How To Produce Quality Online Video

Blog Mastermind Bonus Call

Yaro Starak with Gideon Shalwick

Yaro: Hi everyone, this is Yaro Starak here and we're doing a special bonus call interview with a good friend of mine. His name is Gideon Shalwick.

Gideon and I first met quite a while ago now. It was back in Brisbane, Australia, where my hometown is. I'm calling in from Toronto, Canada at the moment, but Gideon is back in Brisbane.

It was actually at a conference, an internet marketing conference, and Gideon came up to me and basically said he's doing some interviews with people, respected people in the industry, about whatever subject they're an expert at, and wondering whether I would do an interview. And long story short we connected through that and I did do an interview with him.

But one of the things with Gideon's interviewing was he was doing video recording of those interviews and that was a little bit above and beyond the average telephone interview or even a text based blog interview, something like that.

Gideon was certainly very professional in the presentation he did. He had a green screen set up, and we'll talk about that in this call, and he had a proper video camera, so I was very impressed with how diligent and how professional Gideon was.

In fact, from that point forward I wanted to make sure I kept in touch with Gideon, not just because I liked the guy, but because he was clearly making big movements in video products, so I wanted to make a connection with him.

And long story short we've gone from there to doing the www.BecomeABlogger.com video project together.

You may know Gideon from that. He was the presenter in those free videos on how to set up a blog there, and we've got all kinds of things in the pipeline to do with videos.

Gideon has become the resident video expert for everything I do and it's been amazing to watch him be so diligent with his studying and constantly keeping up-to-date with everything going on in video. I don't know anyone else who knows as much about video as Gideon, so we're going to learn a ton from him during this call.

So, Gideon, thank you for joining us today on this recording.

Gideon: Thank you for that wonderful introduction. I'm really glad to be part of this and you know I'm really keen to provide as much value as I can today. So, if you've got any questions about online video, ask away and I'll do my best to answer the question to my best ability.

Yaro: Okay, and just a reminder for anyone who didn't catch the instructions early on, you can just press the 1 and then 1 again on your Skype pad or your phone, and that will raise your hand on my control panel and I'll click the little button and you'll be told that you can ask a question. Just say your name and ask your question when that happens.

What I will do is hold off questions until Gideon finishes his point, but if you want to ask a question at any point in time, just stick your hand up and we'll do so.

Gideon, let's jump straight into this since we have a lot to cover. What I want to do quickly though, before even jumping to the first point, is can you give a little background on how you even got interested in video in the first place?

Gideon: Well, that's a good story. I'm glad that you've asked that, Yaro. The way that it started basically was with these interviews that I was conducting with some of the world's top internet marketers, and you're one of those people that I interviewed.

I basically just decided one day that I've been in internet marketing for a while, and I've had some pretty good results sometimes, but I didn't have any consistent sort of results. I figured I've got to try and find a way to figure out how to get great results on a consistent basis. I thought, "Hey, there's no better way than to ask the experts."

I literally had the idea on a Sunday night to interview these people, and on Monday I thought, "Hey, I'm going to try and record them on camera." Little did I know the issues that I was going to face when I had to finally get into it.

So on Sunday I got the brainwave or whatever you want to call it – the idea. On Monday I actually went to buy the camera, not knowing anything about cameras or online video at that stage, and then on that Friday or Saturday I had my first interview with Mike Filsaime. He was one of the people that I interviewed on that weekend.

That's how the whole thing started, and I didn't have a clue what I was doing, and so at the beginning it was really, really difficult to get things going and to get it up and running.

It was a massive challenge for me to just figure out how to get videos online, and not only that but how to get it online looking good and professional.

If you go to one of my websites where I interviewed these experts, when you look at some of the first videos, you'll notice that they weren't all that good because I didn't have a clue about lighting or good microphones or camera angles or anything like that. They don't look all that great, but it was a learning process, and that's how it all started.

Throughout the whole project, I kind of became quite well versed in the whole online video thing. It was mainly because I had to. I didn't have much of a choice. I had to do it to be able to do those interviews to start off with. It just kind of developed from there, and this is where I'm at now.

Yaro: You know, you reminded me of something while you were talking there, we do have a web page to grab some videos that Gideon's put together that specifically go into a lot of the topics we're talking about now, which are completely free for everyone on this call.

Gideon, I think, will mention that at the end of the call, but that's just to remind you and to remind me not to forget that we do want to make sure that everyone gets a hold of those. So we'll give you the log in address and the details on how to access them, and as I said, they're completely free for everyone.

But let's dive into it then. Why is it that we should even care about having video? What's the benefit of using video?

BENEFITS OF VIDEO

Gideon: Well, I think video in general, especially online video on the internet, really offers a lot of benefits these days. It's no secret that YouTube is a massive success. I think they're the #2 most visited site on the internet at the

moment. They might be #1, I'm not sure. Last time I looked they were #2 after Google.

I think that's great evidence that online videos are a force to be reckoned with and it's here to stay. It's just huge, and I think that's evidence that people visiting the internet love it. It's a great, great way for them to interact on the internet.

The benefits that video offer, I think some of it is fairly common sense and people just love watching stuff as opposed to reading stuff. You know, people get lazy, and if you look at YouTube, the videos are only like three to five minutes long and so that's why it's so attractive, because you can very quickly find out what you want to watch, watch it, and then move on to the next thing.

You get the message so much better with online video. Of course, text is great and I know that there are some people that their preferred mode of learning would be through reading. But of course, you can combine video with text and definitely have a much greater effect on your audience.

You know, just one other thing that it does is it really brings the internet to life. Text-based websites are great and it's a great way to get information fast, but if you want to make your websites or your blog come to life, online video is really a fantastic way to do that.

It's a fantastic medium to make it come alive and to build that relationship with the people that are coming to your website.

So those are just some of the key benefits that I've realized with online video, and that's why I use it mainly for all my stuff.

Yaro: I know for the people on this call who are up to that point with the lessons in Blog Mastermind they would certainly have heard me talk about the importance of using different media and not just text to get a message across, because if you can hit audio, video, and text, you have the potential to meet every type of learner out there.

I think it is important to understand that, like you said, video makes the content jump off the page and really can make an impact because of the type of medium it is.

But it's also completely different from text, so it's important to understand that you can break through to certain people and get their attention, where you wouldn't do that with text.

And that's important when it comes to blogging, when it comes to trying to sell something online, and I think the logical next question, of course, though since we have done this call specifically for bloggers, is to – let's integrate practically how exactly you would make use of video and why.

Why in the first place would you consider adding video to your blog?

Gideon: Well, I think one of the great things about videos in your blog is what you've mentioned already. It's so you can build that relationship with your readers or with your visitors. I think video is a fantastic way to do that.

I noticed on your website, Yaro, you've been using video quite a bit more recently. One of the key things that people always see on your web site at www.Entrepreneurs-Journey.com is the opt-in box on the right-hand side where you've got your little talking head and telling people about what the website is about, and if they want to get access to your *Blog Profits Blueprint*, they just need to give their first name and email address.

Now you can do that with text, but you're going to miss a big portion of your audience, people who don't like reading as much and they prefer clicking on a Play button and listening to it. From that point of view you can very easily build relationships using online video on your blog.

The thing with online video on your blog, what some people might be thinking right now is, "Okay, you've got online video, but what about the search engines and search engine optimization? How does that work with online video?"

If you've only got an online video on your blog, you obviously don't have that text there so the search engine's not going to pick it up.

An answer to that is that you can transcribe your videos and then have the text as part of your blog post as well. So that's like a double whammy. You've got then the audio and video together, and the video that you have on your blog, and then the transcript as well that'll be used for those people who want to read it, if they want to just quickly scan through it, and also it's an extra benefit that you can use for the search engine optimization for your blog.

For blogging in particular, I would say that if you're keen to build a relationship with your readers, using something like video on your blog is just going to speed it up so much faster.

If someone comes to your blog and they see a video of you speaking to them telling them something useful, that's just going to increase that credibility immediately. It's going to create that sort of rapport that you're looking for.

Sure, you can do that with text, but when you put video on there, you can include your own personality in it, whereas with text that's a lot harder to do. So I'd say use a combination, and video is a great way to do that.

I mean that's one application to build relationships with people on your blog. A little bit later on we'll talk about how you can use video as well for creating products and of course the other things as well. But we'll get to that a little bit later in the interview.

Yaro: A question I'm sure people are asking in their head now, "What do you recommend to get a video on to your blog?"

Let's dive straight into the software and the hardware point of view since that's pretty practical. People want to know if, "I've listened to this and I do want to start adding video to my blog. How do I record the video? How do I then get it onto the blog?"

Give us maybe the very bare bones way of getting it done quickly.

