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The image shows a group of diverse young adults in a classroom setting, all giving thumbs up. The text and logos are overlaid on the image. The background is a bright, modern classroom with large windows.

# **Home Business Video Marketing Secrets Exposed**

**“Discover How You Can Use Videos To Build  
Your Brand And Expose Your Business To  
Thousands Of Leads Quickly!”**

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# **Home Business Video Marketing Secrets Exposed**

**“Discover How You Can Use Videos To Build Your  
Brand And Expose Your Business To Thousands Of  
Leads Quickly!”**

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# Introduction



**Welcome to “Home Business Video Marketing Secrets Exposed”!**

In this book, you will learn about everything you need to use simple videos to make massive money in your home based business!

**Make sure you apply the techniques in this book and **take advantage of the free tools** that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!**

So without further ado, let's jump into it right away!

# Web Video – The New Thing In Internet Marketing



The impact of video presentations as an online promotion technique is being felt prominently by marketers. People who are marketing their networks online are using these videos to drive their point straight home and make a genuine impression on the visitors that helps in better conversion rates. Videos are easy to make and easier to upload. They can convey a lot more than mere typed words can. This is the reason marketers are going all out to promote their stuff through web video marketing.

The method is straightforward – make an appealing video about the product that gives the viewer some kind of information and put it on a relevant place on the Internet which could be on a website or a blog or a social community network. Then the video is promoted in several ways so that it gets a large number of viewers. The brand name of the product or the link of the website or both of these

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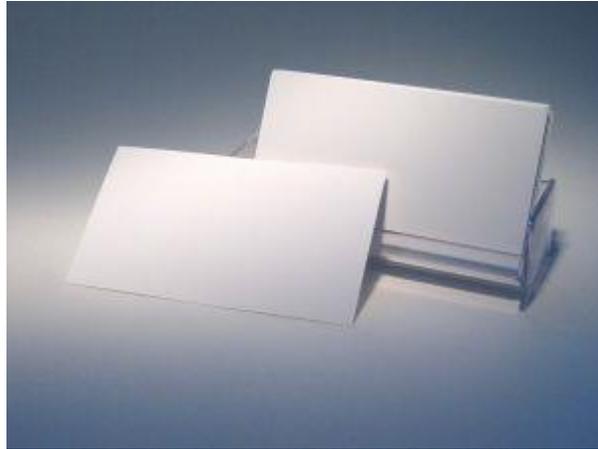
are usually mentioned in the video. Hence, people who watch the video are more likely to buy the product than the people who merely read the text on a website.

For MLM, the concept of video marketing works beautifully. The following are some reasons why it does exceptionally well here:-

1. It builds the credibility of the sponsor because in most cases people will be able to see and hear the sponsor in the video. This adds genuineness to the business opportunity itself.
2. It helps explain the concept in a better way. People would like to hear and understand than read and understand. Also since the video can contain several illustrations, it could be much simpler to get to know the concept.
3. Facial expressions and gestures mean a lot to people who are considering spending money, time and effort on a business opportunity. They can see these in the video. Hence, the opportunity becomes more real to them and they don't feel too apprehensive about it. That is why a video helps bring in more people into the network.
4. Videos can also help in branding. Hearing you speak out the name of your business, it sounds more credible and there is a greater chance that the name will have a recall value. This is a way of branding your product, which is leagues better than merely writing its name down on your website.

In every which way that you look at it, video marketing works exceptionally well for network marketing. People in MLM must take the time out to understand this concept and use it for their promotional needs.

## What Kinds Of Video Do Good For Video Marketing?



(Description is important...)

It is true that video marketing is the new wave in online marketing, and especially for multilevel marketing businesses, but it is also true that it has to be done correctly. Just as in any other method of promotion, in video marketing also, it is important to tap the right nerves of the watchers so that they consider buying into the opportunity.

