Wharton School of Business, it was revealed that videos increase conversion rates by as much as 72%. Information retention also experiences an increase of over 50%.

- Videos instantly give your brand a lot of credibility. Videos carry with them a sense of professionalism that's quite difficult to match in the digital world. Given two websites where everything else is equal, which will you trust more, the website with a video presentation or the website without a video presentation? First impressions often count. And

videos will provide a whopping first impression for your prospects.

- Videos can easily be delivered to a wide market. They're not like eZines which require the contact details of your leads beforehand. Videos can actually become viral ever so easily. Just launch one compelling and engaging video and you'll be surprised by the sheer amount of traffic it will be able to generate for your website.

- Videos are more efficient sales tools than any other digital mediums. You can clearly and efficiently convey whatever you want to share. Videos provide visual and auditory mediums which you can manipulate to present your ideas in the most efficient way possible.

- Videos are known to be highly effective for casual online users who are quite hesitant when it comes to offers on the Internet. Since videos pack more credibility when compared to other mediums, they are more capable of winning the segment of a market that is generally considered as hard-to-get.

- Videos allow a lot of liberty for creative expression. You are not limited to certain styles, or manners, or rules. Your imagination can run free and create the most memorable and exciting package that your viewers are sure to appreciate and enjoy.

- Despite the high demand for videos these days, they are still considered as unique and special presentation formats that are sure to entice people to "tune in" to whatever you want to share through such a medium. You will have fewer problems attracting their attention as videos, by themselves, have the power to draw an audience.

- Videos serve a lot of functions, all of which will be beneficial for your marketing campaign. As we will discuss in later chapters of this eBook, videos can serve as your:

  - Products

  - instructional materials

  - medium for coaching or conferencing

  - medium for testimonials

  - viral marketing tool

  - calls to action

  - aesthetic additions to your website

- Your prospects are sure to love the videos you will offer. Videos are not as easily dismissible as other mediums. People generally get excited over videos and this will help you reach them better.

Placing videos on your blogs, the essence of video blogging, will be tantamount to conjoining the two most influential forces on the Internet today. The product – vlogs – is sure to catapult your online business to the next level of prominence for all the reasons we have discussed above.

Chapter Two

The Tools Of The Trade

A lot of Internet marketers I know want to try video blogging, for all the benefits we have discussed in the previous chapter.

What's stopping them?

Some say that it's because they're traditional marketers and the thought of something new, like vlogs, intimidate them. To this, I say: Internet marketers should never be afraid to try something new. The ability to adjust with, and to capitalize on, emerging technologies is what will, ultimately, bring us sustainable success.

Some say that it's because vlogs don't really blend with their target market. To this, I say: vlogs are the present and the future of digital pop culture which can generate millions of leads for one's business. Vlogs are powered by videos, and videos are the new standard in Internet broadcasting.

A lot say that it's because they don't want to spend a whole lot of cash in investing in this new method of marketing. To this, I say: vlogging doesn't have to be expensive. In fact, it is possible that vlogging won't even have to cost a single cent in addition to what you have already invested in your online business.

Let's take a look at the essential tools you will need for video blogging.

A Computer

This, of course, is a given. The computer is your central workstation. Everything starts here. You will be saving your videos on your hard drive. You will be editing and beautifying your footage with specific programs installed on your terminal. And you will be uploading your video blogs via the same device.

An Internet Connection

Naturally, you'd need to be wired.

But of course, you won't have an Internet business without access to the Internet, right? We're just mentioning this here for completion of the enumeration of the things required to publish your own vlogs.

Though dial-up connection is a workable option, it is not really suggested. You will have to transfer relatively big files from your computer to a web server, and dial-up will take hours. An Internet connection of at least 198 kbps is suggested. The faster, the better, most definitely.

A Video Camera

You'll be surprised to discover how inexpensive video cameras have become. Modern technology has driven competition over the roof, and companies have been forced to drop their prices to attract more customers. It's not unusual to find a great video camera these days that go for as low as $150.

If you want to create videos of actual footage, like a cooking demonstration for example, or a tutorial on how to bathe a horse, you'll need to arm yourself with the right equipment. You need a digital camcorder.

A digital camcorder will record the footages in digital format. This means that there is no need to convert them into a file that can be conveyed through electronic means.

Before camcorders were introduced into the market, people needed complicated editing devices to transform

footage stored on magnetic tape into digital format. Nowadays, the process is simpler as camcorders can store data in built-in memories, expandable memory sticks, and even writable mediums like CD-Rs and DVD-Rs.

Digital camcorders can be costly. The (relatively) older models will cost you around $600 to $800, while the newer ones possessing better resolutions, zoom features, and data compression, can cost as much as $2,500.

Yes, you need a video camera that will save your recorded footage in digital form. Traditional video cams record events on tapes. You want your footage to be recorded in any of the various digital file formats.

An alternative for a video camera is a webcam. Webcams are very affordable these days. You can even get one for as low as $10. Anything you record on your webcam can be saved directly onto your hard drive. This will make file transfers a lot easier. The problem with most webcams, however, is that they don't have the high quality of footage that video cameras are capable of capturing. Nonetheless, for the cheap price and convenience that webcams can provide, it's a fair tradeoff.