EQUIPMENT

Gideon: There are a few steps, so I'll just quickly go through the steps so that gives us an overview.

The first thing you'll need to know what equipment you'll need for recording your video, and it's not just the camera. You'll need a few other things as well.

Then you'll need to figure out what you're going to be saying, like you'll probably need to put together some sort of a script or some sort of a structure for the video.

Then there's how to set up your shooting area, making sure that it's all basically set up for the best type of quality video.

Then you also need to know how to actually capture the video and record it. That'll be some software you can use for that, then editing software that I'll talk about. And also then finally how to get it onto your blog or web site. So, that's just a quick overview.

The first thing is really about what kind of equipment you'll need, and how would you like to run this? Shall I just go through these six different areas right now?

Yaro: Yeah, let's do it. Do we have to go buy a camera from our local computer electronics store, or what do you suggest?

Camera

Gideon: Yeah. Let's get straight into the equipment that you'll need. For online video, because it's not television broadcast type of videos that we're talking about, the requirements for your camera in particular is not as high. You can get away with a fairly affordable type of camera that you can use for your online videos.

With online video, the size constraints that we have for the internet at the moment means you don't have to have a broadcast type quality camera. But even with cameras, it's a bit of a minefield. It took me quite a few thousands of dollars to figure out the right camera for my purposes.

It's a tough one because it really depends on what exactly you want to do, but what I can do is I can tell you what I'm using and what I'm using it for and then you can decide whether that's for you as well and you can just do the same.

Probably the best advice that I can give is that you try it before you buy it. What I did more recently with all the cameras that I buy is I talk to the people that I want to buy it from and ask whether I could try it before I buy it, or if they've got a 7-day return policy or something like that, so that I could go home and try it on my computer with my software to make sure that it actually is compatible and that it works.

That's probably the best advice I can give you, other than giving you specific model numbers and stuff. I'll give you that as well, but I think that's the best bit of advice is to test before you really commit the money for the equipment.

The camera that I'm using at the moment is a Sony Handy Cam, and I'm using it on my Mac. I'll just give you a little bit of background or things to look out for for a camera when you're going to buy it.

For online video, I've found it very, very useful to have a Handy Cam that's got a hard drive on it as opposed to little videotapes or CD disks and

things like that. The reason for that is just the ease of which you can get video onto your camera if you've got a hard drive camera.

What that means is basically when you're recording a video on your camera it records it straight onto the little hard drive on the camera. When it comes to getting onto your computer, you just simply plug a cord from your camera into your computer and, using whatever software you've got on it, you'd simply upload it to your computer and it's as easy as that.

So it's fast and easy and you don't have to muck around with tape or CDs and things like that. I'd really recommend you look at hard drive cameras. It's not essential, but for me it's just made it a lot easier. That's one thing.

The other thing to look at for if you're going to get a Handy Cam for your camera is that it's got an external microphone jack in there. That means that you can actually plug an external microphone into the camera.

The reason for that is because most consumer type Handy Cams come with pretty good microphones on the actual camera. But when you're doing a recording where you're a little bit further away from the camera, say you're doing an interview for example, and the camera's a little bit further away from you, then the sound could come across not very clear at all, so it's important to have an external microphone.

That was a tricky thing for me to find. I had to struggle with that, but I found one at a reasonable price that's got an external microphone as well. You can just plug it in and that does a wonderful job, which means you can have the camera further away from you when you're doing a recording and the sound is still very, very good.

Yaro: Just while you're there, can you just give us the exact model name of the Sony Handy Cam you use and also that external mic? I'm sure a lot of people are curious about that.

Gideon: Okay. Well, there's two options for this particular one. Let me just give you the model number for this camera.

This is a Sony AVCHD camera and the model number for this particular camera is HDR-SR8. It's a 6.1 megapixel camera. The hard drive is actually 100 GB big, so you can record up to 38 hours on the hard drive.

Now, I had to get an AVCHD Handy Cam. They're a little bit more expensive because of the superior quality recordings you get from it. You get high definition from this.

One of the main reasons I got this particular camera, there were two, the main one for me was that it was the only hard drive camera that was compatible with my software on my Macintosh computer.

So that was a bit of a nightmare to figure out which hard drive camera exactly will work on my Mac. This is the one that won the prize for me.

Now on Apple's website, they mention other brands as well as AVCHD cameras, but that's the important thing if you're on a Mac, that you get an AVCHD hard drive camera.

When it comes to microphones, for this particular model you've got two options. It's got a shoe – I think it's called a shoe – where you can connect up external things like a microphone or light or any other sort of accessory on top of the camera.

You can actually buy a Bluetooth microphone with the Sony cameras and that allows you to have a wireless microphone that you can walk around with up to 20-30 meters away, which is really handy if you're doing recordings of a small seminar or something like that. It gives you that flexibility to move around.

The only problem with that is that it's like $350 in Australian dollars over here. I'm not sure what that'll be in US. That's a lot of money. That's almost like a quarter of the price of the camera.

Another option that I've been using for my other type of recordings when I'm a bit closer to the camera where I don't need to be walking around and stuff like that, is I just went to my local electronics shop and bought a very simple external microphone that I can just plug into my camera.

It's like a no brand, so I can't even give you the brand name for that, but it's only like $30 for that. It does a fantastic job, it does a really, really good job. I can just plug that into the external microphone jack.

So that's the microphones for the camera.

Now I must say, if you want to get into online video for blogging in particular, you don't need to invest in a camera like this if you don't want to. You can start off with a very affordable webcam and that'll allow you to just do very quick and easy videos where it's basically just recording your face and maybe your shoulders, that sort of a type of video.

If you're just starting out that's maybe a great way to get started without spending thousands of dollars on this. This camera that I've just mentioned to you was about $2,000. That's a lot of money if you're just starting out.

An alternative could be to invest in a good webcam and I'd recommend that you do get a more top-of-the-line type of webcam. One that I've just got recently that I'm quite happy with is a Logitech webcam, and it's called a Pro9000 Logitech webcam. It records in two megapixels for the video, which gives you a very clear quality video.

For a webcam that's pretty good, and so you can record some pretty nice video just with a webcam like that. This camera cost me about $150 Australian dollars. I'd imagine it'd be even more affordable in US dollars. You don't have to spend thousands on a camera if you're just getting started.

Perhaps that's a good entry point before you start investing in more expensive stuff. Just so you can get the hang of it, get a more affordable camera.

Yaro: I just was wondering where you could buy those cameras you just mentioned, in particular the webcam one, but also the higher end HD camera.

Gideon: With all my hardware equipment that I buy, I always try and get it from a local shop – a place where I can physically go to and play around with it.

There's a couple of reasons for that. The first one is that I can play with it and make sure that actually looks and feels and sounds like the sort of thing that I want to use.

But the second thing that's probably more important is for if something goes wrong with the camera or with the equipment that I've bought, so that I can just take it back very easily and they can replace it for me or they can give me immediate advice on how to fix it.

There is a possibility that you could buy your equipment over the internet but the challenge with that, of course, is that if something goes wrong quite often there's no warranty on the stuff that you've bought.

If you buy a camera through eBay for example, you might get it for a much cheaper price, but the challenge then is that if something goes wrong, what do you do? You're kind of stuck with spending maybe a few thousand

dollars, and you don't know how to fix the problem and you might have to buy another camera.

With my cameras and things, I try and buy stuff locally, and it just gives me that flexibility in case something does go wrong. For this sort of stuff it's important that I can very quickly just go and ask someone, "Hey, this is not working, what do I need to do to fix it?" Or, "Hey, it's not doing what you said it would do, can you please replace it or give my money back?" or whatever, things like that.

So that's my recommendation. If you can find a local electronics shop or someone that specializes in video cameras, go there to buy a video camera for those reasons that I've said.

Yaro: Great. Before we continue, I just want to note for people who might have Windows-based machines, because you didn't actually mention there, those cameras would be totally applicable for use on a Windows or a Mac based machine.

I'm coming from the perspective of a person who used to record on Windows for my videos, at least I had a webcam, and I'd record a talking head. So, me just sitting in front of my Windows machine, talking to it and recording that just using, like you said, I had a Logitech Quickcam camera that I recorded through that.

I recently switched, and this is very much because of Gideon's recommendation, to a Mac. If you're going to buy a Mac or you have a Mac already, you very likely have a built-in webcam now, especially if you bought a PowerBook. The built-in webcam is fantastic for doing most types of basic video.

You wouldn't be able to do the high-end stuff that Gideon does on a Mac built-in camera, but for example, the videos that I do on my blog are just done with the built-in Mac.

It's a great incentive there to ever make the switch or upgrade to a PowerBook, if you're going to do that, you get a really good quality camera.