The following are the four most effective kinds of videos that you can make:-

### **Videos Describing the Product**

These are short videos that speak briefly about the product. They are built more like PowerPoint presentations where the features, benefits,

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etc. are worked in a bullet format so that the viewer can understand them easily. For your MLM business promotion, you can use the video to explain the concept of the business telling people mostly what they will have to do and what they will get in return for that. Also, various statistical points like people who are already progressing with the network and making good incomes can be a part of the presentation videos.

### **Videos Reviewing the Product**

These are subtler videos, but they do work for the business. You could get a third party review your business opportunity in a matter-of-fact manner. These videos have big impact because the people watching the videos think that your opportunity is big enough to merit a review. Reviews always help for branding, whether they are positive or negative. You will get a brand built up, and of course, most reviewers will highlight the positive points. Some entrepreneurs actually hire people to do reviews for them in the form of video presentations.

### **Videos Giving Instructions**

The videos that give instructions are designed mostly like tutorial videos. They are helpful to the end user in a lot of ways because they show them how the product (or in this case, your MLM opportunity) works. The instructions need to be easy to follow. Such videos have the greatest possibility of being bookmarked so that people who have watched them once will keep watching them over and over again.

### **Headshot Videos**

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These work for promotion and for adding to your own publicity as a sponsor. You speak about the product and the video essentially captures you as you are talking. The effect here is that the viewer knows that you are a real flesh-and-blood person, capable of emotions and expressions and that they can do business with you.

There are different kinds of videos being used for MLM promotion. Consider which will be best for your business and go ahead with them.

## Some Ideas For Videos That Can Enhance Your MLM Marketing



Videos are a wonderful way to promote your MLM campaign and they are refreshingly different too. While all other methods of promotion need you to be all straitlaced about what you are promoting, videos give you an amazing degree of freedom. You can be as goofy as you want with these videos and still make an impression.

If you check out videos that people put out on social networking sites – even the videos that are promotional – you will find that a lot of them are highly unconventional. Some of them are downright funny (even poking fun at the product itself), some you would like to call bizarre or weird, some do not mention the product at all! All rules of business promotion are broken with these unconventional videos. Well,

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the word 'unconventional' is definitely not the right word the way things are going. Unconventional, in the world of video promotion, is becoming highly conventional.

But does it work? Certainly it does! People are enjoying the humor and will also see some of their favorite videos over and over again. This works for the brand recognition. Even if people are not looking for the brand itself, there is a subconscious mind working there which captures the product which the video is for. A case in point is the funny Blackberry video which was a hit on YouTube and other social networks. It shows a man expressing more love for his Blackberry than for his wife. The video was a big hit. Viewers liked it and even sent it to their friends. Now, why did they do that? They did that because they wanted their friends to laugh with them too. But the thing that really happened was that a lot more people came to know about Blackberry through the video than through any other method. People just referred to it as the "funny Blackberry commercial" which got millions of hits on Google as the word caught on.

This is what video marketing is all about. Yes, you can be dead serious about what you are selling but that does not mean you cannot be humorous too! Smart advertising is a blend of every expression.

Some types of videos that are considered as 'safe' for online promotional strategies are:-

**Funny videos – They are always a big hit on community sites such as YouTube**

**Shocking videos – If you have something scandalous to say about the business or whatever else fits the bill, do that.**

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**Inspirational videos – They need to be done correctly and expertly. People love motivational stuff.**

**Thought-provoking videos – Make people think about what they are doing and give them a better option, which is your business opportunity.**

**Demonstration videos – Show people exactly how they can go ahead with your business opportunity.**

## Watch The Length Of Your Video!



One of the points that you have to keep in mind about your video is that you have to keep it at a comfortable length. Videos that are too short often fail to make an impression on the viewer. However, videos that go on and on can bore the viewer to death. Instead of cajoling people into your business opportunity, these videos may actually take them away. When you are making a video, you must not think only about what you are going to put into it; you also have to think about how much of it are you going to put in.

There is nothing like an ideal video length. It depends on the kind of video you are making. The thing works just like it does with movies. Sometimes you do not mind movies that are longer than two and a half hours because they hold your interest. However, there are also movies that are great only if they are short. Consider those action

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flicks that everyone loves to watch so much – Do you think they would have the same kind of appeal if they were stretched on interminably?