A Video Editing Software Program

Additionally, what you will be capturing is raw footage. You will need an editing software to arrange this footage into something that will be presentable to your prospects.

There is a lot of editing software on the market today. If your operating system is Windows XP, however, it already comes with the Windows Movie Maker, a powerful movie making software that will allow you to manipulate the footage you will record.

Indeed, I can go on and on about the many video editing software programs available on the market today.

But the best one, in my estimation, is most probably already bundled with your operating system. If you're using Windows XP, then you can check out the Windows Movie Maker that comes with the package.

Windows Movie Maker is an intuitive program that will allow you to edit your own movies any way you like. If you're going to burn them onto CDs or DVDs, you can even create your own menus.

If your operating system does not have Windows Movie Maker, then you can download one from the link below…

http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx

One more user-friendly video editing software you can consider is Pinnacle. Pinnacle is actually the most popular beginner-level video editing program for a lot of people.

You won't have to learn complicated techniques to make the most out of this software. With Pinnacle's easy-to-understand interface, you can churn out professional-looking creations in a flash.

The problem with Pinnacle, however, is that it does not allow a lot of creator control. Everything is more or less preset, which leaves little room for the exercise of some creativity.

Hence, many video creators have resorted to [Ulead VideoStudio](#). Ulead is a very, very powerful video-editing program that will allow the user to control every aspect of the presentation.

You can incorporate your own fade-ins and fade-outs, integrate your own background music and narrations, use subtitles, and manipulate almost everything about the video you want to come up with.

Use video-editing programs only when you want to come up with a video creation that is totally different from anything that other Internet marketers can provide, down to the very last detail.

A Blogging Account

Central in the concept of vlogs is the essence of a blog.

And because of this, you will need a blogging account.

There are many free blogging services available on the Internet today. The most popular of them are www.blogger.com and www.wordpress.com . These two services provide users with easy-to-use controls for them to build and manage their own blogs. Furthermore, these two services will host the said blogs for free.

The downside, however, is that the domain name will have to be attached to the name of the service.

You can use your own domain name and redirect visitors to the said blog.

Or you can download the movable-type control panels of the said services and host the blog under your own server and under your own domain name. I'd suggest the latter option. Let me tell you why.

I used to operate more than 10 blogs under a free service. All these blogs were updated daily, with useful and highly informative content. Of course, since these blogs were part and parcel of my overall marketing campaign, they were used to promote my links, pre-sell my products, and announce my events.

Lo and behold, after a year or so, half of my blogs were deleted without notice.

The service's reason?

It's because they were considered spam, the service said.

They refused to listen to my explanations.

Since then, I have stayed away from free blogging services. Yes, I used their tools, but I feel safer hosting MY blog under MY server and under MY domain name.

So my suggestion is stern: do download the movable blogging programs provided by both Blogger and WordPress, and simply host your blog on your own terms.

In choosing a web hosting service, please do bear in mind that it should be PHP-capable, to accommodate

the dynamic nature of the blogging platform. TurboWWW is one such web hosting service.

Chapter Three
The Concept & The Execution

Imagine you're a big-shot movie producer. You want a blockbuster film… one that will capture the imagination of the viewing public for years to come. You want an offering that will be looked up to as a classic 10 or 20 years from now.

You want to have a great movie that everyone will enjoy and remember.

George Lucas has the Star Wars trilogy (and the prequels as well, but let's not get into those.) Stanley Kubrick has The Clockwork Orange, among others. Alfred Hitchcock will always be remembered for Psycho. Bryan Singer can be proud of Superman Returns. And Sam Raimi will always be know as the man who reintroduced us to Spider-Man, though quite a number will say that he should best be remembered for the Evil Dead trilogy.

These people brought to life ideas that they conceptualized. The aforementioned movies did not just sprout from a vacuum. It's not like George Lucas was saying "okay there will be a guy, let's name him Luke Skywalker," while filming a scene at the Death Star.

The ideas behind the movies were planned beforehand.

Some of them were planned WAY beforehand, even.

Your vlog should be no different.

No, you won't be spending millions of dollars for it like what producers would normally spend for Hollywood movies (though nothing's stopping you from doing that.) But you will want your vlog entries to be just as memorable. After all, with all the marketing potential of vlogs these days, we can honestly say that your online business' success greatly depends on how well your vlog will be received.

So, how do you plan the filming of your vlog?

It Starts With A Concept

I have seen many vlogs that were free-flowing… vlogs which featured people who just wanted to film themselves right there and then, often talking about unimportant things.

Some of them were actually cool.

But a majority of them were totally off. They struck me as vlogs that wanted to sound deep, what with their carefree attitude, but ended up looking hackneyed and contrite.

There are two important phases in developing a vlog:

1. Concept; and
2. Execution.

If one is deficient, the entire process will crumble. So each stage should be dealt with a lot of care and diligent efforts.

It all starts with the concept.

What does this mean.

Basically, it all starts with this one question:

What do you want to do?

The first thing you must consider is this: what do you want to convey to your visitors. Surely, there is an idea that you want to share with them, right? As an

Internet marketer, it is almost always your business message.

What is this business message?