I don't know many Windows-based laptops that come with a high-quality camera, so you may need to buy a separate webcam if you want to get one. That one that you talked about, the Quickcam9000 --

Gideon: Quickcam Pro9000.

Yaro: Pro9000.

Gideon: Logitech, yeah.

Yaro: Alright, Gideon, that covers some of the basic camera hardware. I'd like to jump into more hardware, but not yet, because I think we need to cover some software issues before we do that.

Let's take it back to the really basics first, because I think a lot of people listening to this are not going to be doing anything high end.

They just want to get their video up to YouTube and then use their embed function to take the video from YouTube and stick it on their blog. So how can you go about doing that?

Gideon: Okay, that's very simple. That's where something like a webcam is a great way of doing it because you can actually record video straight onto your computer from a webcam. There's a number of ways to do that.

One way is to use the capturing software that comes with the webcam, and it depends on the manufacturer what kind of software it comes with. I haven't been too impressed with the software that comes with webcams. Sometimes you're lucky and you can get something good.

My recommendation is if you're just starting out on a PC, which I'd imagine most of our listeners would be on, to use something like Windows Movie Maker. If you're on XP or a previous version of Windows operating system, there's a capture function inside Windows Movie Maker.

So you can simply use your webcam with the Windows Movie Maker software and record your video straight onto your computer, and then you do editing using the Windows Movie Maker software as well.

That's a very, very simple way of getting your first video recorded or captured onto your computer and then doing the editing on it using that same program, Windows Movie Maker. It's a free program that comes with PCs.

Then the next step is to simply export your movie to the right format and then to upload it to YouTube.

I guess I can give you a lot more detail to this, but I actually do cover that in detail in the free videos that I've created previously that we'll give you access to. We'll give you the website for that towards the end.

But that's the basic process - You capture the video onto the hard drive of your computer, you perform the editing using the software, the Windows Movie Maker software. You export it to the right format, and then you upload it to YouTube. From there you can take the embed code that YouTube gives you to put it onto your blog.

Yaro: Okay, fantastic. We won't go into more depth, because like you said there's a free video we've got that shows you how to do all that, so we'll move forward.

Let's take it to a little bit more high-end type of production. Let's say maybe we're doing a product launch and we want to create a product that does depend on video, and you want to have a little bit more of a polished presentation.

A good case in point is I recently did videos for the opening of the coaching program, *Blog Mastermind*, and that was done with some certain pieces of software and certain different hosting services.

Let's start with software to begin with. What can you do beyond Windows Movie Maker, and let's also consider Mac users here as well, to do some more high-end editing?

SOFTWARE

Gideon: Right, this is another minefield and something that I spent hours and hours and hours on, trying to figure out what's the best option for online video in particular.

I think that's the thing to realize is that there's a big difference between just creating videos that just sits on your computer and that you can view from your computer, and online video and the software that you can use for that.

There are a lot of different software programs out there that do a good job just for normal videos on your computer, but as soon as you want to get it online then your options become a little bit more restricted.

I've already mentioned Windows Movie Maker. If you're just starting out that's a free program that comes with PC. It does the job. In fact, in the

free videos I actually go through how to use Windows Movie Maker to create very, very high quality entire videos on YouTube.

If you want to take a step up from that for PC, I'd recommend a program called Sony Vegas, just the entry-level product for that. That's about $100 or I think maybe about $80 US at the moment. That's very affordable and it just gives you a few more options on the editing side of video.

That's actually what I used mostly before I got onto Mac in a big way, and it did the job, but it's obviously still limited because compared to some tools that you can get on a Mac it's very simple, but it does the job.

Another program that I really enjoyed using as well, if you're perhaps not as technical, there's a program called *Power Director* and that's a fantastic program. It's only about $80 as well.

It's just really easy to use and gives you the functionality to upload your videos straight from that program to YouTube, which makes just that process so much easier. So that's another really cool little program.

Yaro: What are those two different software programs? Can you just say them again just so it comes through clear?

Gideon: So the three that I've mentioned up to this point, the first one was Windows Movie Maker, which comes free with PCs, the second one is Sony Vegas, which is the Sony software. I'd imagine you'd be able to use other cameras with the Sony Vegas software. I haven't tried that so I can't guarantee that.

And then the third one that I've just mentioned is Power Director.

Yaro: I'm just going to stop you because we do have a question. We'll jump into the Mac, but let's just open the line for this person.

Caller: Yes, thank you very much. I won't take too much time. I was wondering, Gideon, what your view is on Screen Flow for the Mac? Have you used Screen Flow?

Gideon: Yes, okay. Just for other listeners, Screen Flow is a software program that you can get on a Mac that allows you to record your screen and your voice at the same time. It's a screen-capture recording software.

I just use the normal webcam that comes with my Mac for those recordings if I want to have my face in there as well. I don't actually use a

separate camera for that.

But perhaps if you're on an older Mac, I'm not sure if you can use Screen Flow on older Macs because I haven't used an older Mac before. But I'd imagine you'd be able to use a separate webcam for that purpose.

Caller: Okay, thank you.

Yaro: Now, just for anyone who's listening doesn't know how to ask a question, you can just press the 1 and 1, and just say your name and then ask a question.

I get a little hand notifying me you have a question and once Gideon finishes the concept he's talking about I'll let him know that we have a question, and we'll also have a question and answer session at the end of the call.

So, Gideon, where were you? I think you were about to head into Mac.

Gideon: Yes, before I head into Mac perhaps I'll just mention something very useful that I've found through my searches and stuff is if you're looking for different editing programs that you want to play around with for yourself.

If you do a search for top 10 video editing programs in Google, I think the top website or one of the top websites that'll come up will give you a review of the top 10 consumer-based editing programs.

That's actually where I found the Power Director program. It just gives you a great review of a number of different editing programs that you can use for your PC. It's a great resource.

Let's move onto software for Mac. Perhaps all I can say just about Mac is that if you're really serious about online video and it's something that you want to do a lot, my recommendation would really be to get a Mac.

I was on PC for a long time. That's how I started with online videos and it did an okay job, but it was really a struggle for me to get stuff done easily and fast.

I can't tell you how much my productivity has improved when I got the Mac for my online video. Now, I do a lot of online video so if you're not doing a lot of online video and you're still on a PC then you probably don't need a Mac and he can get away with the software that you can get for PCs.

If you're like me and you want to do a lot of video stuff, Mac is really the way to go in my view.

Mac also comes with a free piece of video editing software called iMovie. It's a wonderful bit of software that's really easy to use. It's also got the video capture function so you can capture video straight from your webcam on your Mac.

You can also import videos that you've recorded using your camcorder for example. You can do the editing inside iMovie for that as well.

iMovie is great because when you export your movies it gives you a number of great options to export them to the right format. Then when you upload it to YouTube the quality is actually very, very good.

That's iMovie. It's a great piece of software and it's free. It's wonderful. That's great for most videos. If you want to take things up even a step further you may want to start recording with a green screen for example.

If you don't know what a green screen is, that's the sort of technology they use like when they do the weather reports on the news where they have changing background, so you use a green screen for that. That allows you to replace the green in the recording with whatever you want.

Now you can't do that with iMovie. I've given it a go and you can't. The stuff you'd use for something like that is Final Cut Express.

Just keep in mind there's two versions of Final Cut. There's Final Cut Pro version, which is very expensive – a few thousand dollars – but you can pick up Final Cut Express for about $200. That's more affordable.

That gives you everything you'll ever need for online video. I don't need anything more extensive than that and it does a fantastic job.

Yaro: In fact I've just gone out and bought Final Cut Express myself. I was getting a little bit frustrated with the limitations within iMovie. I'm learning it right now myself.

We have another caller on the line, so I'm just going to open up the line for that person.

Caller: Hi, Yaro and Gideon, this is Mitch. I've just got a quick question. Is the idea of having a Mac as opposed to a PC, is that for ease of use or for overall video quality?

Gideon: Well, to be honest with you, it's both. It's both easier to use, at least from my point of view, and the quality of videos that I've been able to get for online videos has basically been a big improvement in that as well.

Caller: Okay. Thank you.

Yaro: No problem. I can vouch for that, too. It was definitely a lot easier for me to use Mac.

We haven't actually touched on this yet but Camtasia is a program that I used on Windows machines. We'll cover that in a moment when we talk about doing screen capture recordings.

It's far inferior to what you can do with the program we had the caller mention before – Screen Flow for Mac.

Maybe we can dive into that right now, Gideon.

Gideon: Why not? Screen capture recording software is a great way for creating online video. It's so easy and if you're a little bit camera-shy you can get away with not using a camera.