The same kind of logic applies to videos that you use for promoting your business. Yes, the proportionate time limits are much shorter here, but the rationale is the same. Give people something interesting or useful and they won't mind if it is a tad bit too long. Or else you could make a breezy entertainer that doesn't last more than a minute.

Though there are definitely no rules about the length of video marketing, the following are some points that you might want to follow:-

- 1.** If you are making a funny advertisement, do not keep it more than a minute in length. On the Internet, the rule is "the shorter, the funnier".
- 2.** If you are revealing something special through your video – it could be a snag in your competitor's product or something revolutionary about MLM itself – do not rub it in too much. Just say whatever you want to say once and repeat it once at the end. As far as the length goes, stretching it beyond a minute dilutes the effect. If you want to give additional details, put up another video later on and link it to this first one.
- 3.** If you are giving instructions through your video on using your product, you will need to be as detailed as possible. With MLM instructions, a length of about 4-5 minutes is apt. Stretching it beyond this can prove to be boring.

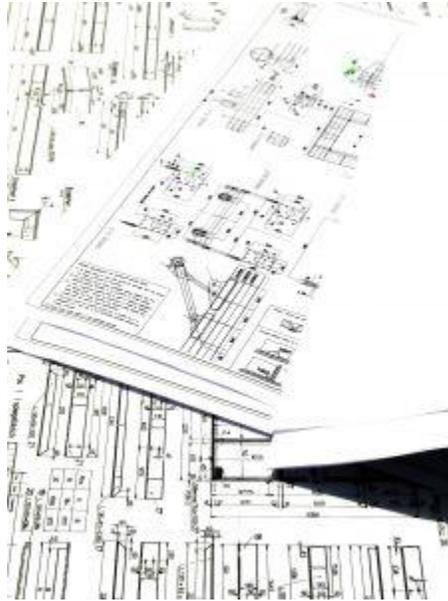
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**4.** No headshot video must be more than a minute in length unless you are getting the President to speak for you! Just speak the important details out and make more videos if you want to instead of keeping one long one.

Of course, there are exceptions. If you think what you are telling is of real value and will pique the interest of the watcher, go on and make it longer.

# Planning For Your First MLM Promotional Video



This could be a very important benchmark event in your MLM career. Making a video is tantamount to bringing your opportunity right out into the open, in front of the world. Needless to say, it has to be done very carefully and a lot of thought needs to be put into it. Here are some points you can use when you are planning a video.

## **What Kind of Video will it be?**

There are various ways to make your video. Are you going to use just a headshot of yourself or someone else speaking about the opportunity, or are you going to make a presentation video with screenshots and illustrations? Are you going to make it like a

commercial? Are you going to make it funny or serious? Like a movie director, you have to first think what kind of attitude your video will take. If you think that you will start the camera rolling and things will fall into place, chances are that no one will gain anything from watching your video.

### **Keep the Content Ready**

Whatever kind of video you are making, you need to have a transcript that the actors will be speaking out. It is a great idea to spend time on this content. Get a professional to write it for you if you are not quite comfortable with it.

### **Rehearse**

Rehearse the video a few times before actually facing the camera. See if you (or whoever the actors are) are getting the intonations and the gestures right. You must also make a trial video first and see where you have gone wrong. Remember that in the world of video, perfection is king.

### **What Equipment will You use?**

You will need to edit your video and even maybe convert it so that it can be streamed on the Internet. For this you will need good video editing software. Do some research on these and find out which will best suit your purposes. Good video editing software will allow you to add sound and text effects also, which can take your video several notches higher. Budget is also important here. There are video editing software applications ranging from a few dollars to several hundred

dollars. But since you are not making professional videos, you will only need the basic features. Look at their features and then decide.