Do you want them to know how important your product is? Why don't you focus on the need it seeks to solve, and discuss the extreme necessity of it?

Do you want to inform them of a huge, huge discount you will soon be offering? Build up excitement by actually enumerating the things they can get for the pennies that they will have to spend.

Do you want to sign up new affiliates? Concentrating on the benefits of your program ought to do the trick!

Determine what it is you want to share. This is the goal of your vlog. This should be your motivating factor.

Thereafter, you will have to determine the best way in which you can express it.

The Manner Of Exposition

The beauty of vlogs is that they can take many forms. They are not confined to certain conventions. They are not limited to certain formulas. There are a gazillion types of vlogs, and you have the freedom to pursue what route you wish to take.

There are vlogs that are straight up commentaries for example, featuring the vlogger talking to the audience in a casual manner about whatever things he wishes to discuss.

There are vlogs that try to be entertaining, following a certain script to tell a story or to deliver a point. This script may be carried out by the vlogger alone, or he may even have a complete ensemble of actors and actresses to help him out.

There are also vlogs which combine a variety of mediums, like cartoons, still art, public domain footage and the like, to come up with something unique and refreshing.

There is no limit as to what you can do with vlogs. Let your imagination run wild. Enjoy the experience, and your viewers will enjoy it as well, as the fun will become apparent with your end product.

Need more ideas on what format your vlog can take? Here are the top 10 vlog types you can copy:

1. Just film yourself. Since vlogs are derivatives of blogs, and since the latter pride themselves for the intimacy of the correspondence between the blogger and his readers, why not replicate that with your videos? Bloggers just talk to their readers. A vlogger can just talk to his audience. No need for an elaborate stage. No need for beautifying makeup. No need for a script. Just talk, and tell them, sincerely, whatever it is you want to share.

2. Power Point presentation. Some vloggers will be a little too shy to go in front of the camera, of course. Some may even be too shy to talk. Microsoft's Power Point program is the perfect alternative, therefore. You can simply create a slideshow with annotations, film them, and this can serve as your vlog entry!

3. Documentary type. Your vlog doesn't have to be confined to the four walls of your room. Go out! Take some footages of the world you want your audience to see! Then do a voiceover for some professional looking, and sounding, video!

4. A skit. Dramatize what you want to share. Invite your friends to help you with the theatrical presentation you have in mind. Comedy? Horror? Romance? It's up to you!

5. A cartoon. Do you have skills with cartoon-producing software programs? Macromedia Flash is actually the easiest one out there. You can create your own cartoon via Flash and just do voiceovers. Take a look at the submissions over at www.newgrounds.com and see for yourself the potential of this medium!

6. A scrolling comic strip. Perhaps a cartoon is too daunting a task. But if you can draw and if you have the knack for storytelling, you can just create a comic strip, and use some of the tools we will be discussing later on to add motion to your presentation and spice to your scrolling comic strip video!

7. A one-man skit. Believe it or not, with clever camera angles, cuts, and segues, one person can act out multiple characters to carry out a script.

8. Video book. Much like an audio book, but this time, you'll be reading the book in front of a camera. You can use facial expressions and gestures to enhance the storytelling.

9. How-To demos. Everyone loves to be SHOWN what to do, instead of merely reading about it. Want to teach your viewers how to cook? Pattern your vlog a la a cooking show. Want to teach your viewers how to make bead accessories? Do the same format! Your visitors are sure to love this kind of presentation! It's always a hit!

10. Talk show. Send Larry King into retirement with your own discussion show. Invite an expert or two for a shoot, and moderate the sharing of ideas. Capture everything on film and you have a vlog that is sure to be fantastic!

Again, these are just some of the ideas you can pursue. There are more, most definitely. It really is up to you. Here are 4 things you should consider in choosing the format for your video presentation:

A. What format will convey your message the best?

B. What format will be most entertaining/informative for your target audience?

C. What format will be most appropriate for your budget?

D. What format will be most appropriate for your skills and available resources?

Answer these 4 important questions and you're all set to go.

The length of time needed for the conceptualization stage as well as the initial preparations depends on what format you wish to pursue. Some, like organized presentations such as skits or documentaries, will

require research and a script. Others, like informally talking to the audience, can be shot on the fly with little to no preparations necessary.

Chapter Four: The Filming Commences

You won't just broadcast mere videos.

You will broadcast ONLINE videos.

This means that you should be able to deliver your videos digitally through the channels of the World Wide Web. To do this, you will have to follow specific formats for your videos.

There are many file formats to choose from.

Which is the best one?

That will depend on your needs and the resources available for you.

File Formats For Your Video

There are many kinds of file formats that your video can take. Your choice of a file format should depend on the purpose which your video aims to fulfill. There is no general rule on which file format can be considered as the standard in the Internet marketing industry, it's always on a case-to-case basis.

For example, if you want casual visitors to enjoy your videos while browsing your website, then a Flash file format, with the extension .swf, will be the best option for you. This is because a Flash file format is a well-compressed file. Your visitors will be able to experience your videos even if they have slow connections. Additionally, a Flash file format will eliminate the problems of space consumption, streaming technology and the like. Users can immediately load up a Flash file using Macromedia's proprietary Flash plug download, which is present in most PCs these days.