If some of our listeners are not aware of what screen capture recording software is, it simply records your screen. You can very easily create instructional type videos where you show people how to do stuff on your computer and it records your screen while you talk.

It's a fantastic technology for creating videos. For online video in particular it's a fantastic application.

For PC, Yaro already mentioned Camtasia that you can use. Camtasia's great. I don't really have any big problems with Camtasia, except that you are a little bit limited with your exporting functions.

You've basically got to use whatever they've given you, so you don't have as much control over that. It's easy enough to use and it's the best you can use on a PC. It's a great piece of software. I don't really have any big criticisms for Camtasia.

If you want to take it to the next level though, if you're on Mac, there's a program called Screen Flow which I've already mentioned as well. I think the difference between Camtasia and Screen Flow is that Screen Flow is just so easy to use.

It's extremely easy to use, and exporting your movies to the right format just allows it to be so much clearer quality than you can get with Camtasia. It depends a little bit on how you export it, as well as the settings you use.

In general, though, I've found the Screen Flow program very easy to use and I'm getting some really, really good results.

Yaro: Okay. Do you know of any other screen capture options out there? To be honest I only ever hear about those two – Camtasia and Screen Flow.

Gideon: I think there are some. I can't remember their names. All the ones that I've tried other than Screen Flow and Camtasia were really not worth even looking at.

They were just too difficult to use or very limited in their editing functions or just a pain to use. Camtasia and Screen Flow both are great pieces of software for doing screen capture recordings.

It's probably one of the easiest ways of creating online video. If you want to create video for your blog for example, or say you want to review websites, it's a fantastic piece of software.

You can just talk naturally while you move your mouse cursor around and click the different pages. It's so easy and people love watching it as well.

Yaro: I think most people listening to this know or at least have experienced a screen presentation of some sort. I've certainly made consistent use of them for quite a while now. The first ones were with Camtasia and then with Screen Flow. They are quite powerful.

Before we move on to some slightly more advanced topics I want to give everyone a chance to ask questions. We've almost hit the 50-minute mark.

So if you do want to ask any questions right now, just put your little hand up and then I'll open the line to you. Just say your name and ask a question of myself or Gideon, anything regarding what we've been talking about.

Okay, not seeing anyone with any queries so we will move on. You're welcome to raise your hand any time during this call if something Gideon says sparks a question. We'll stop for you once we finish that idea.

Moving on Gideon, we're sort of putting a picture together now.

We've got the different hardware covered. We know we need to get a webcam or a hard drive camera depending on how professional we want to go or what we want to do.

We can record full motion video, so talking heads or any sort of live action using these cameras. We can also use screen capture, where we record the computer desktop using the different software programs.

Let's say we've gone through that process. We've created a video and we've edited it to the point where we're happy with it. Now we want to get it online.

Let's talk about the low end ways of doing that. The free ways are like YouTube that we mentioned. There are also some of the higher end ways. Let's say that we're using it for a product or something like that. Essentially how can we host these videos?

VIDEO HOSTING

Gideon: That's a fantastic question. Getting a video online has never been easier. If you want to use free video sharing websites, we've mentioned YouTube a number of times.

However, YouTube is just one of many different free video sharing websites that you can upload your video to. They are easy to use.

Within a few minutes once they're done processing your video is available to the rest of the world. That allows you to get some embed code from the video sharing website for your video.

You can take that code from the website and place it into your blog entries and display that video on your blog for example or your website. YouTube is probably the easiest and most basic to start off with.

All you've got to do is go to www.YouTube.com. If you haven't been there before, or if you haven't created an account yet, then sign up for an account and register.

Once you've logged into your account it actually gives you the ability to upload a video. There's a little upload button. All you've got to do is click on the Upload button and select the video on your desktop.

Then click Upload and that will basically load your videos onto YouTube. When you do that it's important to make sure that you enter all the right details, like there's a title that you need to enter.

If you can, use keywords that relate to your video. It's very important to use the keywords that you think people would be using in searching for your video and using them right in your title.

In the description area, make sure you write as much as you can about your video. That's how people are going to be able to find it, if you describe your video very well.

There's also tags or keywords that you can enter in there, and those are also very important. So make sure that you select the right keywords for those areas. Again, that's how people are going to find your video. If you don't use the right keywords people won't be able to find it.

That's the free option. YouTube is one of them. There are others as well that you can use, but YouTube's a great way to get started.

Another one that perhaps I could mention is www.metacafe.com. Recently I've just been using YouTube.

Yaro: I was just going to say www.blip.tv was the one we used, and I think we're still using for www.BecomeABlogger.com.

Gideon: Yes, that's right. YouTube's especially great for driving traffic to your videos. That's one of the key things that YouTube offers that's really fantastic.

Up until recently the quality of video on YouTube hasn't been all that great. More recently they've included a function where you can do videos in a higher quality, which is great, except if you want to embed each of the videos on the website it's still going to go back to that lower quality video.

If you're interested in getting your video displayed in higher quality then www.blip.tv is probably the one that I've found to be the best for getting high quality video on your website.

It works exactly the same as YouTube. You sign up for an account, you upload your videos to www.blip.tv, and they offer you the embed code which you can use on your blog to display that video.

They do just a fantastic job at converting it to the right format so that it looks good when people view it online.

Yaro: We have a caller question, so I will open the line for this question.

Caller: I may have missed this, but I wanted to know where your videos are that explain a lot of the things that you've been talking about.

Yaro: I'll handle that one. We're going to give that as a present at the end, so a little bit of anticipation. We're going to give the website address at the end of the call, so everyone who's here will get it. Of course, if you can't stay till the end, you're getting a recording of this call so you can grab it then.

There are quite a few good videos there. Just a little bit of patience and we'll have it up for you.

Caller: Sorry.

Yaro: No problem.

Gideon: Nothing like building a bit of anticipation here, Yaro.

Yaro: Hope you guys are excited!

We've covered some free services – www.YouTube.com, www.blip.tv – and I really want to emphasize the point you made before about YouTube being a good source of traffic.

I've got a few students who get amazing amounts of traffic coming from YouTube back to their blog or back to their opt-in page or their newsletter, just by being consistent in putting lots of video out on YouTube.

Can you talk briefly, Gideon, about before we move on to the higher end hosting options, about how to use these services like YouTube?

I've also heard about services where you can use a mass broadcast to where you can just upload the video to multiple sharing sites, including YouTube, Blip, and Metacafe all at once so you can make this job more efficient.

Gideon: Absolutely. Before I mention that I want to say something more about www.blip.tv that's quite important. If you're uploading videos to Blip.tv just make sure that they're not promotional type videos. They're not too keen on those.

In fact, if they discover that you've got a promotional type video on there they will delete your account, including all your videos. That's not very nice, especially if you already have a number of videos on the site.

That's just one thing to watch out for at Blip.tv. They give high quality videos but they can cut you off at the knees if you're not careful.

If you're interested in really driving a lot of traffic to your videos and getting traffic from your videos, you can submit your videos to a whole number of video sharing websites all at once, but you just do it once.

VIDEO SYNDICATION

There are three services that I'll mention that you can use.

The first one is free and that one is called www.TubeMogul.com. It's a fantastic website. All you do is sign up for an account.

Once you're inside it gives you the ability to sign up for – I don't know how many it is now – it must be about 20 different video sharing websites. It lets you create an account for each one of those.

Once you've got your account set up for all of those services, the next time you create a video all you do is go to www.TubeMogul.com, log into your account and you submit it.

You simply upload your video to TubeMogul and enter all your title details, your description details, your tags, and you click on Upload and that takes care of the process.

It basically takes your video and uploads it to all these free video sharing websites including YouTube, Metacafe and even Blip.tv and a whole bunch. It does it all automatically but you only have to do it once. It saves you heaps of time.

What that does is save you time, number one, but also it allows people to watch your videos from all these different video sharing websites, which is fantastic for traffic.

When you do create your videos make sure that you include your website address somewhere on the video. Maybe put it at the bottom or at the front, but make sure it's there so that people can be directed back to your website when they do watch your videos.

TubeMogul is the free one that you can check out. That's www.TubeMogul.com.

The next one that's not free any more, though it used to be free, that's also very good to use is a service called www.HeySpread.com. It's very similar to TubeMogul except that you pay per video that you submit. You buy some credits and they submit the video for you to all these different services.

If you really want to get feedback with your videos you can upload them both to TubeMogul and then use HeySpread to upload them to the other video sharing websites that's not covered by TubeMogul. Sometimes it's not 100% overlap between those two.

The third one that you can use, it's not free, I think it might be $97 a month that you pay for this service. It's called www.TrafficGeyser.com. It's essentially the same thing as TubeMogul and HeySpread, except that they do a few things extra for you.

