

VIDEO BLOG

Sensation!

Transform Passive Readers Into Superfans
Glued to Their Screens!



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Introduction

Welcome to **Video Blog Sensation!**

I believe blogging can have a huge impact on your own online business and now, even more so with the rise in popularity of video blogging.

If you are not already using video in your blogs, your sales letters or your info products, then you are missing out on a huge opportunity.

This report will provide you with all of the knowledge, strategies and tools you need to become a successful video blogger and you can benefit from this medium like I have.

All you need to do is **TAKE ACTION...**

Video Blogging: What Is It And Why Should I Be Doing It?

Video blogging is steadily emerging as one of the newest, hottest Internet trends. However, as the art of the video blog – often called “vlogging,” “vidding,” or “vidblogging” by lovers of the craft – is still relatively new as compared to more traditional methods of information dissemination over the Internet, so many people aren’t exactly familiar with the ins and outs of the process.

That’s where this primer comes into help. With this in hand, you can go out there and tackle your cyber audiences with the pomp and flash that video blogging offers. The salience of this technique on the Information Superhighway may surprise you.

If you’ve been on the Internet for any period of time at all, you’re likely familiar with the blog. A blog – short for “weblog” – is essentially a stream of articles that is constantly being updated. Blogs are used for several purposes across the Internet, from self-promotion to corporate memo slinging to self-expression and nearly anything in between.

Blogs have great value to websites that use them properly – through a blog, a website can both show how active it is as well as reach out constantly to the website’s viewers with new, updated information.

A blog is often the number one reason why visitors return to certain sites, as

most other site content is static. A blog is anything but, and a good blog keeps the viewer wanting more and coming back.

A video blog is the same thing; just replace article feeds with videos. The great thing about video blogging is that it totally revolutionizes the purpose and scope of a blog – where as before the information was consigned to the written page (rather, the written *web* page), now the blog has gone 3D.

For example, if you happen to run a travel blog, a traditional blog would allow you to get the information of your exploits out to your readers in a concise and timely fashion, but often your reader's understanding of the situation was limited to both your writing abilities and the amount of time you had to dedicate to the creation of the post.

Not all of us are Hemmingway – much can get lost in the translation from experience to memoir. This is where the video blog comes in.

Want your readers to experience the view at the top of Diamondback? Don't just tell them with words: with the video blog you can *show* them with a panoramic shot of the beautiful island spread at the foot of the mountain.

Video blogging is also incredibly useful for those who run do-it-yourself websites – instead of dealing with numbering your steps and agonizing over word choice, why not set up a camera and film the process of changing a tire, spackling a wall, or soldering a pipe?

Even if you've never heard of a video blog before, don't think that this is an isolated phenomenon only known by tech-heads. The video blog has been in

existence since the early 2000s, and one trip to YouTube will show you just how thriving the video blogging community really is.

There's even an annual video blogging award that's been held since 2006, and a movie is due to be released as a major motion picture in 2011, which will be comprised entirely of video blogs.

Video blogging is an excellent way of getting the information regarding your product, services, or opinions out on the Internet. Just as a traditional blog feed showcases your website as living entity, the video blog does that and also allows your face and movements to be connected with the website that's promoting your goods.

Video blogging truly allows you to bring yourself and your offerings into the homes and workplaces of the viewer like no other form of information sharing can offer.

What is video blogging? It's a highly effective way of sharing information through the heightened capabilities of modern technology. Used correctly it can get your name, face, and products out on the world wide web with greater impact and efficiency than any other method of advertising.

Why should you video blog? It's effective, inexpensive, and most people would say it's fun!

How To Set Up A Video Blog

So, you've been convinced that video blogging is the next wave in information sharing. You'd be correct in this – now, the next step is understanding what you'll need to get started with a video blog, and how best to get your videos up and running on the world wide web.

1. **Buy a Domain Name and Hosting.** It is preferable to register a .com domain name over the other extensions, the main reason for this is .com's are easier to remember.

If you are looking to create a blog about yourself, then register a domain name which includes your own personal name. This will help a lot with your own personal branding. If you are looking to create a blog in a different niche, you should try and get the most important keywords at the beginning of the domain name.

You are literally spoilt for choice for domain name registration companies. One of the most popular domain name registrar's is [Namecheap](#) who charge around \$10 to register your domain name for one year.

A professional hosting package is also very inexpensive these days and well-known companies such as [Hostgator](#) are able to set you up for a less than \$10 per month.