### **Where will you submit Your Video?**

You have to plan out where you will submit the video you have made. You will likely put it on your website, your sales page, your landing page and your blog. But you can also submit it to various video directories such as YouTube. Putting videos on such social directories helps immensely because they already have a great SEO in place and a lot of users already watching these videos. Do some research on the best video submission directories in advance so that you can adhere to their submission rules even when you are making the videos.

Once you have made your first video, you will see how easy the whole thing is. Chances are, you will be addicted to making videos and putting them on the Internet. But this is a healthy addiction – one that will give your business the visibility that you expect it to get.

# Make YouTube Your Video Promotion Playground



When we are talking about using videos for promotion, there is no way we can ignore YouTube which is certainly the biggest video submission site in the world today. You have a video – you put it on YouTube. It is as simple as that. People are putting videos of all kinds on their YouTube accounts. These are things that interest them, their favorite music videos or scenes of television shows or movies, precious moments with their dear ones and, of course, promotional videos. With so much going around here, you must definitely not ignore the power of YouTube in bringing your business opportunity to the top of the heap.

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There are many reasons why YouTube can be used effectively for your business promotion.

### **It is so darned easy!**

If you have a video, it is extremely easy to upload it on YouTube. The process is the same as submitting articles to a directory. Make an account and submit the video. After approval, it will be visible to everyone.

### **The SEO is amazing!**

YouTube ranks as one of the top-searched websites in the world. If you have put a video here and given it a keyword-rich title, it will definitely come on top when people search for similar information. YouTube has a great rapport with all the major websites of the world, especially Google. So, you can be sure your video is really getting out there into the open.

### **The Community rocks!**

At any time, there are thousands of people over the world watching YouTube videos. Not just that, but they are also commenting on these videos and speaking about the content, even if the video is a promotional video. This is great if you are looking at virally marketing your product. The community will be a great channel for branding your business opportunity provided there is something in the video that holds their attention.

### **Bring in the Traffic!**

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One of YouTube's best features is the ability to include clickable links in the video itself. You can promote your business website directly here. If someone likes your opportunity and needs more information on it, they can directly click on this link that comes up in the video. Of course, you can mention the link in the comments section also, but putting it in the video itself is so much more convenient to the viewer.

### **There's No Limit!**

There is no restriction on how many videos you put up on YouTube. In fact, the more videos you upload, the better. You get points and grow in your status and also get paid.

Consider YouTube seriously if you want to get full-fledged into video marketing your MLM opportunity. This is one of the best free options you have available to you for online promotion.

## Some Tips To Improve Your MLM Video Titles And Descriptions

There is one primary objective with your MLM video – you want it to reach out to as many people as possible. The method of doing this is through search engine optimization. The major chunk of the people who are going to watch your video are going to be those that have come there through search engine results. But how will the search engines rank your video? In short – videos that are better search engine optimized will rank higher on the search engines. Now again, how do you search engine optimize a video? Though there is no method to alter the very content of the video to make it good for SEO, there is definitely the option of optimizing the text part that goes with the video, which includes the title and the description. You have to systematically work the title and the description so that your MLM video jumps higher on the search engine results.

Here are some tips that you can use:-

### **Research on Keywords and include the Best Ones in the Video Title**

You can use tools like Google Suggest or Overture to find out what phrases people are using when they are searching stuff related to MLM on the Internet. With Google Suggest, you get suggestions even as you type. With Overture, you can also find out the number of people who have searched for particular information in the current month and

the last month. Use these keywords into the title of your video. Because these keywords are popular, the search engines are on the lookout for them too, and consecutively, they will rank your video higher.

### **Use Branding within the Video Title**

Do not miss out on this opportunity. You can make a brand of yourself to promote your videos over the Internet. On most video sites, you can make a channel where you put in your videos. You can give a name to this channel. Here is where you can do some branding. Name the channel with your own name, like Kevin Smith MLM. As your videos become more and more popular, your channel will become popular too and soon enough your name will become searchable on the Internet directly. What you do with your name, you can also do with the name of your MLM venture.