If you want your videos to work like podcasts, on the other hand, then you need a file format that will allow

iPods and portable MP3 players to store and display the same. For iPods, either .MOV or .MPEG and its varieties, are the file formats to use. Ipods read these formats and can easily store them in either the system itself or the hub for future synching. Other MP3 players might only be able to read .MPEG files.

If your want your videos to be downloadable so that your users can view them anytime they please, even when they're offline, then any video file format will suffice.

If you want your videos to take on a viral spin the mobile phone market (a novel marketing tactic, by the way,) you might want to convert your videos into a .3GP file format to satisfy such a purpose. Most mobile phones read .3GP files, especially those belonging to the Nokia line.

Yet another file format that you might want to consider is .RM, which is a video file format readable with the Real Media Player. Though the Real Media Player is not as popular as Windows Media Player or Apple Quicktime, the way by which the program compresses its video files is quite difficult to dismiss. Because of this, .RM files have also been used in many mobile operating systems.

Your choice of file format really depends on how you want to use your videos. To give you a better idea on the matter, do refer to the graph prepared below. This will allow you to know which form your videos will have to take even before you commence on creating them.

	Pros	**Cons**
.avi	Excellent quality. Minimal loss of packet data. Great for conversion to physical products like CD or DVD.	Very big file size. Will require large storage space. Not ideal for streaming video.
.mpeg	Smaller file size. Perfect for downloading. Perfect for synching with portable MP4 players	Conversion can result in significant loss of data. This can result in poorer image quality. Mpeg files have a hard time representing fast motions on film.
.3gp	Best compression system in the market today. Can reduce file size up to 95% of the original.	Significant loss of quality. Can only be played with Apple Quicktime, Real Media Player, and Nokia mobile phones.
.rm	Excellent compression system. Perfect for downloading and streaming.	Can only be played with the Real Media Player and some mobile phone models.
.wmv	Has one of the best compression systems. This is the most recommended format for streaming video because of the balance between quality and file size.	Compression issues include grainy textures and blotted images.
.swf	File format to use when integrating videos to websites. Does not require dedicated server. Video can be played as it loads.	Not technically considered a "video." Quality is dependent on compression program that is used.

How To Convert Your Videos

We have discussed some equipment and some software programs in the previous chapter that you will need in creating video products.

Most of them will produce raw footages in .avi file.

If you decide to edit them using any of the editing tools we have also discussed in the chapter, you'll still come up with .avi files by default.

Camtasia's editing feature will allow you to convert the end product into any of the fickle formats we have discussed earlier. This is a very convenient feature that any video producer will find very helpful. There

will be no need to avail of another editing program just to convert your videos into a desired file format.

CamStudio, on the other hand, will only produce .AVI or .SWF end products. The choice is yours to make. And though these options will be sufficient for most Internet marketers (.AVI and .SWF being the most popular video file formats to use in Internet marketing), do bear in mind that CamStudio has long been criticized for its inferior file compression technology. Your .AVI files will be bigger than normal. Your .SWF files will be slightly smaller than .AVI output, but are considered large nonetheless, when compared with other video compression options.

We will be discussing these 2 programs later on.

You can rely on the many file conversion programs on the World Wide Web, a lot of which you can avail of for free.

SWF Format Is The Best For Digital Delivery

You may consider this as a strong case in pushing for the Flash file format, but the truth of the matter is, .SWF files hold distinct advantages over their counterparts. Macromedia's signature file format makes it possible for your video's viewers to interact – yes, to participate – in the events that they will get to witness on their screens.

How is this beneficial for you?

Let's take a look at the benefits you can receive from the things that the .SWF file format makes possible.

- Do you want your viewers to immediately be able to click on your affiliate links? One limitation of videos is that they are generally non-interactive. If you're going to recommend a product or a service offered by one of the affiliate programs you have joined, you'll have a hard time presenting your affiliate links to your viewers. But with a .SWF video file format, this won't be a problem. Since, technically, a .SWF file is not a static screen with moving pictures, but an executable program in itself, you can include hot tags or captions which your viewers can click so that they'll be taken where you want them to go. This cannot be accomplished with other video file formats.

- Tired of the usual form of delivery present in most videos? Try something unique. And with a .SWF file format, this will be made very easy. You can easily manipulate the many elements of your videos if they are converted into .SWF files. You're not limited to the raw footage, or an edited version thereof, in coming up with an engaging presentation.

- Of course, as we have mentioned in the beginning of this chapter, .SWF files have better compression techniques, hence, your videos can come in a smaller size, which will be perfect for online exhibition and integration with any existing web page.

- Tired of the menu screen provided by established media players like Windows Media Player, Real Player, and Apple Quicktime? If your video is in a .SWF file format, you can easily add some creative twists in your menu bar. You won't be limited to the simple designs of other media programs that many people have become accustomed to.

- Want your original video, without ever recording any footage or screen captures? Flash files make this possible. With vector manipulation, you can create your own video animation ever so easily. Flash animation was in fact condemned by traditional animation artists because it made the rather tedious and meticulous art of animation very simple. The work that used to need 30 animation artists can now be accomplished by a single Flash programmer. A lot of the cartoons in the US these days are actually being completed, quite quickly at that, using Macromedia Flash technology. The program is versatile enough to accommodate any purpose of this nature.