2. **Get WordPress.** WordPress is free software that creates and manages

blogs. You'll need to download it from the [WordPress](#) website and install it to your server – there are instructions on the website concerning how to accomplish this.

3. **Get a YouTube WordPress Plugin.** It is easy to embed your YouTube videos into your WordPress blog by using one of several plugins freely available to download.

On my blog, I use [Viper's Video Quicktags](#) which enables me to embed videos from YouTube as well as other popular video sharing websites such as Daily Motion, Vimeo, Viddler and other.s

4. **Get Easy Video Player.** While using the likes of YouTube is great to get started, there will come a time when you need something a little more robust and professional.

For example, you may want to produce a video that is longer than the 15 minute YouTube limit or you may want to create a “top secret” video that is only available to your customers or subscribers, rather than it being freely available on the Internet.

In these circumstances, you may want to host your videos at [Amazon](#) (all of the big players in Internet marketing do) and use [Easy Video Player](#) to embed your videos easily into your blog.

NOTE: This outline is dedicated mostly toward setting up video on a blog that visitors can *stream*, or watch while they're visiting your website. You can also disseminate videos by putting them up on your site to download.

Generally speaking it's a good idea to give your viewers the option to stream or download.

Many video bloggers also take advantage of what's known as *RSS feeding*, which is where a person interested in following your blog uses "podcatcher" software (iTunes is an example) to detect and download your video blogs to an external device such as an iPod or a computer when you put them up. There are many ways to video blog, but streaming is the most popular way, so we focus on this here.

As for the physical hardware you'll need to set up a video blog, the first and most obvious piece of equipment would be a computer – but seeing as you're reading this information, it's likely that you already have one.

The second more-or-less obvious hardware requirement would be a camera. Like with most other products out there, there are hundreds of different cameras on the market, all with different specs, pros, and cons.

You don't need to purchase the most expensive camera on the market to set up an effective video blog, and, in fact, many people are successful with the built-in cameras that come with most modern laptops.

Again, the kind of camera you use to create your blog posts should be dictated more by your budget and personal wants than by any pressing need to have the latest and greatest.

With a camera in hand and a website ready to take your video blogs, you're

ready to start producing.

Types of Video Blogs

As mentioned before, the video blog is extremely versatile. There are many ways in which you can use your blog to market items, engage in self-promotion, or even simply for your own enjoyment.

While the opportunities insofar as video blogging is concerned quite literally number high as the stars do, we've compiled some information regarding the more common uses of video blogs to give you some ideas on how you can utilize this method of information sharing to better your wants and needs.

1. **Product reviews.** This is one of the more common uses of video blogs and for good reason – they're popular with consumers.

People love to read information about products from members of the public who have already bought the product itself. It's a free source of information that the consumer can trust to be honest – that is, the person who is airing the review isn't being paid to advertise the product.

Product reviews are useful and will definitely garner your website a lot of attention if the video blogs you offer are thoughtful and comprehensive in nature.

2. **Personal posts.** In addition to being enjoyable to make, personal posts

allow your viewers to get a glimpse of who you are beyond the products and self-promotion.

Video blogs got their start in personal posts, where people would put up video snippets of their travels for friends and family to enjoy. Of course, the market expanded from there.

Personal posts are a great way to add a very individualistic touch to blog

3. **How To Videos.** If you are selling a product that requires some explanation or set-up, including a how-to video on your video blog is priceless.

While having written explanation is necessary and helpful, nothing beats being able to hit “play” on a video and see somebody else putting the bookshelf together, cooking the steak, or applying the eye shadow. Many video blogs are entirely dedicated to the art of “how to,” and the sites that are good at this receive a lot of hits.

4. **Frequently Asked Questions (FAQ).** If you sell a product or do how-to videos that result in your inbox overflowing with questions, it’s not a bad idea to consider dedicating a video blog to questions you get most often.

This will help your viewers and also show that you’re responsive to the communications you receive. Additionally, it does you the favor of answering the questions you get most often so the constant battering of your inbox will cease, or at least slow to the point where if you get the occasional question that addresses something that your video blog has

already covered, you can reference the video blog.

5. **Opinion Videos.** If you favor a particular brand of makeup, or a certain airline carrier, or always use the same monkey wrench, explaining to your viewers why you do so will be helpful.

Most of us do have brand loyalty to some degree, and telling your viewers why you like this particular kind of cheese above all others gives your viewers a window into your thought processes.

Of course, you don't want to seem overly promotional (unless, of course, you are promoting the brand in question), but telling why you like that certain version of whatever is helpful to the viewer. If it's helpful, the viewer is likely to come back for more of your videos.

