

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

Video Release: Using Online Video To Push Your Sales Through the Roof

(With Kevin Bates and Farmer Grief)

Outline:

- Cameras to use
- How to set up your lighting
- Sound tips and tricks
- Whether to use 'YouTube' or 'Google Video'
- How to use 'Camtasia' Screen Capture Software

The 3 "Stages" to keep in mind BEFORE creating any piece of media:

- 1) Input
- 2) Editing
- 3) Output

- For the web, lower quality is okay.
- For DVD, you'll need to invest in better equipment.

Video Equipment:

- When Farmer first started shooting video for the GMM Blog, he used his own personal point-and-shoot camera, which was a "Panasonic Lumex DMCTV3." This camera shoots true full-screen video (720 x 480). He used a shotgun microphone that was just out of view. (You can also use a lapel mic or spider mic.)
- When making video for the web, almost any point-and-shoot camera will do.

Other Camera Tips...

- 720 x 480 is full screen (use this setting for DVD and TV)

- Camera options:

- Flip Video or similar - this is the least expensive

- The cheapest handheld video camera you can find with audio input jacks -

\$300 - \$400

- Canon HV20 - \$800 - "prosumer"; this has a remote audio input jack.

This is what Farmer is using now for the GMM videos.

- Canon XL2 - DVD quality, great audio inputs. This is a "high-end" camera.

- Invest in a Lavalier mic (you can get a good one for \$80 or less). These usually have a standard 1/8" cord. Check out www.minidisco.com, or a similar site. Alternatively, you might find something at a Fry's Discount Electronics Store.

Note: The headphone jack for your computer is the same as an SD universal 1/8" headphone jack.

- Tip: Put your camera on a tripod.

Tips to improve sound quality:

- Ensure that your environment is very quiet!

- If you're making a pure audio product, go into your closet and close the door!

- If you're in a kitchen or any place with reflective surfaces, it sounds really bad.

- If you're doing a Video, keep in mind that you want a place that is well lit, so this might mean using a place more out in the open.

- Consider spreading blankets around where needed (such as on tile floors), which can help dampen the effect of reflective surfaces and can help reduce artifact sounds.

Lighting Tips:

- Go to any hardware store (e.g., Home Depot) and buy a \$40 lighting kit.
(There's a construction work lighting kit you can get, that is yellow with a black grill on the front, and a handle; it comes with a built-in tripod. Consider getting two of these, and then bounce the light off of two large pieces of white cardboard. You could also instead get a 'four-foot reflector disc', available for around \$50 on E-bay.)
- Be careful of shadows. (Reflecting light off of a white surface is much better than having light shining directly on your face. The shadows from this are very nasty.)
- If you're outdoors, it's always better to film on a cloudy day, or under the shade, rather than a sunny day when shadows might cross your face.

If you want to get even more "high-tech": Consider using a "hair light" particularly if you've got dark hair and a dark background.

- As a cheaper alternative to using a "hair light," you could have one light that is pointed at the ceiling, and then another lamp that is just behind the camera, and which is pointing at your face. A "China bowl" or globe lamp would work well for this.
- Having a soft light fill up the room is good- like the "China bowls" you can get from stores like IKEA.
- Eben's crew now has a behind-the-scenes video. The crew now has a lot more equipment, which they got for less than \$1,000: they now have five tripods, and five soft boxes, and some 4 x3 boxes.
- Beware of heat from the lights. Florescent lights, especially, can produce a lot of heat.
- Pull the blinds down on any windows in the room; use only studio lighting if possible, since this makes for more consistency.
- Especially don't mix 'daylight' with tungsten lighting kits.

(On video, natural daylight looks blue compared to your indoor lighting schemes.)

Regarding Editing Software:

- For basic Mac Computer users: iVideo/iMovie *Mac computers are preferable to PC's for making video, per Farmer.
- For basic PC Computers users: Windows Movie Maker *It's pretty decent, however it's not so hot for exporting.
- Both of these tools are good mainly just for chopping off the beginnings and the endings of your videos.
- For a 'step up' in editing software, and if you can afford it, try: 'Finalcutpro' or 'Finalcutexpress' (costs a few hundred dollars). This is a multiple track video editing system. You can import tons of video and audio with this.

Exporting and Output:

- There are two different types of video formatting: video for DVD and video for the internet. Here we'll just discuss video formatting for the internet.
- Your big concerns are your size and your quality.

There's no exact science to making your output. If you're just beginning, just make very short 30 second videos, and then TEST them over and over again, to test your different settings. You have to have a lot of patience.

- Regarding 'Mac Imovie' and 'Windows Movie Maker' - you're stuck with the native output settings of these programs.
- As an alternative, 'Flash' is a common way to deliver your videos nowadays. It makes your file sizes a lot smaller. 'Flash' is especially good for offering downloadable videos to your customers, since they can download 'Flash' files very quickly.
- Farmer purchased the Pro Version of 'Flash' recently. It comes with a 'Flash' video encoder. He creates ".flv" files with this.
- 'Camtasia' is one of the outputs available for this.