### **Search Engine Optimize the Video Description**

You can include popular keywords in the description so that it is crawled better by the search engine spiders. Keep the description short but include the keywords so that they do not look stuffed and still convey to the viewer what the video contains.

## Why Do Search Engines Love Videos?



There was a time when people used to think that videos took up needless space on websites because the search engines could not crawl them. Back then, videos were considered to be as good as junk – even the handful of marketers who used them kept them only for cosmetic reasons. Then there was a practical problem too. DSL and broadband were not popular and most people used very slow Internet connections. The buffering of the videos could take an inordinately long time on these connections and people would just give up on the video anyway.

But today, the scene has completely changed. Videos are no longer a liability on websites; they have become true-blue marketing tools. Marketers – network marketers included – are going all out using these videos and promoting their wares as best as they can. And they are finding out that it really works. The almighty search engines are

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loving these videos and enhancing the prospects of the marketers like never before.

So why do search engines love videos? There are several direct and indirect reasons. Let us check them out here.

- 1.** Videos have all the trappings of usual text content that can be used for SEO. You can research keywords and put them in the titles and descriptions that go along with these videos. Most importantly, with the advent of Web 2.0, tags have become extremely important. Now, you can include highly searched keywords as tags for the video and just sit back and watch as their search engine rankings go up.
- 2.** Search engines are always on the lookout for quality content. There is a paradigm shift of perspective here – earlier the search engines would think that only text websites spell quality content, but now videos are looked upon more favorably because most videos doing the rounds of the Internet have something to teach people.
- 3.** Most people are submitting videos to highly ranked video submission sites like YouTube. These are also social networking sites. The large amount of traffic that these sites get pump up its SEO and consequently, the videos on them become popular.
- 4.** Videos are another way for marketers to improve their presence on the Internet. They can put the link of their website within these videos – they can embed them also, so that the links become clickable. This increases the amount of traffic that the website gets, which in turn prompts the search engines to rank the videos higher.

**5.** Videos are definitely becoming the new wave of the Internet with more and more people turning to search for video based content rather than pure text. People are also sharing interesting videos with their friends. There is a lot of presence of videos on community based websites. All these factors are making it impossible to ignore videos and the search engines are completely tuned in to this new trend.

# Why Video Should Be Your Number One Choice For MLM Promotion Today



Promotional methods over the Internet are getting better and better with each passing day. As the people become more and more cognizant and as the Internet itself becomes more and more capable, the search engines also keep improving their methods to provide the most quality stuff to users. Text was considered to be the most essential way to promote stuff over the Internet but now there is a growing inclination toward methods such as audio and video. Just do a general study of various commercial websites and you will find that video has become a prominent feature on them. Hardly is a sales page being designed without using videos on them.

It is important for you to use this great device for your network marketing needs also. Videos are certainly the way to go. A lot of people are directly searching for video based content on the search

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engines and that is making the search engines rank these videos higher. If you do your video marketing correctly, you can reach out to a lot more people than you can do with simple text based promotional methods.

This is one reason why videos are becoming indispensable today, but the major reason lies in the popularity of the community based websites such as YouTube. With millions of visitors every week, these websites are seeing a momentous rate of video submissions. YouTube is today among the top websites of the world and having a video on it is considered to be a privilege by most marketers. But what becomes really essential is the fact that these videos are talked about, discussed about and shared by the people in the community. If your video is good, a lot of people will be talking about it and that is a whole different area of promotion known as viral marketing. Web 2.0 is all about viral marketing and if any device can help that happen for you, it is these videos that you will use for your promotion.

Videos can make your business opportunity seem real. They can give a face and a brand to your business. When you speak about it, people are going to commit the name to memory better than they do when they merely read it. And if your video has something interesting to offer – it can be funny, shocking, thought-provoking, whatever! – many people are going to comment on it. The amount of recognition your product will get due to this cannot be merely imagined.

When you are going all out to build a network, you simply cannot miss out on the potential of video marketing. This is one of the most effective promotional tools over the Internet today and you have to make sure you do your best with it.