To be honest I haven't used Traffic Geyser myself, but there are a few extra features that you get on this, so you can check out their sales page to see what those are. That's at www.TrafficGeyser.com.

Not completely sure how you spell that.

Yaro: [laughing] Geyser can be pronounced a couple different ways, but let me double check that. I'll look it up on the web.

Gideon: I'm pretty sure that you got it right.

Yaro: I think I did. This is actually a very popular tool internet marketers make use of. I believe it's not just for video, right? They will actually do a lot more viral marketing for what you do, right? Like they can do article marketing and other things like that. Is that correct, Gideon? Do you know?

Gideon: That's my understanding. Without using the actual service myself I'm not 100% sure. The thing I suppose they're most known for is the video submission service, but combining that with social media to help drive traffic to your websites.

Yaro: I believe their system works. They actually have a team of outsourced Indians and quite a few people and they only open up to a handful of clients at a time as they grow with their service.

They do have quite a lot of leverage there with the amount of people working at the same time. It is Traffic Geyser, that's www.TrafficGeyser.com.

I have heard some very impressive results from that. Again, that does cost money so it's not necessarily an option for everyone.

For a lot of people I know do great just by going to YouTube and just submitting it to them and being consistent. It's kind of like blogging. If you are putting up a new video every two days or so on YouTube, you can bring in a significant amount of traffic over time once you really start to build up a profile there.

It's a community tool as well. It's not just the fact that people are watching your video. They'll be making comments; they'll be sharing the videos. You can embed the video on your blog, but it also exists within the YouTube website.

At the bare basics here, create a video, upload it to YouTube, and stick it in the blog post on your blog. Do that every second or third day and your covering content for your blog. You're covering content for your blog and you're covering content within YouTube which will bring back traffic.

Just to reiterate here something Gideon said previously. If you do want to translate this effort you make to host videos to YouTube into traffic coming back to your blog, you want to make sure you're mentioning your website somewhere in the description of the video.

I believe that's appropriate and I think you can do it even in the title of the video on YouTube.

Also use some sort of callout or scrolling screen or marquee which you can do with any of these editing programs we've talked about. It says, "For more information here's my blog address."

That way, no matter where they view that video, they're getting exposed to your blog address or whatever website you're trying to promote.

Gideon: Yeah. I totally agree with that, Yaro. What you said about just focusing on YouTube for example, I think is a wonderful strategy. It does give you that focus.

YouTube is such a networking website, so the more you can interact with people on there the more of a profile you'll be building. The more subscribers you'll be building as well.

I think that's where the real power comes with these video sharing websites. When you're submitting to a whole bunch of different video sharing websites it's difficult to maintain that sort of a focus.

So if you just focus on YouTube I think you can actually get some really good results from that. It's much easier than if you spread your eggs, so to speak.

You know TubeMogul, HeySpread, and TrafficGeyser options are out there if you're interested in taking to that sort of thing as well.

Yaro: Okay. I'm not seeing any questions, so I'll move on to the next topic.

Again, if you do want to ask a question after anything that comes up, just press 11 on your Skype pad or your phone pad and we will see a little hand pop up and I'll open the line for you.

ADVANCED HOSTING

We didn't cover yet, Gideon, the more advanced style of hosting. The reason we even mention this is you may obviously want to start selling video.

That being the case, you may want to use something a little more professional that you own, essentially the same way you want to own your blog domain name, you want to potentially own the hosting service or at least rent a solid hosting service for your videos if these are for paying customers.

That's obviously what I do for everything inside Blog Mastermind and the Membership Site Mastermind. Some of the free things I offer I usually don't mind putting that on a service like blip.tv, or for example on my blog I make use of YouTube to host most of those videos.

It depends on the strategy behind the video, but you may come up to a point where you're going to need more advanced hosting for quality reasons as well to get a better quality video.

Gideon, can you cover what options people have available if they do want to host multimedia on a better quality service?

Gideon: Sure. What you said about hosting on free video sharing websites is great and you can get some pretty high quality if you use something like Blip.tv, but always the problem is that it's available to everyone else in the world. It's difficult to protect that information.

There are a few options that you can use for hosting your own video. One is where you simply upload your videos to your own web host. That is a possibility.

The issue with that is that video files are normally very, very big -- much bigger than say text files or even audio files.

If you're getting a lot of traffic to your videos, that's going to eat up your bandwidth on your host. It can cause it to crash or may require you to upgrade to a dedicated host, which can be quite expensive, as well, if you're not ready for that just yet.

It is an option if you're not having an awful lot of traffic to your website, to just use your own host, although I wouldn't recommend it myself if you want to host your own videos.

Another option is to use what Yaro and I are using at the moment. It's from Amazon and it's called the Amazon Web Services. That's kind of a funny website.

It's a tricky one because they provide a fantastic service at a very reasonable price. It's probably the most affordable hosting option for your videos that you're going to get, very cheap per gigabyte per month storage on there. You also pay per download. However, it's very, very cheap.

You can find Amazon Web Services if you do a search for Amazon S3 in Google. It will bring up the Amazon S3 Web Services website and you can sign up for that service.

It's a little bit more complicated to set up because the Amazon S3 Web Services website is designed by programmers and it's probably made for

programmers to use as well, so if you're not too technical it might be a bit of a challenge.

Here's a shortcut. Bucket Explorer is the application to use. Let me find that website for you.

Yaro: While you're doing that, Gideon, I'll throw in my two cents regarding Amazon. I was quite daunted when I first tried to set it up myself.

I was on Skype straightaway going, "Gideon, how do you use S3?" after I bought it. I thought it was a great service at the price. We're talking a few cents per gigabyte.

I delivered the Conversion Blogging videos that people on this call will know about. That's several hundred gigabytes, I think it may have been several thousand gigabytes, because obviously I had several thousand people watching this video.

At the end of the opening campaign my bill was $375 and it will never be that high again, either. For a lot of people that might be a lot of money, but literally that was thousands and thousands of people downloading this video in a short period of time. So now on it's going to be much lower.

You can usually get away with $10, $15, $20 a month and deliver a lot of video at that kind of price. If you've got several hundred people watching a video it shouldn't cost you more than that.

Have you found the Bucket Explorer URL, Gideon?

Gideon: Yes, I have. It's simply www.BucketExplorer.com.

If you go to that website that will actually simplify the whole process for you. The headline is, "Bucket Explorer makes it incredibly simple to use "Simple Storage Services", Amazon S3"

They take you through the whole process. How does Amazon S3 work and how can you set it up using their software.

I really recommend that if you do want to host your own videos to look at that particular website. It will de-mystify the whole thing for you and save you a lot of trouble.

Yaro: Bucket Explorer is not free. There's a free version but it's a time limited version and then you will have to buy it if you want to continue to use it. Is it only for Mac, Gideon? I was thinking is that for Windows as well?

Gideon: It covers most PCs and Mac. It covers them both.

Yaro: Great. I don't know if you were going to mention this, Gideon, but I'm actually also a user of the CacheFly hosting service. I don't think Gideon has actually used this so I should talk about it.

CacheFly is available from www.CacheFly.com. Before I knew about Amazon S3 I was actually told by John Simons, who runs Ninja Blog Setup, about this CacheFly service.

As Gideon started this talking about advanced hosting, I was hosting my videos on my own website server. So the same host that hosts my blog I would upload video, and it was slow. It was embarrassingly slow. A lot of people were emailing me complaining about how long it was taking to load my video.

A good thing about these services like CacheFly and Amazon S3 is they are set up specifically for hosting large media files. You will get a better download rate. You'll be able to have the more simultaneous people accessing the video at the same time as well.

CacheFly has different packages that charge you on a month-by-month basis. Then if you use more than what each of the packages deliver you will get charged an additional fee.

Most of the time though, you can start with their $15 a month fee. That will give you a certain amount of downloads and a certain amount of storage space on their server.

You can host videos there. You can host audio files there as well. It's reasonable strong.

I'm sure a lot of people who are in this from Blog Mastermind have listened to my *Master the Mindset* audio series, or maybe even the audio versions of my lessons. Those are being streamed from CacheFly.

It's recommended that you use a dedicated service like this if you are concerned about the delivery, especially if you're selling something. You want to give people as good a service as you can if they're paying money.

So I would recommend Amazon S3 or www.CacheFly.com if you're going to do that, above and beyond the free services like YouTube.

I think we've covered that pretty well, Gideon. We're at about an hour and 10 minutes and we have a few more topics to cover so I would like to move on. But I want to give everyone a chance to ask questions again. If you do want to ask a question.

Gideon: Before we move into a possible question, maybe something I ought to mention with the hosting options – the Amazon one and the CacheFly one – is that you'll be uploading your video to these hosts.