Flash files are truly the best video file format you can ever get to choose.

In the world of Internet marketing, where user participation is not only a desirable addition but a necessary ingredient of an efficient call to action, Flash file formats make marketing videos more potent and more efficient.

Non-Filming Alternative: Screen Captures

If you're dabbling in the field of Internet marketing, however, you'll find video creation an easier task. The reason? It's because you won't have to record actual footage if you don't want to. Everything that you need can be captured from your computer screen.

Hence, all that you will need is an excellent screen capture program.

The best of the current selection is most definitely [Camtasia](). This is the program that's being used to create most of the Internet marketing videos you see today.

Camtasia is quite easy to use. Just run it, select the screen size you want to record, place the recording box over the appropriate area of your screen, and record.

Camtasia will also allow you to integrate audio inon your video through a microphone attached to your processor. You can even integrate sound effects or music from a file in your hard drive by playing such while recording on-screen movement.

Indeed, Camtasia will record specific screen activities during the video capture stage. You can use your mouse cursor as a pointer to emphasize your points. And your commentaries can be delivered a la voiceover for the entire piece.

Camtasia will store your recordings as .avi file by default, but you will have the option to convert them into .swf. The latter file type, of course, is an extension for Macromedia Flash files.

Flash files are recommended as video formats in cases where you want to include your videos in web pages. There are many reasons for this which we will discuss in a latter section. Suffice to say, for now, that Camtasia will allow you to convert your .avi files into .swf files.

The problem with Camtasia, however, is that it's quite expensive. Not every Internet marketer – more so those who are just beginners in this industry – will be able to invest in the program. Granted that it is the

best software package in the market for this kind of undertaking, its price can still be quite restrictive.

CamStudio is a free alternative to Camtasia. However, it does not possess the same powerful features that can be found in its more expensive counterpart.

CamStudio is known for the limitations of its output. For starters, it does not effectively compress the files it produces. Also, it does suffer from loss of quality on many occasions.

These two programs, however, are the primary tools of choice for most Internet marketers. Their ease of use is amazingly intuitive, and the manner by which they deliver the goods is, at the very least, serviceable, and with the proper implementation of procedures, can actually become grand.

I strongly recommend studying the videos you can procure below:

- John Delavera's TurboVideoTraining.com

The videos you will find in that package make excellent usage of the screen capture technology offered by Camtasia. See for yourself how you can make the most out of this system.

Where To Host Your Videos

You have 2 options on how to deliver your videos to the public:

1. By directing them to download it from somewhere; or

2. By streaming it to them.

Of these 2 options, the second one is the most convenient, and hence, the option that your visitors will like the best. The problem is, storing your videos on a server and streaming it to your visitors will be quite costly. Such will eat up bandwidth like there was no tomorrow, and bandwidth is quite expensive on the World Wide Web.

Thankfully, new and free solutions have emerged.

There are many kinds of web hosting services dedicated to streaming videos. But expect to pay more for them.   In exchange, you'll gain the ability to instantly broadcast your video content without requiring onerous downloads. The convenience that such a process can give will be beneficial for your online business in the long run, given the rising expectations of Internet users in the manner by which they can enjoy online content.

A cheap – well, actually free – alternative would be to host your videos on dedicated public terminals. Thereafter, you'd only have to copy a certain code to be able to broadcast your video content on your website.

There are many dedicated public terminals for videos on the World Wide Web today. But two such services stand out. These are:

http://www.youtube.com

http://www.video.google.com

http://www.veoh.com

http://www.dailymotion.com

http://www.imeem.com

http://www.stage6.com

http://www.crunchyroll.com

http://www.metacafe.com

http://www.viddler.com

All these sources allow you to embed the uploaded videos onto your blog or website. In most of them, it's quite easy, as they already provide an embed code for a particular video which you can just copy and paste in the HTML code of your blog or website.

Chapter Five — Promoting Your Vlog

Every webmaster knows that 80% of the traffic they will be able to generate for their websites will come from the search engines.

This is the reason why search engine optimization is very, very important for every online business. After all, if a business website can place highly on relevant search engine results, it will be able to get more visitors, and with more visitors come more chances of bagging some sales.

Central in search engine optimization are keywords.

Dominating the search engine game, they say, boils down to the selection and proper utilization of the right keywords.

Is the same applicable for vlogs?

Yes, you can use tried and tested SEO methods for your vlogs. Even if the highlights of your vlog are your videos, you will still have to introduce them with words, and these words can include the keywords you want to target.

But don't concern yourself too much with keywords.

The beauty of blogs, and vlogs for that matter, is that content will pile up. You'll have so many pages before you even know it.

And since these pages are easily interconnected, the keywords or key phrases will be made apparent eventually.

If you're targeting the dog grooming market, you don't have to mention the key phrase "dog grooming" every entry. Eventually, without a conscious effort even, you'll use the said key phrase in some of your entries.

It's how blogs, and vlogs, work.

It's one of the reasons why they place highly in search engine results.

The best way to generate traffic, hence, is to concern yourself with the new channels provided by Web 2.0.