# Making Dazzling Promotional Videos With Free Editing Software

You won't have to spend as much as you think for your video creation requirements. If you are a Windows user, you have one of the best free video editing software applications right at your disposal – Windows Movie Maker. If you haven't checked it out yet, it is time you did! The software is right there on your computer (look at the Start Menu > Programs) and has a complete tutorial to guide you through the editing process.

## **Using Windows Movie Maker**

First you will need to make your video. You can do that with a digital camera or even with your webcam (Windows Movie Maker can import videos directly from webcam). Once your raw video is made, save it on a location in your hard disk. It is best to save it in the Movies folder that you already have on your computer, though it is not necessary.

Now, start Windows Movie Maker. You will find a command to import the video. Browse here and specify the location where you have saved your video. When the video has been opened with Windows Movie Maker, you can begin with the editing process.

What does editing actually mean? Basically, it means removing the unwanted parts from your video to make it more interesting to watch. You can do this directly with Windows Movie Maker using the time line

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feature. Here, you can select the portions of the video that you want to keep. Just click at the start of the frame that you want to include and click again at the point where you want the scene to end. This portion will be included in the video. You can do this for the entire length of the video and keep only the portions that you want to retain.

You can now add text tools and sound effects to the video to make it more appealing. That done, you can stream the video on the Internet at the designated location. Windows Movie Maker does all of this automatically for you. Even if you are the average nontechnical Internet user, you will be able to do this quite capably.

Enhancing sound effects is also a part of your video creation process. You can use another free tool for sound editing, known as Audacity.

### **Using Audacity**

Audacity is an open source software application that edits sound. You can remove unwanted sound from your video and add special sound effects including music. You can do a voiceover to go along with the video also.

When your sound file is ready, simply import it on the video using Windows Movie Maker. Everything is quite self-explanatory on the respective software applications and you are going to find the whole process quite interesting.

## Video Marketing Is Easy!



Even after reading about how video marketing is so important in creating visibility, most multilevel marketers shy away from using it because of the perceived notion that this is a difficult thing to do. There is an idea that making videos and putting them over the Internet is a very technical thing and that being mere marketers they will not be able to come to grips with the thing! However, the truth is that everything about video marketing is quite simple and you may even say nontechnical due to the various easy applications available over the Internet.

To know just how easy it is, you must go through the process. Actually make a video and put it up online and you will be hooked onto this technique.

### **Making the Video**

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If you have ever made a home video with your digital camera, you already know how to make videos for promotion. You do not have to do anything special here. Only, you have to plan out what the video will be and shoot it a bit more professionally. It is a good idea to have the content before you begin and practice that too. Once you have done all of that, making the video itself is not a great deal.

### **Editing the Video**

Your raw video is ready, but you have to make it presentable for the Internet now. That entails editing. Since you do not need video for highly professional purposes, you can make do with free editing software such as Windows Movie Maker. This allows you to remove unwanted portions from your video and keep only the required parts. You can add graphic and text effects to make things interesting. Using other tools like Audacity, you can also add sound effects. All these editing tools are free and come with complete tutorials. Even if you know zilch about video editing, you will be able to do amazingly well with just these tutorials to help you.

### **Putting the Video on the Internet**

With everything ready, all you have to do is to upload the video to your website. If you are used to building your own websites, this is quite simple for you. Most website templates have very simple options to embed videos. You can also submit your videos as they are to various directories on the Internet and make them hugely popular. There are things to do such as adding titles, descriptions and tags, which are no different from usual article submissions.

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The main point is to start out with video marketing and you will find that it is not a difficult thing to do at all. You will soon be able to unleash the power of video on your marketing campaign and you will love it too!

# Unleashing The Power Of Video Syndication To Your MLM Prospects



With the onset of Web 2.0, various changes have taken place in the traditional methods of online marketing. Promoting businesses through articles is slowly becoming outworn and marketers are tapping new territories. Videos have gained an immense significance and this has given rise to the new trend known as video syndication.