Once you've uploaded your video to the host, of course you'll need to find a way to actually play the videos on your website which is another issue altogether, and for that I recommend you get access to a player called FLV Player.

That will require you to get into a bit of coding for it. It's not too difficult, but if you're not technical you may need to get some help with that.

This particular player is called the JW FLV Media Player. If you do a Google search on that it will give you the website for that.

You can download the player for free and use it. If it's not for commercial purposes you can actually use it for free. I think it's something like $20 or $30 if you want to use it for commercial purposes.

That's how you actually play your video on your website once you've uploaded it to your web services.

Yaro: Good point, Gideon. I did neglect to mention there is bit of technical challenge here. I did not do the step Gideon just mentioned myself. I had my tech person, Phil, do that for me.

That does require them doing a little bit of HTML code on the web page using that FLV player that Gideon mentioned, and then sort of linking that through to the video you uploaded.

So there is a technical step there that needs to be done and as always, if you know me, I recommend you outsource that to people who are technically inclined.

I am seeing a question though, so I'm going to open the line for this caller.

Caller: Hi, Yaro and Gideon. This is Candace again. I have a question. How does Screencast fit into all of this?

I've been to Camtasia's website and I noticed that's an option that is used to play video privately as well, isn't it?

By the way, before I'm finished I wanted to tell Gideon that I loved his *Become a Blogger* videos. They were all great.

Gideon: How fantastic. Thanks, Candace, I appreciate that.

Caller: So anyway, that's Screencast. I'm not sure how that fits. What does Screencast do? I first had the idea it was a hosting service as well, or no?

Yaro: That's correct. I haven't used it myself and the reason is when I looked at it the cost of it didn't seem reasonable to me, especially not for the number of videos and the size of videos that I had up. I thought I would use up my credit with them very quickly. That's probably the major reason why I didn't use them.

Another reason was -- now you can't quote me on this as I heard this from someone else – that it was quite complicated to actually use. They said the user interface wasn't all that great once you got into it.

Essentially yes, that's a hosting service for video that Camtasia offers when you create your screen capture video.

I think they tried to make it easy for people. I'm not sure since I've looked at it if they've actually perhaps improved their user interface and made it easier to use. Maybe that's got better fields now as well.

Essentially that's another option for you as well for hosting videos, yes, for hosting screen capture video in particular.

Caller: Alright. Thank you.

Gideon: No problem.

Yaro: Okay. Let's see if there are any more questions. If not we will move on. Nope, looking good.

I want to make a point here since we're talking about screen capture video. Programs like Camtasia and Screen Flow can be used to record your face as well, or full motion videos, so people moving, etc.

We should clarify that you don't necessarily need to go any further than Screen Flow or Camtasia to record not just the desktop but talking heads and so forth. They do have the ability to edit and produce those types of videos as well.

If you're not going to invest in say Final Cut Express for Mac, you can do a lot of things with Screen Flow. It's not nearly as advanced as Final Cut Express, but if you're just doing talking heads combined with desktop capture, which is pretty much all I do, then you can get away with something like Screen Flow for Mac or Camtasia for Windows.

We're pretty much getting into the more advanced subjects now. I think we've covered most of the software and hardware issues, but let's consider some presentation skills.
There's a lot to producing good video beyond the technical specifications of this. There is a skill required to create content that is compelling to present on a video and get a message across in a clear manner.

You and I actually have two different methods of doing this. I'm kind of a talk-off-the-top-of-your-head kind of guy, and you're a guy who likes to have scripts to follow.

Let's dive into this. What are your tips are for doing good presentations on video?

TIPS FOR VIDEO PRESENTATIONS

Gideon: I think that's a fantastic question because it's something that I'm not sure too many people that are doing online video at the moment really think about a lot. Because of that, the quality of their videos don't come across all that professional or useful.

Another thing to mention is that it really depends on the purpose of your video. If you look at the www.BecomeABlogger.com videos that we did, it was important to us that the videos come across as professional. I didn't want to record the videos with me uhm'ing and ahh'ing, making mistakes, and going backwards and forwards between websites.

It was important to me for those particular videos to have a script and to make it come across smooth, professional, and to the point. For those kinds of videos, you do need a script. That helps a lot with how it comes across.

It is a bit more time consuming to create a script. It's also not as creative, flexible, or natural as it would be if you were just talking naturally. That's a bit of a drawback with scripting. Sometimes it can be tricky to read scripts off, making it sound as natural as possible. Sometimes it's difficult to do that.

The benefits you get from a script is you can stick to your topic and make it come across as a lot more professional. That's one option.

Another option that you can use that's similar to scripts is to simply create an outline of what you want to talk about.

What I use for myself—and it's been very, very useful—is I create mind maps of the structure of the presentation that I want to give. For that, I basically create the headings of the stuff that I want to talk about. When I'm doing my recording, I just make sure that I've got my mind map in front of me that I can refer to throughout the video recording.

What that does is it gives me the structure that I want. It gives me that great benefit of speaking to the public and knowing what to say, but it also gives me the benefit of making it come across a lot more natural and a little bit more laidback. This is more difficult to get with a full-on script.

Those are the two options that I use that seem to work very well for me.

Yaro: What mind map software do you use for that?

Gideon: I just use a free application. It's called Free Mind. If you do a Google search for that, the search results that will come up will be a page where you can download it.

It's so fantastic that I can't believe it's free. It just allows you to create mind maps really quickly and very easily. It's fun to use and you can quickly create a very significant and complete structure for your video presentation, which is really nice. I love it!

Yaro: That's for Mac or is that for both?

Gideon: That's for both Mac and PCs, so they've got a version for both…

Yaro: Wow, fantastic. I'll have to grab that myself. Free Mind, right?

Gideon: Yes, Free Mind.

Yaro: Okay. Cool!

TELEPROMPTERS

Beyond scripts, there are things called teleprompters as well, right? Let's talk about some of the machines you can buy to help you do that. Have you ever used a teleprompter? I haven't.

Gideon: Yes, I have. Once you get into teleprompters there are two ways of doing it. You could go for the full-on expensive route and invest thousands of dollars in a proper teleprompter, but you don't have to. You can get away with very affordable household tools.

I'll tell you what I'm using and you could use that as well. It does a fantastic job. On a PC, you can buy or download teleprompter software that you can run on your computer.

Basically, what you would end up doing is you could have your camera filming perhaps just above your computer screen and you'll be a bit of a distance away.

Then you have your teleprompter running on your computer screen. So when you read the stuff on your teleprompter—when you're far enough away from your computer screen—it appears as if you're looking into the camera. That's how you do a teleprompter for your PC.

The software that I use there is...I haven't got the link for this…

Yaro: While you find it, Gideon, I'll just clarify for people. If you don't know what a teleprompter is, it's like what you see being used on news programs or any sort of presentation on TV where they display the lines the person says.

I think the Golden Globe Awards and the Academy Awards are good examples of where they use teleprompters. They just have the words scrolling across on a screen that's just below or just above the camera that's recording them presenting. They read it out basically, and it moves as fast or as slow as necessary.

What Gideon is talking about here is turning your computer into a teleprompter so the words will scroll across the screen. You'll have to say them out, and then you will appear like you're reading a script, but you can do it while you're looking at a camera from a distance. It is a little bit more professional in that sense.

I know a lot of people have trouble talking off the top of their heads about a subject. A script with a teleprompter is a reasonable way to basically

very quickly put together a good presentation without necessarily having to worry about the uhm's and the ahh's like Gideon mentioned before.

Have you found the address for that software?

Gideon: Yes, here it is. The teleprompter software is called Podcast Autocue. I think this particular link gives you a free download. With other links you've got to buy it. It's a very ugly link. I'm wondering if we should maybe put this somewhere else, Yaro, because it's quite a long link.

Yaro: Right. There's a transcript coming along with this call. I will make sure the transcriber separates the links as well, so you'll have direct access to everything we're talking about regarding links after the call. You shouldn't have any worries if you don't understand what we're saying when we say website addresses.

Gideon: That one is a bit tricky to find, but if you want to, you can just do a search for it on Google—"Podcast Autocue"—if you search for that, you may be able to find the free download page for that.

There are versions that you have to pay for, but this particular one that I've got you can download for free. We'll include that in our notes.

Yaro: That's for Windows.

Gideon: That's for a PC. A teleprompter for Mac that I've found that does a fantastic job is one called Presentation Prompter. That does a fantastic job as well.

Yaro: Okay. We're almost at the hour and a half mark, so what I'd like to do is get through the last points we have in this last 15-20 minutes, then we'll open up for a Q&A session at the end. I'll ask everyone to hold their questions until the end so we can finish the presentation.