Web 2.0 is a movement that empowers Internet users to determine which websites are appropriate for particular needs. Web 2.0 is about user-driven systems.

Users make content.

Users categorize content.

Users promote content.

Conventional Methods

Let us first discuss the usual ways of generating traffic for your vlogs.

- Search engine optimization. As we have previously discussed, you can choose to optimize your vlog to capture the attention of the search engine spiders.

- Article marketing. Submitting articles to the many article directories on the World Wide Web, with each article containing a resource box that houses your link, is a great way of building back links. Back links are essential in increasing your website's page rank as well as its position in relevant search engine results pages (SERPs).

- Forum marketing. Additionally, you can also join the millions of online communities on the Internet. You can directly promote your vlogs in such venues, or you can include a link to your vlog in the signature box allotted for every account.

- Exchanging links. Search engine domination is largely about the number of back links you have. Most of the strategies enumerated above are about building your back links. You can also try the old fashioned route of exchanging back links with other webmasters. This will tremendously help your page rank.

- Maintaining a mailing list. Most of the visitors you will generate will not convert into instant sales or downloads. You need to find a way to capitalize on the large percentage of visitors who will not take you up on your offer the first time around. You can do this by establishing a mailing list to capture the contact details of such visitors. The best way to do this is through an eZine. With this strategy, Bob Bastian's Ultimate Follow Up Toolbox is sure to help you out.

- Conventional online advertising. You can also make use of existing online channels to promote your video creations. You can do this in many ways:

    - buying solo ads in popular eZines.
    - buying line ads in popular eZines
    - buying banner space or single line text space in popular websites.
    - sponsoring an online event.
    - playing the Pay Per Click (PPC) advertising game.

- Viral marketing. Your video has the chance to spread virally, but this doesn't mean that the viral nature of the campaign should be confined to your video. The campaign itself has to be viral to make the most out of the situation. Want to learn some excellent viral marketing ideas? Larry Dotson's Viral Article Toolkit - Volumes I and II are sure to give your creative juices a boost!

All About Tags

Tags, we can say, are the new version of keywords. Tags are to Web 2.0 what keywords are to SEO.

You may have encountered tags in popular websites like www.technorati.com , www.myspace.com and the like.

Tags are basically keywords, for all intents and purposes.

What makes them different, however, is that they are keywords that web publishers can choose.

Now tags play a crucial role in user-driven blog directories. Why? Because bloggers can choose the tags under which their blog entries can be classified to. If you have a blog about dog care, for example, you can choose the terms "dog," "dogs," or "dog care" as your tags. You won't have to populate your blog entries to satisfy certain keyword density levels. By classifying them under the tags of your choice, you'll be able to tell the world that your blog entries are all about the tags they pertain to.

You can give Jimmy D. Brown & Ryan Deiss' Niche Factors a try to learn the many techniques you can employ to find highly profitable niches. You can use some of these techniques to finding hot, hot tags.

Now, the usual practice circa 2005 is to regularly publish new posts in your blog, then ping blog directories through services like www.pingomatic.com to inform them that you have new content. This will make the URL to your blog appear in a favorable

position in those blog directories. Furthermore, since search engine spiders crawl through those blog directories, they will likewise be alerted that you have published new content.

The problem in 2006 is that direct traffic that can be gained from the blog and ping method has terribly diminished. Most Internet users have migrated to a hipper, easier way of finding the content they need: tags.

Hence, the advent of the *tag and ping* method.

And www.technorati.com , the leading website when it comes to directories that employ tags, is a very vital tool you can use to capitalize on this technique.

So how can it be done?

How can you generate traffic for your website using the tag and ping method?

Simply follow the steps below.

1. Create a blog. It would be nice if you can host your blog under your own domain name.

2. Create an account with www.flickr.com . Upload an image relevant to your online business. It can be a picture of your product, or even a picture of yourself if you're branding your online persona.

3. Hyperlink your URL to your images. Use the tag below:

   custom message here

4. Categorize your images under appropriate tags related to your online business.

5. Now, sign up with some social bookmarking websites. We will be discussing these in depth come the next chapter, but for now, simply create an account with www.furl.net then bookmark your website and blogs under their appropriate tags. You can do this for other social bookmarking websites like www.del.icio.us , www.moreover.com , www.blinklist.com and others we will be enumerating in the next chapter.

6. Sign up your blog with www.technorati.com . Choose appropriate tags.

7. Publish a post.

8. Ping www.technorati.com .

At this point, you will notice that Technorati will categorize your blog entries according to the tags you have chosen.

Every tag has a landing page.

The landing page is arranged in such a way that certain entries will be seen before others, hence the method we have described above. The goal is to populate the landing page with links to your blog, as much as possible.

Getting Some Brownie Points

Two sites that are very much worth mentioning are Digg And StumbleUpon.

These 2 websites best represent the user-driven aspect of Web 2.0 these days. They operate under a simple philosophy: if visitors like your website, they'll give it some brownie points. The more brownie points your website has, the higher the ladder it will ascend.

Sign up with Digg and submit a vlog entry you are proud of.

If Digg readers like your submission, they will "Digg" it. The more "Diggs" your submission has, the higher its position will be. The objective is to get enough "Diggs" to secure a position on the first page.

