

Module 7: Use Videos the Easy Way

With Video, KISS

ABOUT VIDEO: Video can be extremely difficult. Shooting the video requires good lighting and a decent camera. But that's the easy part. Editing is the bear.

Editing requires lots of hard drive space, memory, fast processor, and time. One hour videos may take twelve hours of compilation time on your computer (or more if you have a slow computer).

The 15 minute video on my website took:

- 1 eight hour day to shoot
- 40 hours to edit
- \$2,500 in cost

Here's how to do video SUPER easy and SUPER cheap...

- Go to Best Buy, Office Max, Office Depot, or Google.com
- Buy a flip video for \$99-150 (or a video camera with a harddrive and USB attachment)

NOTE: Video can be done with any digital camera, but cameras with hard drive are MUCH easier.



Tips on shooting video:

- Make sure you have enough light, but not too much
- Use a white Chinese paper lantern to give light dimensions and depth
- Choose good angles. Test different angles
- Get good audio by using a direct microphone. Or, dub the audio later
- Shoot short videos so you do NOT have to edit
- Be enthusiastic! Watch the Pitchmen or George Grijalva



Paper lanterns in home decor departments make videos look better.

Don't be afraid to look overly enthusiastic. Chances are, you're not. Overdo it a little. Enthusiasm sells.

Here's what you'll want video of:

- Quick message from you in your office, in front of your van, in your shop
- The cleaning steps you take in carpet, tile, rug cleaning, etc.
- Before and after video
- Testimonials from clients
- Anything else that catches your prospect's attention (flooded home, super dirty carpet, etc)

NOTE: Carry a flip video camera on your cleaning van.

What do you say in the welcome message from the owner?

“Are you looking for the best cleaning in Pensacola (your city) for your carpet, tile, and rugs? I’m John Braun, owner of Premium Carpet Care serving the Pensacola and surrounding areas. We specialize in giving clients a cleaning that goes WAY beyond what other cleaners think of doing. Check out the information over to the right on our carpet, tile, and rug cleaning systems (point toward right). Then, use the form below me (point below and look down) to get a quick and easy email estimate if it’s after hours. Or call right now if it’s during business hours. We look forward to serving you....”

After shooting, load the video to your harddrive or direct to the internet...

I use these site for submitting video...

- www.Youtube.com
- www.Viddler.com
- www.Blip.tv (you can have revolving shows)

IMPORTANT: For SEO purposes, put some of your keywords in the title of your video. In Youtube, call your video “Carpet Cleaning YourCityName.”

Place the Embed code into your blog or the HTML of your website.

Write Post

Title

See this video...

Permalink: <http://advertisingblogg.com/see-this-video/> [Edit](#)

Post

Add media: Visual **HTML**

b *i* [link](#) **b-quote** ~~del~~ **ins** **img** **ul** **ol** **li** **code** **more** **lookup** **close tags**

```
value="http://www.youtube.com/v/_ko1CWxzTu4&hl=en&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/_ko1CWxzTu4&hl=en&fs=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425" height="344"></embed></object>
```

Preview this Post

Publish Status

Unpublished

Keep this post private

Publish immediately [Edit](#)

Save **Publish**

Draft Saved at 10:52:09 am.

When posting to a blog, click the HTML button at the top right. Then paste your code.

Some extra fancy things you may want to know how to do...

Here's how to make your Youtube video autoplay...place "**&autoplay=1**" directly after the URL.

```
<object width="425" height="344"><param name="movie" value="http://www.youtube.com/v/_ko1CWxzTu4&hl=en&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/_ko1CWxzTu4&hl=en&fs=1&autoplay=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425" height="344"></embed></object>
```

Here's how to change the size of your Youtube video screen:

```
<object width="425" height="344"><param name="movie" value="http://www.youtube.com/v/_ko1CWxzTu4&hl=en&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/_ko1CWxzTu4&hl=en&fs=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425" height="344"></embed></object>
```

All you need to do is change the width and height values. Make sure you change them the same percentage.

Submit Your Videos and Articles the Easy Way

Here's something if you're serious about getting ranked high in SEO. It's a video and article submission service. It submits your videos and articles to tons of websites for you. You'll save hours of time. Right now it's only \$27 per month.

Here's the link: http://www.easypushbuttontraffic.com/affiliates/jrox.php?id=519_1

Action Item: Film a simple video or you or your cleaning system. Post it to Youtube or one of the video websites mentioned in this handout. Then, post it on your website or blog.