- He uses 'Javascript' to control the video player, pull in different elements, and pull in your video source (e.g. ".flv").
- If you need to convert your various other kinds of video file formats to ".flv" format, try checking out: "www.versiontracker.com" .
- This website can tell you the most recent software available, based on the keywords you enter. It also tells you if it's free, shareware, or has a fee (licensed). For example, you can go here and type in "wmv to flv" or "wave to flv".

There are two ways to deliver on-line video content to your customer:

1. The more expensive "high-tech" method: Host a "Flash" video site, and stream it to your customer (as discussed above).
2. The basic, no-cost method (which is preferable for beginners): Load up your videos on YouTube or Google Video, and create a link on your website to your videos contained on one of these sites (as discussed below).

YouTube and Google Video:

- You can host your video on YouTube or Google Video, for FREE!
- YouTube has a 10 minute max, and when your video is finished playing, it shows the viewer related videos after your video plays.
- Google Video does not do this, so Farmer prefers using this. The website is: "www.Video.google.com". (Also, Google Video does not have the 10 minute maximum.)
- The approval time, from the time you post your video until the time it shows up on YouTube or Google Video, can be up to 24 hours.
- If you find someone else's video on YouTube that you think would "add value" to your prospects & customers, you can embed that video into your site.
- Regarding the 'cover graphic': YouTube gives you a choice of three 'still frames', which they take from your video, to choose from, to use

as the 'cover graphic' for your video (which displays both before and after your video plays).

- If you're not happy with any of the three 'still frames' that YouTube offers you to use as your cover graphic, consider this technique which Farmer mentioned:

- You can go and create a 'static image' on your own in Photoshop, make it into a link to your Youtube video, and then post that on your website. Then, when the viewer clicks on this, it changes the frame behind it and sets autoplay for your Youtube video.

- If your video file is very big, you may have to use a free program which you can download, called 'Google Video Uploader.' It is very easy to use. Just follow the instructions.

More information regarding on-line video Hosting:

Farmer and the GMM staff used to use Google Video previously.

However, the GMM staff now use 'Amazon' as a server, so that they can have more control. 'Amazon' has a program called 'Bucket', which they use. This is good for 'Remote Hosting'.

Kevin Bates mentioned that, for his Webinars, he uses 'Camtasia' to edit his video and audio. He then he uses 'Bucket' to do the uploading to 'Amazon' (which he says makes it very easy).

'Bucket' is a File transfer program (FTP). Some alternative FTP's to interact with the 'Amazon' server are 'Dreamweaver' and 'Transmit'. (Farmer's favorite is Transmit; it's for Mac computers.) CuteFTP is another alternative.

To record Powerpoint Presentations for video:

(The GMM blog has been using two different basic types of video on their website: 1. Talking head videos (with the camera on Eben) and 2. Powerpoint presentations, for their webinars. They have been using Camtasia for their Powerpoint presentations.)

- Camtasia is a great program for this. It is for PC's (not Mac computers).
- Camtasia 5.0 = \$300. (You can download a 30-day free trial, if desired.)
- You can either choose to capture your entire screen, or you can just use 'fixed dimensions' for just a certain window. Also, you can use your computer's built-in mic, or you can use a separate mic for higher quality audio.
- 'Camtasia' can also record your mouse action.
- The alternative for Mac Computers is 'ScreenFlow' = \$99. (To see some examples of ScreenFlow, go to YouTube and type in "ScreenFlow.")
- The output of ScreenFlow is limited to movie files/quicktemp files (".mov"). If desired, you can convert ".mov" files to ".flv" files with a separate converter software, but this takes extra time and effort.
- Camtasia however has MANY different types of output types, including ".flv" (which is the 'Flash' file format).
- Camtasia is very simple and easy to use. Camtasia also has great customer support.
- Regarding Panasonic point-and-shoot video cameras: It records your video to a 'SansDisc' memory card (get a 5GB card), which you can put in your PC and then just drag-and-drop the file (to copy it from your memory card to your PC). This makes it SO EASY!
- If you are going to record to a memory card however, it is recommended that you also record to a tape or analog as a back-up, in case something gets screwed up. (With tape or analog however, you have to digitize it, in order to put it on your computer, which takes time.)
- Farmer previously used mini-discs to record, but now he uses a mini-disc player that records to a small hard-drive (in addition to recording to a tape, as a back-up).

- Try to avoid spending dozens and dozens of hours trying to get your video perfect. This extra time might be better spent on other aspects of your business.

- Sometimes, from a marketing stand-point, a little bit of an "amateur quality" to your video products can be good (for example, if you're trying to talk directly to your prospect, and want to create more of a conversational feel).

Note: Andrew Anderson, a GMM student, posted the below message in response to Kevin and Farmer's discussion regarding Camtasia:

Hi Chris and everyone,

They dropped that offer several months ago and it is no longer available.

But I do have an alternative to spending a couple of hundred on Camtasia.

Here is one you can get for 98 cents.

I put together a version of Cam Studio, which I normally sell for \$19.98

but, if anyone wants it from GMM if you type in product discount code gmm and then hit update cart, it puts in a \$19.00 discount. This is the the most I can do and not end up coming out of pocket for the processing, and bandwidth.

It is an immediate download.

When you go to the page, there are demo videos of it in action. It is basic, but it does work pretty well, is very easy to use and the price is right.

<http://www.themuseblueprint.com/cam/cam.htm>