When you have a video, you will probably think that you will have to manually upload it onto video promotion websites such as YouTube and the rest. Well, that is true but it is also true that there is a way out of this time consuming process. When you upload your video on a video syndication site, the video will be automatically beamed up to a large number of websites on the list of syndication. The syndication

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process has made video uploading so much simpler that most people are rediscovering the charm of making videos to promote their articles over the Internet.

YouTube is also a video syndication site. Many others have made the list today. The top 10 video syndication sites are Google Video, BrightCove, PhotoBucket, YouTube, DailyMotion, iFilm, MySpace, Vimeo, BuzzNet and Flixya. Each of them has a page rank of about 7, with Google Video topping at a page rank of 9. That means, when you submit your videos here, you have much greater chances of being visible on the Internet.

The benefits for marketers in using video syndication include:-

**Marketers can catch the attention of the visitor in a very emphatic manner. Text can be boring to many visitors, but an interestingly made video can grab attention quickly.**

**They can put their point across better. Some people find that they can explain things in person much better than they can do it with words. Videos make this able.**

**All video syndication sites allow for good SEO, because they allow marketers to keyword-optimize titles, descriptions and tags that are used with the videos. These things improve the standing of the videos on the search engine results and bring in more people to the sites.**

**Videos help in branding. When the videos are syndicated over to a lot of places on the Internet, people will begin to discuss**

**the product. This kind of viral marketing is exceptional in improving the brand name of the product.**

**By using feeds, people who subscribe to them can know if there are any updates. This makes it possible to have returning viewers which can help heighten their interest in the opportunity in a better manner.**

## Increasing The Presence Of Your MLM Video To Dizzying Heights



Like most marketing strategies that are used on the Internet, even video marketing is a no-holds-barred strategy. You have to go all out promoting your video on the Internet once you have got it done. The following are the places where you should publicize your videos like there is no tomorrow.

- 1.** The first place is of course your own website or blog. Upload your videos to these places.
- 2.** Submit your videos to video submission websites. These are social online communities in most cases (YouTube, FaceBook, Orkut, MySpace, PhotoBucket) in which people who watch your videos can comment about them and share them among their friends too. The more this happens, the better it is for the visibility of your video.

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**3.** Use feeds. Ask people who are interested in your videos to subscribe to these feeds. When they do that, they will automatically be informed of any update that happens in your video channel. In that way, people who are interested in your product will keep returning to check out new stuff and you will be able to impress them in a better way.

**4.** Syndicate your videos. This allows your video to reach out to a larger Internet audience. The process is done automatically too, so you do not need to spend time in doing this manually.

**5.** Allow people who are interested in your videos to use them on their websites. You have to give them a code so that they can embed your videos there; it is a very simple process for you that does not take any of your time. However, you get added visibility and any kind of visibility is definitely good for business.

**6.** When your video closes, provide a "Send to Friend" option. This is a good way of making it easy for people who have liked your video to virally market it among their friends.

Now, what you have to really think about is the video syndication point. When you are trying to submit your videos, you need the highest presence, but if you think about doing it manually, it is going to be very difficult. However, what you can do is, you can use a submitting service like Traffic Geyser or Tube Mogul that can speed up your video submitting process amazingly, because they automatically submit your videos to video sharing sites. You don't have to sift through these sites to see which are fit enough for submission; these syndication sites will do that for you. If you want to get your videos on

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top Google search pages, these syndication sites with their expert SEO backing is the way to go.

## Equipment You Will Need To Make Your Promotional Video



We are going to talk here about the hardware that you will need to make your promotional video. The following is a checklist.

### **The Camera**

Digital cameras are the best. These can be directly hooked on to the computer through a USB connection and the videos can be transferred to the hard disk for editing. If you are getting an analog video camera, you will need a converter software that will convert the analog video into digital. It is also a good idea to have a camera with a mike attachment.

Good cameras will cost you about \$300 to \$600. They are an investment, so shop carefully. You will get good bargains on eBay. Of course, if you want, you can get a much more expensive camera, but if you are going to use it only for your online marketing needs, you will not need it as much.