Of course, if you do have to leave the call now I understand. It is a long call to take, but you will get a download of this in MP3 and a transcript.

Let's move on down the same path again. We're talking about presentation. If you want to take this to the next level, we've talked about teleprompters. What other tools will you need?

We've mentioned a green screen before. We also want to cover the issue of lighting for full motion video recordings. Can you cover those topics? Is there any equipment we need?

Gideon: Yes. There's actually something very important that we didn't speak about at the beginning. There are a few other tools that you need that could make a huge difference in the quality of your online video.

LIGHTING

Lighting is one of those things that can make a big, big difference. You can get away with a fairly mediocre type of camera, but if you've got very, very good lighting that is going to enable you to record a video that is of a lot better quality. It just picks up a bit on the pixels that get recorded.

You don't have to spend an arm and a leg on lighting equipment. What I mostly use is basically I've just gone to a local hardware store and bought some halogen flood lights. The ones I got are 500 watts each, and they're very powerful. They light up the room very well.

I wouldn't recommend that you actually shine those kind of lights straight onto your face when you're doing the recording because that will just totally overexpose your skin.

What you could do is bounce it off your ceiling or a white wall and reflect it off the wall or ceiling onto your face and that will just light up the ambient light in the room so that you can record much better.

You can also use what I call a diffuser in front of these lights. All it is basically is a see-through type of material that you hang in front of the lights. That will just diffuse the light and make sure it's not so sharp. You can then shine that light directly onto your face.

The thing to keep in mind with lighting is what you basically want to do is get rid of all the shadows on your face. If you can do that then you'll do a good job. Make sure you have enough ambient light in the room that you're recording in. That will make a big difference for the recording of your videos.

IMPROVING YOUR AUDIO

Something else that also makes a huge difference in the quality of your video is, believe it or not, your audio. I'm not sure if you've watched videos on YouTube or somewhere else before and the visual quality of the video may have been pretty good. But if the audio was bad, then your total overall experience of the video would have been frustrating, and you would not have thought much of the video.

However, if you've watched other videos before where perhaps the picture quality wasn't that great but the audio was very good, then your overall view of the video was very positive.

What that is saying is that the audio of your video is sometimes even more important than the quality of your actual picture. Make sure when you record that you have a good enough microphone to do the recording for your videos.

I've invested in a very, very good microphone for the recordings I do on my computer. It's a broadcast-type microphone and it's quite expensive. It's one of the best. This one is between $250-$400 for this one.

What's great about this one is that it's a USB microphone, but it has broadcast quality sound that it produces. It's called a RØDE Podcaster USB microphone. It does a fantastic job.

You don't have to spend that money on the microphone if you're just starting out. A great little microphone I would recommend is the Logitech —it doesn't actually have a model number—but it's the Logitech microphone that's recommended to use with the Skype application.

That little microphone actually has a noise cancellation feature inside of it, which means if you have a humming noise from your computer or someone's mowing the lawn outside, it will get rid of that noise quite nicely.

That particular microphone is about $40, so it's a lot more affordable than the RØDE Podcaster, but it will give you much better quality than perhaps say just a standard microphone that comes with a webcam. So that's something important to know.

Yaro: Gideon, is that a "road" Podcaster?

Gideon: That's correct. It's R-Ø-D-E. That's the brand. Podcaster is just the model name for that particular microphone.

Yaro: One more that I can throw in there is the one I use on my Mac. I bought it here in Canada from the Mac shop called the Snowball by Blue, which is around the $120 mark.

It's of fairly good quality. It has that noise cancellation feature that Gideon was talking about to knock out any background noise from your voice.

Gideon: The audio is very, very important for the quality of your overall video. I think audio and lighting are very important.

TRIPODS

If you're doing recordings where your camera is a distance away from you —a live action-type recording—it's pretty important to get a tripod. That will make a huge difference. It will allow you not to have a cameraman so you can just do all the recording stuff yourself.

There are two ways to do this as well. What I do is I have two options. I've got one at the moment that I use for my traveling. It does a good enough job. I'm not sure what they're called, but they're quite cheap. They look like the antenna on a car. I don't know what you call that. [laughing]

You can collapse and expand it very easily. It collapses into a very small little package that you can carry with you when you're traveling, so it's fantastic for that purpose.

Yaro: Where do you buy those from, those collapsible antenna tripods?

Gideon: You'll be able to buy these tripods from the internet like eBay or other video equipment websites. I bought mine from the same place where I bought my camera. So when you buy a camera, ask the store people there for a tripod. It will be very likely that they will have tripods there as well for your camera.

That will also help make your video come across as more professional because you'll be able to get a nice stable shot when you do your recordings.

Yaro: I've got Sharon here with a question. I was going to hold it off, but her hand has been up for a while so I feel bad. Let's open a line for Sharon.

Sharon: Oh, hi! I've been taking notes. I realize that it's not necessary. Actually I've forgotten my question now. I just got into listening to what you were talking about, so just carry on. I'll read the transcript. [laughing]

Yaro: Okay, Sharon. [laughing] Thank you very much!

Okay, Gideon. You covered microphones, lighting, tripods, and teleprompters. What about the green screen?

GREEN SCREENS

Gideon: Okay, green screen.

Believe it or not, you can get away with something very affordable. All the tools that I use, except for my camera straps, are very affordable. You don't have to spend an arm and a leg on it to get going.

For my green screen, I actually just went to the local fabric shop or the place where…

Yaro: A haberdashery, I believe, is the word for that kind of store.

Gideon: It's a place where you can buy bits of material to make clothes—that kind of a shop. I don't even know what they're called. I asked my wife, "Where shall I go?" She suggested a local place called Spotlight.

I just bought two pieces of green material, about two meters by three meters each, and I sewed them together to give me a nice big sheet of green material that I could actually hang up on the wall behind me when I do my green screen recordings.

Now it's important for that green that you get something as close as possible to true green. If it's too bright like a neon color, then it's going to be too reflective. If it's too bright it will basically reflect onto your body when you're doing your recording. It will be difficult to do the green screen affect nicely. If you get something as close as possible to true green, that will do a good job.

That's about it for the green screen. There's not much to it. The most important thing for the green screen recordings is the lighting and how you set that up.

Briefly, an important thing for green screen recordings is that you can't have any shadows on your green screen when you do your recording. That's very important. As soon as you get a shadow, it's very difficult to key out with your software. So you've got to set up your lighting so you don't have any shadows on your body or from anything else on the green screen.

What I would normally do is either have a light from the left and from the right simply shining on the green screen with nothing in between. Then I use a separate light to light up myself when I'm doing the recording.

Yaro: For people who are thinking about why they would use a green screen, you could put your logo in the background. You could put some sort of presentation where the dot points show up while you're saying them.

In a face presentation or where your body is standing in front of the camera, the dot points can come up behind you, or all kinds of graphical images can come up. You can do some amazing things once you get good at your video production like Gideon is.

We don't have time to really go into how to do that. Obviously you've got some high-end video editing work required there, probably beyond most people to start with. However, once you get going with that software you can do amazing things.

I've got one question from Joe, and I'm going to open it up for that. However, we'll hold any questions after that until the end because we are getting close to the two-hour mark and we have two more subjects to cover.

Joe? I think this is Joe. I'll open up for a question.

Joe: Thank you, Yaro. I have dropped from the call twice, and I was wondering if you have the actual equipment that you use for microphones, especially for your podcasting?

Yaro: We did cover that. We mentioned the microphone that I use and two microphones that Gideon recommends. They were the RØDE Podcaster and the Logitech microphone, and I use the Snowball by a company called Blue.

We did mention that and it will be in the transcript for this call. We'll make sure all the links are separated so you'll have easy access to it. Okay, Joe?

Joe: Yes. Thank you very much.

Yaro: Okay, Gideon, we'll hold off on any more questions until the end.

We've covered the tools you need to really set up a home video studio. It is quite simple:

- good lights
- green screen
- good microphone
- quality camera

- a teleprompter if you need it

Away you go really. You can do some amazing things with that. The reason why we're covering these more advanced things is that you might want to do this to create product or do a product launch.

VIDEO INFORMATION PRODUCTS

This is huge in the current internet marketing landscape. If you put any effort into producing some nice, free launch videos, and then also putting in video as a product you can sell -- let's not forget this -- if you're running a blog already, you could use video as a free marketing tool.

Or you could actually package together a bunch of videos and sell them as a product for a fantastic stream of income for your blogging or whatever you're doing on the internet.

Really, there's not much to talk about here because Gideon and I have covered it already. The whole idea is that you put in a bit of effort into thinking about the topics you're going to cover, get skilled up a little bit if you're going to use videos yourselves, do a great presentation, then hire someone if you need some help with the green screening and the editing after the fact.