StumbleUpon, on the other hand, is a social bookmarking website. It's so named because visitors who "stumble upon" your vlog and begin to like what they see can announce to the Internet that they have "stumbled upon" a really great website. The more people who report your vlog in this manner, the more brownie points you will have. The more brownie points you have, just like with Digg, the more people will visit your website.

Digg and StumbleUpon offer copy-and-paste icons that you can attach to your entries. This will make it easier for your visitors to submit your vlog to the aforementioned services.

The Rise Of Social Bookmarking Websites

In the previous page, we have discussed StumbleUpon, which is, in essence, a social bookmarking website.

But what is social bookmarking, exactly?

Your browser program has a bookmarking feature that allows you to save the addresses of the websites you like, right?

Social bookmarking works the same way, only, you can save your favorites online. The "social" aspect of the entire thing is: you can share your list of favorites with other people.

Eventually, people will prefer social bookmarking websites over search engines as well. It is more reliable for all the reasons we have mentioned in the previous chapter.

Let's have a rundown on the important benefits that social bookmarking can bring to your marketing campaigns:

- Direct traffic. Since social bookmarks can be shared, you'll be able to expose your links to more people.

- Best marketing strategy for webmasters who are operating a lot of websites. Social bookmarking will allow them to categorize each and every website they have under appropriate tags. No website will be left behind.

- Increased link popularity. Link popularity refers to the number of websites linking to yours. Off page SEO techniques are geared towards increasing your link popularity. You can check out your current link popularity by using the free tool that can be found at www.linkpopularity.com . Since other websites can access social bookmarks, they can use the links therein and eventually, you'll find your pages to have more favorable positions in search engine results.

Even established search engines are realizing the growing significance of social bookmarking websites.

Yahoo, for example, has launched such a service despite their reputation as a search engine company. MyWeb is a Yahoo subsidiary that will allow its users to bookmark websites through its web server.

Some of the most popular social bookmarking websites are: www.del.icio.us, www.del.irio.us, www.blogmarks.net, www.feedmarker.com and www.frassle.rura.org .

Last year, I wrote a short article for my long running e-newsletter, TurboZine, explaining in simple terms the methodologies behind social bookmarking. Allow me to share the said article with you:

Hi

*Yes, I am back... I'd say: *turbo recharged* with ideas and also with feelings. Plus: with a lot of thoughts about future plans, methods and strategies...*

This message includes a special deal for you through JP, and most importantly, I am telling you in simple English what " social bookmarking " is too. For your information, I had JP explain everything to me in person when I was in London so I can now answer any of your questions on this.

Why should you care?

Because it is a TREMENDOUS opportunity to generate automatic traffic to your site. And as you know, traffic is the KEY to this business.

What if someone tells you :

"Hey I know how you can drive traffic to any of your sites...

- without submitting articles to directories
- without building incoming links or exchanging links
- without a list
- without submitting it to directories
- without blogging
- without search engine optimization

- without 1 single visitor coming from search engines"

What would you think?

"one more scam..."

But this is in fact one of the beauties of social bookmarking.
It's another TOOL and one of the most effective (at this
moment) to easily drive traffic to your sites.

So how it works:

Suppose there is Site A that runs such a service.

You visit Site A and bookmark your site.
That means:

You include the URL of your site and "tags" for it.

For example, if I bookmarked my turbo membership I'd use:

This URL: http://www.turbomembership.com

And these tags (think of the tags as keywords...)

. Best membership site for Internet Marketers
. Internet marketing site
. scripts and ebooks for Internet Marketers
. John Delavera's turbo products
...etc...

So you get an idea.

Now...

People visit Site A for searching things.
See it like a Search Engine.

They see the listings or search them or see the popular sites
and when something matches up with their interests, they click the
link. Site A keeps updating all "tags" with the click-rate so...

...the more people visit your site
...the more popular your site comes on the directory
...the more people click and visit your site
...the more traffic you get...

Plus:

People can include a button in their browser's toolbar, so when they visit a site on the Net that they think is a good one, then they click that button and BOOKMARK that site to Site A's directory.

Then again:

...the more people visit your site
...the more popular your site comes on the directory
...the more people click and visit your site
...the more traffic you get...

One more thing:

As you can understand, those sites that offer such a service keep getting traffic from the users that:

a. - Visit the site to search for their preferred listings
b. - Bookmark a site and add a link to the directory

AND BECAUSE OF THIS (because sites like Site A) are being UPDATED due to the traffic attracted and the new links added to the directory... guess what happens....

Search Engines LOVE those sites!

Can you see the picture now??

- If you ADD your site to sites like Site A
- Or if people like your site and ADD it to sites like Site A

AND

- if your keywords are unique

THEN

Search Engines will CRAWL those keywords and when someone enters those keywords to their searching through the Search Engines, YOUR link in THOSE social bookmarking sites comes up...

Thus, your site, the one you submitted to those social bookmarking sites, gets traffic:

*a. - From people that Visit the site (in our example Site A)
to search for their preferred listings*

*b. - From people that bookmark your site and add a link to the
directory (of site A)*

*c. - From people that search through the Search Engines and
end up at Site A because YOUR tags/keywords came up first!*

Powerful?
Yes it is.