Creating Irresistible Videos

The following fact is a little discouraging to those who are trying to create quality video blogs but is nonetheless true: the average viewer on YouTube watches a video for seven seconds before deciding whether or not to keep viewing.

This means that you need to establish your video as worthy of a viewer's time within those seven seconds. That's not a whole lot of time to work with, if you're trying to get your viewer to stay with you.

While many people who start video blogs do so primarily for the hits, it's hardly worth the time, effort, and even money expended to create video blog posts if nobody stays and watches the fruits of your labors.

Also, hooking viewers is a good way to get repeated visitors as well as the almighty "subscriber," or somebody who actively seeks out your video feeds.

So, how does the entrepreneurial video blog producer get up to snuff with those seven seconds?

There's no real magical formula for this, unfortunately – you very well could have the best video blog post in the history of mankind but the viewer doesn't stick around because his or her internet connection is slow or they just aren't feeling up to watching a 5 minute segment about basket weaving on that particular day.

You can't control everything, but there are certain tenants that you should start

with if you want your viewers to hang around after those elusive seven seconds.

- **Plan it out.** Don't just set up your camera in a dark corner and start talking at it. If you really want your viewers to take you and your camera seriously, you *also* need to take it seriously.

What is the point of this blog? Are you doing a personal segment, a how-to, or are you answering questions?

You don't necessarily need to sit down and script out every word that you're going to say – in fact, we recommend against this as viewers can usually tell if you're reading off of a piece of paper and generally find this less than inspiring – but it helps to take a bit to think about the point of the post, where you'll start and where you end it.

- **Don't go for the elaborate opening.** While it's certainly appealing and fun to sit around and make a theme song for your blog, we recommend against taking up 20 seconds of your viewer's time with cutsey logos and Yamaha keyboarding.

Most viewers are more interested in what you have to say rather than how well you can rhyme. If you must have an opening, keep it to three seconds or less. Remember the seven-second rule – if the entirety of the seven seconds is taken up with useless intro, the chances of losing your reader goes up exponentially.

- **Pay attention to your audio.** Unless you're filming in the bowels of a library, no room is silent. (And, frankly, no library is entirely silent either).

You need to be aware of the sounds in the room you're filming in. If the background is nothing but chatter and construction noises and thunderstorms, your viewers are going to have a very hard time understanding what you say.

Spending a few minutes to figure out where the optimal, silent area of the house (or wherever you're shooting) is located can be the difference between thousands of viewers and none. On this note, be sure not to play overbearing background music over your words.

Many video blogs have guitar riffs that are louder than the person speaking, and this is unfortunate. If you live in an area that's constantly loud or you just can't seem to get rid of high levels of background static no matter what you do, consider purchasing a microphone. This will help ensure that the audio that gets to your viewer is the audio you want them to hear.

- **Lighting, anyone?** The Cryptkeeper was cool, but unless you're aiming for a very specific audience you'll need to make sure that they can see you. You also don't need to spend a fortune on custom lighting if you don't want, or can't do so: many people get excellent results by using a tall lamp with a shade, and simply adjusting the shade to control the angle of the light.

Be sure to check out the individual options on your camera as well – many cameras these days allow you to check the white balance on the camera, or the way that the lens allows light to play with the subjects being filmed.

In this way, you can prevent your shot from becoming too washed out, or too Cryptkeeper-like.

- **Motion sickness matters.** This would seem like an obvious tip, but the overwhelming amount of videos released on the Internet that seem like they have been shot during an earthquake would imply otherwise.

If your film causes your viewers to be sick due to shakiness, it's not a good film and nobody is going to want to watch it. Be sure that your camera is mounted on a secure surface. Many webcams attach to the top of a computer, which helps. If you're working with a more traditional camera, it will behoove you to invest in a tripod.

If you're shooting motion shots, use the "human tripod" method, which involves leaning up against a wall (or a tree, or a rock, or even somebody else), bracing your arms against the solid surface, and *slowly* moving the camera. Anything too fast will make it look like you're tweaking out on caffeine.

- **Check your shots.** Are you too close to the camera? Too far away? Be sure to adjust your zoom settings to make the pictures crisp, clean, and easy on the eyes. Just be aware that the more you zoom, the wobblier your shots will become.
- **Pay attention to post production as well.** Just as the planning stages of your video blog are important, so is the aftermath. You might be one of those magical video blog producers who can get everything right on the first shot, every time, but chances are that you're closer to human and

might hiccup every once in a while or realize that only the left side of your face is in the shot. Be sure to take the time to parse through your multiple takes and meld them together as seamlessly as you can.