### **The Microphone**

Microphones are very cheap. You will need to speak into them so that the sound quality you record is crystal clear. That way, the camera's internal microphone will not pick up disconcerting ambient sounds. Get some of those discreet mikes. That way they will not become the focus even if they are visible. You can get a good mike for \$25.

### **The Lighting**

There is not much to say here; if your room is brightly lit, it is enough. Actually lighting is more about positioning than the intensity. Make sure the light falls on your face and not on the camera. Also, faint colored walls are not a very great idea because they will reflect light all over the place. You will need to focus light on particular objects you need to highlight, such as your kit which you may place on a table in front of you. Take a trial shoot just to make sure the lighting is in order.

### **The Tripod**

Most people would say that a tripod is unnecessary but it can really help if you want to bring in some zooming and panning effects to the video right from the start. Remember that you can do these things with most video editing software but if you do it at the source, the effect can be much more real.

This finishes the list of the hardware you will need. The software you will need will primarily include a video editing tool and probably a sound editing tool if your video editor does not have a good quality one.

# Using Your Promotional Videos To Make More Money



If you play your cards well, you can use your videos not just to promote your business opportunity over the Internet, but to actually make some money through them. This could be a source of passive income. In fact, many marketers are already using their videos in such a manner and they are finding that they are really doing well at that.

Here are some methods in which you can make some additional income using your promotional videos.

## **Sell Your Product through Them**

This is the most direct way. Though you are promoting your MLM business opportunity here, you can always chip in a word or two about the product that it concerns. If you do this well, you will probably find some people who are not much interested in the MLM opportunity but

want to try out the product that you are selling. This works anyway for you, because MLM is about building networks as well as direct selling.

### **Build a List**

This is an indirect method of promotion. In your video, promise something free for your viewers, such as an eBook or a newsletter or something. Provide them a link where they can go to get this stuff. Direct this link to a lead capture page. Here, the visitors will be asked for their email id before they can get the free gift. A lot of people will give you this contact information if your gift is valuable. In that manner, you will be building a list, who you can then pursue through further marketing methods. Having a list is always a good idea because you have a list of people who are interested in your product and need only a little push to buy whatever it is you are selling.

### **Provide Incentives**

You would not think this is a method to earn money, but it is the oldest marketing gimmick in the world. If you give something to people to promote a product, they will take time out to do so. After all, isn't MLM all about that? Promise some rewards to people who promote your videos on their website or blogs. You can make them your affiliates. Even if you are spending, you are getting a lot of visibility and business.

### **Communicate with Your Viewers**

This may also seem like an indirect method of making money, but it does work. When you put up your video on a video sharing site, people will talk about it. This allows you to talk to them too, by commenting.

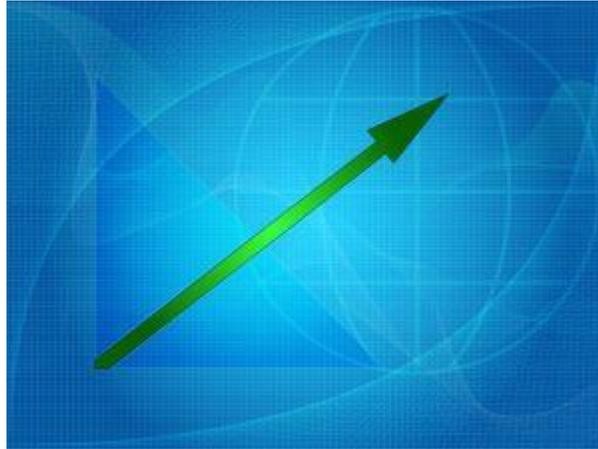
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You can convince them into your opportunity quite emphatically through such communication, thus increasing your viral marketing potential and your business itself.

## Conclusion



It's time go get this engine going and get started right away.

Are you going to take action and tell your grandchildren how you took advantage of the trillion wave or will you just sit by and justify to your grandchildren why you missed it?