Now, re-read what has been stated above:

"Hey I know how you can drive traffic to any of your sites...

- without submitting articles to directories
- without building incoming links or exchanging links
- without a list
- without submitting it to directories
- without blogging
- without search engine optimization
- without 1 single visitor coming from search engines"

Can you see how it works??

> - without submitting articles to directories

Yes, there is no need to submit anything there...

> - without building incoming links or exchanging links

*No need for this too. All you have to do is add
your link & tags in those directories. It's easy, right?*

> - without a list

*Yes, you do not need any list at all, but you CAN
generate/create a list if you deal with it the smart way.*

*For example: you can use the traffic sent to your page,
offer a report through an autoresponder and build your
first list!!! Then you can follow up with subscribers
and invest in that communication...*

>- without submitting it to directories

*Yep... There is NO need to submit your site to the Search
Engines and/or to directories because as it has been
discussed, the search engines CRAWL those sites (aka. Sites
like Site A) often *because they are updated often* and
your keywords will come up THROUGH the Search Engines!*

> - without blogging

*Correct. No need to spend time on blogging too - while
there are some good ways to use blogs with social bookmarking
(say having visitors to BOOKMARK your blog!)*

> - without search engine optimization

*Yes, you do not need to know how to optimize your pages
because Search Engines WILL CRAWL sites like Site A
ANYWAY (again, the reason is that sites like Site A
are being updated often with new content => Search
Engines love new content.)*

> - without 1 single visitor coming from search engines

*This is true too, because while your traffic can be
maximized by the visitors you will get THROUGH the
search engines (anyway) you can still forget them
and have people coming back to your site through the
link in those sites like Site A.*

Last thing:

*JP has also created a script you can use and RUN
a social bookmarking service.*

*REMEMBER that if you do that, if you create such a service,
then you can have people submitting their sites to YOUR
social bookmarking service and thus gain the ULTIMATE
traffic funnel:*

*- people will submit their sites to your site and you can
cap/ture their information (through their registration
with your system) so you can follow up with them OR just
of/fer something to them through your social bookmarking
service.*

Get This - Recommended   51

*- search engines will rank your social bookmarking service
in top listings*

*As you can see, you can really benefit from this modern
way to deal with traffic:*

*- as a user you can use the social bookmarking services
offered through the Net, add your site & tags/keywords,
and have traffic back to your site.*

*- as a social bookmarking service's owner, you can get
serious traffic from all people who use your system.*

I hope I made everything clear for you.

*As I told you, JP explains the above in more detail.
Hey... He managed to explain the above to me. ;)*

*When I was away, he ran a special promotion and offered
his ebook for $17 instead of $47; Again, inside his
ebook, you will read how the "bookmarking system" works
and most importantly, how you can find the sites where
you can BOOKMARK YOUR Sites and thus apply the system
in the way JP tells you.*

How to get the discount:

*1. Visit http://www.socialbookmarkingmadeeasy.com/delavera.php
2. Click the order link.
3. Read the order page and fill in your email address.
4. Insert the following cou/pon in the next page where it
is asking for the cou/pon:*

jdsocial

*...then click the "Update form" button.
Verify the change in the price (from $47 to $17)*

5. Click the "Pay Now!" button.

That's it!

*The discount will last for 48 hours only.
That promotion was over anyway, so I asked JP to keep that
price for my subscribers and customers.*

Get This - Recommended

Do yourself a favor and explore social bookmarking.
further. Study JP's ebook and take action.

Sincerely yours,

John Delavera
- in a turbo Prince's mood again. :)

Vlog Promotion Is Fun!

One tremendous appeal of vlogging, and blogging for that matter, is that it's fun.

It's not like work. It's something that you will enjoy doing.

Perhaps it's because of the personal relationships you will establish with your readers. Read any vlogs or blogs. Read the comments. You'll discover that, more often than not, participants refer to the vlogger or blogger by his given name. It's this intimate correspondence… it's this sincere connection… that makes vlogging and blogging a joyful and rewarding activity.

Another reason why vlogging and blogging can be very enjoyable is the interaction allowed by such mediums. You are not the only one doing all the work here. Your readers can participate by leaving comments, providing links, and creating fresh content for you.

Yes, they can do that. It's a matter of providing them the means to accomplish it.

I have created some products to help online businessmen maximize interactivity on their websites. Here's a list of some of them:

1. Turbo Feedback Manager – to get the pulse of your prospects and visitors anytime you please.

2. Turbo Form Generator – you can create an-on-the-fly FAQ with this amazing utility.

3. Turbo Quiz Generator – you can make your web pages more fun by incorporating trivia quizzes that people can answer.

4. Turbo Syndicator – Publish content across multiple platforms with so much ease with this baby.

Needless to say, I also provide fresh new scripts and materials for subscribers of the Internet's biggest membership website, the TurboMembership. Most of these tools are meant to capitalize on the growing movement that is Web 2.0.

By following all the steps we have discussed on the previous pages, there is no reason why you wouldn't become successful in the vlogging world.

You will get the visitors.

You will generate a lot of buzz.

And you will have a lot to work with to convert all that you have going into successful sales.

Cheers to your success!

John Delavera & {--your-full-name--}