For instance, Gideon and I worked in tandem for some of videos.

From there, it's just a case of putting those videos onto a hosting service like the Amazon S3 (Simple Storage Service) or CacheFly. Put a sales page up for this product, and away you go!

It's one of the quickest ways I know of to make a sellable product. It's quicker than writing a book yourself. It's quicker than writing blog posts. For many people, writing can be a time consuming activity, whereas, once you have this equipment set up and you know how to use it, simply stand in front of a camera and talk for half an hour.

Do that three or four times and you have two hours worth of video, and there's a product. It's an amazing and powerful tool for product creation.

Gideon, I don't know if you want to throw anything in there regarding product creation.

Gideon: Worth mentioning is how easy it is to create video products. The other thing about that is the perceived value of videos is so much higher than books or even audio. There's just something about video that allows you

to charge more money for it because it's video and has that visual and audio attractive aspect to it.

I think if you were to do a cost/benefit analysis on whether you should do a video product or a text-based product, the video one would far outweigh the text one. It's simply because of the perceived value of video compared to text-based products.

Yaro: Let's not forget, you can have a transcript done of the audio or the video, and the text component then comes along with your product.

For example, I'm going to have a transcript created of this audio recording. It's very easy. Anything with audio is a content machine. You can make multiple versions and therefore again the perceived value increases. You can satisfy people regardless of what media they like.

I think it's so important today to get on top of video at least on the basic level—getting in front of the camera and talking to it—doing a talking head.

On the other topic I mentioned before, which is the actual marketing process, the product launch process, and using video in that, I'm pretty sure right now if you have any interest in internet marketing, you would have been hit over and over again by the amount of video coming out.

My order page for Blog Mastermind had video in it. I released a couple videos in the lead up to the opening of Blog Mastermind and they were the linchpin of my marketing campaign, because I knew how much of an impact video would make. I'm able to get my message across. People will spread it virally through word-of-mouth.

If you're in any industry right now and you're planning on releasing a product, make use of video to help market that product. Let's say it's a physical product, then you sit down in front of the camera and show people how to use it. That is a fantastic marketing tool for whatever it is you're doing.

You can do Help files so you don't have to worry about typing out documentation. You can just sit in front of the camera and record how to do something. The opportunities are endless with video.

That's why I really wanted to put a lot of emphasis on this call with Gideon because I think it can make your life easier once you get on top of this. You can get to the point where you can market on a much more powerful level and create product a lot quicker.

Gideon, do you want to add anything to that before we have one more topic? Then we'll open up the line for questions.

Gideon: Perhaps just one more thing to mention about that is if you're thinking, "Ahh, it's going to be too difficult to create a video product," there is a very, very easy way to create a video product very quickly.

All you need is a webcam—and most people already have a webcam – a microphone, another person you can interview who also has a webcam and a microphone.

Then you call them on Skype which is free. You turn on the video function for Skype. Then perhaps use your screen capture recording software if you're on a PC and just record that.

That has to be one of the easiest ways out of all possible methods to create product. All you have to do is record the interview while you ask an expert about a particular topic, and there you go!

Yaro: I'm going to open up the lines for two questions right now. We do have one more topic we can cover, but I'd like to get those questions done before everyone zonks out from the duration of this call—it's been a long one.

If you want to ask questions about any topic regarding video, please do so by pressing 11 on your phone or your Skype pad and we can have Gideon or myself answer.

I think we've covered a ridiculous amount of information in this, from hardware to software, and it will be a fantastic resource for anyone who wants to get into video.

I'm not seeing many questions pop up, so I'm assuming that most people are satisfied, or perhaps they're a little over-stimulated by all the information we've presented.

If you do have a question, stick your hand up, press 11, and they'll see your hand.

If not, the one last topic I want to squeeze in before we end the call is just regarding legal issues since we haven't covered any of that, Gideon.

LEGAL ISSUES

You might take this really far one day and actually do a full-on conference that you record with video. That's another whole subject in itself. You

might need to be recording people or doing interviews. You just said yourself, "Grab someone on Skype."

Are there legal implications we need to be aware of? Should we be having people sign a waiver before we actually use their interview or their voice or their video for selling or even for free? What are the issues there?

Gideon: I'm not 100% sure what the laws are in different parts of the world, but certainly in this part of the world in Australia and New Zealand people are very sensitive about being recorded on video or even photos and then those videos or photos being made public without their knowledge.

What's required in this part of the world is if you're interested in recording a seminar or a talk, or if you're planning to record it on video so that you can have that product, you will need to get approval from everybody who's going to be attending that particular recording, seminar, or anybody who is going to be on that particular recording.

A very easy way to do that is to simply get them to sign a waiver that basically asks them for their approval. If they don't agree, then they simply can't take part in the seminar.

It's a little bit restrictive, but I have yet to find someone who doesn't want to do that because obviously they'll be getting access to the information during the seminar. Most people are happy to sign something.

I think it just covers you in case someone wants to make trouble, then you can say, "Look, you did sign to give me that permission to be able to use this video that you're going to be on potentially. You did give me permission to sell this video and make it public however I want to."

Yaro: Okay. Great, Gideon.

Before I forget, we have some free videos for people. I know people have been eagerly waiting for the URL for these videos. The reason I held off is I find that people get distracted when they're given free content and they may actually miss some of the great information in the call.

What is the URL to grab these free videos you have for people? What do you cover in these videos, as well? I'm assuming it's more in-depth than what we've already covered here.

Gideon: Yes, it's a lot more in-depth. In fact, it's probably going to be easier to follow than this particular interview because we jumped through a whole bunch of different topics during this interview.

This particular website will take you step-by-step through everything you need to know to get your first video online. It's aimed toward the beginner online video person. It allows you to use a simple webcam and some free video recording software to get your first video onto your blog or website.

Now you can get access to these videos if you go to www.GetYourVideoOnline.com. On that page, there's a little video that you can watch.

There is an opt-in process there to be able to get to the videos. That will allow me to stay in touch with you if there is anything else I want to add or to let you know about anything else that comes up. Of course, you can unsubscribe from that anytime, as well. It's totally up to you.

Yaro: This is obviously Gideon doing the videos, as well. It's great stuff! It's very sequential and will break down what we've covered. Obviously, with the teaching of video, it also helps to use video.

I think if you want to see the actual tools that Gideon uses and the process he goes through, just head to www.GetYourVideoOnline.com and you can grab those videos.

Even just to see how Gideon presents in those videos is a great learning experience, as well. They're completely free and anyone on the call can grab them. Hopefully you'll appreciate the help from Gideon.

If that's it and there are no questions popping up, we'll end the call. It's been a long one, and we have jumped from topic to topic.

I'll have the transcript created for this, and I'll also get the content separated so you can take out the links easily without having to go through the whole transcript. I think that will be a valuable resource for people.

I hope everyone on the call has enjoyed this. I'm going to open up the lines completely and unmute them if you would like to thank Gideon for his help. I appreciate the people who stayed all the way to the end of this call. I really thank you for that.

All the lines are unmuted if you just want to say anything to Gideon, please go ahead.

Callers: Wonderful, wonderful! Thank you, Gideon, that was great! Wonderful! Enjoyed it greatly!

Thank you very much, Gideon, for your time, and you too, Yaro. I love the Blog Mastermind. It's helping me tremendously. I just want to thank you both for your expertise and your integrity, both of you!

Yeah! I second that here in California.

Yaro: [laughing] Love California! Okay, thanks very much for your feedback everyone.

Gideon, I really appreciate the time you took to do this call with me. It's been a really exciting call. I will of course be staying in touch. Hopefully, I can see you in Brisbane soon.

Are there any last comments you want to throw in while we have you?

Gideon: Perhaps just one thing. Online video can be a little tricky to get started sometimes, but that was the main reason why I created the videos on www.GetYourVideoOnline.com because there I give you all the information you need.

It took me literally 18 months to figure it out, so it will cut down your learning time in order to get your first video online.

Once you have your first video online, it's really fantastic. It's so cool to be able to express yourself through online video. Once you've done it a few times, it's actually quite easy and straightforward.

A bit of advice is to take it step-by-step if you're new to this. Create your first online video using those steps that I have on those videos.

Once you have that success, build on it. Build it up slowly and steadily. Start with the cheaper equipment and as you get more experience and you want to take it further, then invest in the more expensive stuff.

It's heaps of fun, and I think the main thing is just to have fun.

Thank you very much, Yaro! I really appreciate your having me on this interview.

Yaro: Thanks, Gideon. It's been great! I hope everyone enjoyed it. That's it for me and Gideon. Goodbye, everyone!

Gideon: Bye-bye.