Of course, you're allowed to keep in mind the fact that your viewers are not likely to be film critics. If your video blog is slightly imperfect, that's fine.

What's important to keep in mind is that you need to approach your video blog like a professional would – after all, this video is your representative out there on the world wide web.

If you want to be taken seriously, you'll need to take your video blog seriously. You'll need to enjoy the process itself, of course, but if you've only got seven seconds to reel 'em in, you need to make the most out of every bit of that time.

Money From Video Blogging

Most ventures in life optimally arrive at profit somehow. There are, of course, the things that you do purely for pleasure, but in a perfect world everybody would be able to spend time doing things that they love and get paid for it. Unfortunately, it's not a perfect world and most of us have to keep our day jobs while we pursue our dreams.

However, if you are one of those individuals who really likes video blogging, there's always a chance for a little extra dough to be made in the corners. For those who are extremely dedicated and understand how the system works, it's entirely possible to make a living at video blogging, but you'll need to be one of the biggest names in the business to achieve that level of success.

But even if you're just starting out video blogging, working hard at creating useful, creative video content and attracting new visitors and subscribers, there's some extra cash to be had in the sidelines for those who seek it.

First, if you're really looking to make your video blog a profitable venture, you're going to have to spend some money to make money. While you can be successful using tools around your house and the microphone and webcam that came standard with your computer, it's going to be hard to make profit off of something that looks and feels extremely amateurish.

If you want to be paid like a professional, then you'll have to act like a professional. Now is the time to consider investing in high quality cameras and

possibly microphones. If you're looking to take the next step into professional video blogging, the camera and microphone are probably the two best things to invest in; later on you can consider buying better lighting sources and other such accoutrements.

Another important thing to keep in mind is that if you want your video blog to be profitable, you'll need to constantly be coming out with new material. A good standard to have is one video blog per week, but once you start getting viewers clamoring for more, you'll likely up this to several videos a week.

All right. Now that you've started producing professional grade videos on a regular basis, here's the secret to making money: marketing. The surest way to start gaining revenue from your site is to open it up to advertisers. This may sound a little bit less than appealing, but the fact of the matter is that advertising can be extremely lucrative and not overbearing if done right.

One of the easiest ways for a beginner to get started making money with their video blog is Google AdSense. The great thing about AdSense is that their marketing methods aren't intrusive – your viewers won't be bombed with hundreds of pop up windows or animated advertisements that will take up half of the screen. The advertisements that AdSense puts out are contextual – meaning that they will have something to do with the subject covered in the video blog – and unobtrusive.

The way that this particular brand of advertising works is that you get paid per click on the advertisement displayed. That is, if a visitor to your website finds one of the ads placed around your video blog appealing and clicks on it, you get paid for that click. In the advertising world this is called “pay per click”

advertising, and is pretty much the Internet version of quid pro quo. If the viewer clicks on the advertisement, you get money. Alternatively, even if you have over a million visitors per month and none of them click on the advertisement, you make nothing. So you'll need to do some legwork that ensures that at least some of those viewers click on the ads!

A great way to encourage your viewers to check out your ads without being too overbearing about it is to optimize the placement of the ads. Studies have shown that viewers are more likely to click on ads located in certain places of the website. The trick is finding a balance between making the advertisements visible but not letting them take over the entirety of your video blog.

Every webmaster has a particular strategy when dealing with ad placement and optimization, but there are some general tips that should be kept in mind when deciding where to put your AdSense ads.

- Put an advertisement at the top of the page. The viewer's eye will naturally gravitate toward that spot, as we're trained to look to the top of the page to find out new information.
- Assuming that you have your page organized vertically with the most recent video being displayed at the topmost part of the screen, insert a second ad below the most recent video blog and the next most recent.

Generally speaking, even if the visitor is only at the site for the most recent blog post, they'll naturally look down at the rest of the videos displayed – and they'll see the second ad.

Be sure to pay attention to Google AdSense' Terms of Service. There are actually rules regarding where and how often you can put advertisements on your site. While it's important to be thorough with advertising in order for it to be effective, you also don't want to wallpaper your site with ads. Not only is this distasteful to the viewer, it also annoys Google and could land you in hot water!

Final Thoughts

The ideas in this report should be enough to get you started incorporating video into your current blogging regime or starting a new video blog from scratch.

Video allows you to create blog content a lot faster than if you simply typed it out and it adds a much more personal and credible touch because your viewers can see your face and hear the passion for the subject in your voice.