

Creating 10 YouTube Videos

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Creating 10 YouTube Videos

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YouTube is a must for many marketers when it comes to creating great content on the web. YouTube is a top, Google-owned search engine as much as it is a video site. Users can find just about everything they need and want to on YouTube... and now you can be part of that in your niche.

Why Video?

Video can seem daunting... Perhaps even more so than podcasting or written content. And there may be reasons for that. Still, it's very easy to create great video these days. There are different types of video you can create, depending on your goals and your audience.

There's a certain connection that's made through video that's difficult to make through any other means. Depending on the type of video, they'll hear your voice and see your content visually. There's also space under YouTube videos to place a bit of written content, as well as direct people to your other web properties where you can share more.

When you connect with people in all these different ways in one shot, you can see how engaged people can become. Video can certainly be a great addition to your business and I highly recommend it. It might not be the one you start with, but it's definitely one to incorporate as part of the 5X10 method.

Check Out Other Videos in Your Niche

You guessed it-- go ahead and check out other videos in your niche. Make sure you have a solid grasp on the ones that do well and the ones that don't do so well. There's a reason some fall flat.

Know what people are searching for on YouTube. Take a look at what people are naming their videos-- even things like that can count because it affects where you show up in the YouTube and Google search rankings.

You don't have to sit there all day watching videos-- that can take forever. But it can serve you well to watch the most popular ones, and the ones that most closely resemble what you want to do for your own business.

Take notes on what you find. That will help you as you get started with this and as you make your plans for the 10 videos you're going to start with.

Make Your Plan for the 10

Now that you have a solid grasp of what you want to do and what's out there, it's time to go ahead and start making your plan for the 10 videos you're going to create to give yourself a running start.

I'm going to go into these more in depth, but you can create videos that teach, inspire, and inform. You can create videos that review products. You can create videos that are well thought out and produced or videos that are more spur of the moment.

Ideally, you'll create a mixture of all of the above. Keep in mind that the videos you create should be representative of your brand and of your business overall. Your videos will sell and connect. They will you develop relationships with others in your niche, build your list, and call people to take action so you can earn more money.

Make a plan and a schedule for the 10 videos you'll create. Get your technology in order. This can be as simple as recording yourself using your smartphone. Or you can create PowerPoint presentations and save those as video files. Or you can use screencasting software. Figure out what you want to use.

If you've never created videos for your business before and you're a little daunted by this, then start out easy. This doesn't have to be all that technologically challenging at all. Sometimes, easy is the best possible strategy.

Create Video from PowerPoint

PowerPoint is a powerful tool for creating quick, easy, effective videos. Really, you can use any presentation software, like Keynote or even the presentation software built right into Google docs. Use whatever you're familiar with using, if you're going this route.

What you can do is create informative slides that help people in your niche learn something. You can teach through these slides, persuade with these slides, or do just about anything you'd do in a typical presentation with these slides.

After you've created your presentation, I recommend recording yourself talking along with it. That way, people can follow along with it just as they would if you were giving the presentation with them in the room. PowerPoint has this functionality built right into the software and I'm sure other software options do as well.

After you've created your presentation and recording, you can save the whole thing as a movie file. Once you have this movie file, you can upload it all to YouTube.

That's it. It really is as simple as that. And it doesn't have to take that much planning at all. You can go ahead and use the content you've already written in the form of articles and blog posts as the written content you put on your slides. Save time where you can and create great presentations and videos.

This is a pretty easy process and you'll get better and faster with it with time. You can also get fancier and more advanced with it over time. For now, good enough is good enough.

You may want to make sure you include your URL on each slide of your presentation. Fully brand yourself. Include great keywords and intriguing text in your title. Create an interesting description and a call to action to visit your website and sign up for a freebie. Again, take a look at what the competition is doing as far as optimizing their YouTube listings to get a feel for what you want to do.

Create Talking Head Videos

You can also create great talking head videos as part of your first 10 YouTube videos you'll create for the 5X10 challenge. This can be as simple as possible-- think about all those YouTube stars who film themselves in all sorts of settings every single day.

You really don't need any fancy equipment at all, and can use your smartphone on a tripod or whatever works for you.

If you're going to create a talking head video, have a good grasp on what you're going to talk about and how you plan to impact your audience. That's one of the main benefits of these talking head videos-- they're a wonderful way to immediately connect.

With many content types, it can be difficult for people to feel like they can connect with you. It's hard for them to imagine that you're even a real person with real thoughts and feelings, just like them.

But if they can actually see and hear you on a video, that can make a huge difference. Suddenly, it's as if you're right there in the room with them. That can make a huge difference and put you at the head of the pack when it comes to your competitors.

People are more likely to buy from those they know, like, and trust. Filming yourself teaching something or talking about something that is relevant to and important to the people of your niche can be a very smart move where this is concerned.

You can film these talking head videos on the spur of the moment-- whenever you feel like talking to your audience, you can. They'll appreciate it and your stock will grow as a result.

You can also take more time in planning these and get a green screen or and fancy equipment and microphones and whatever you feel you need to create a professional operation. Do what works for you and your audience and conveys the feeling you want to convey for your brand.

Create Screenshot Tutorials

If you're in a niche where people can benefit from learning things that you can show them from your computer screen, then screen capture tutorials are a great option.

You can use screencapture software, like Camtasia, to capture your screen and create YouTube videos with ease.

You can show people how to use certain software that you use in your business, for example. They'll love you forever if you help them solve a problem they have or get over a hump that's holding them up.

Exactly how you use screencasting software depends on which one you choose, your operating system, and things like that. Take a look at your options and what you're willing to spend and get started. Know that Camtasia is generally regarded as the gold standard, if you're struggling to make a choice.

Teach Through Video

There are many different ways you can teach through video. You can do it through any of the methods we've talked about so far. There's no correct answer to which method you should go with.

No matter which niche you're in, you're likely to be teaching or informing in one way or another. Video is such a great tool for that because you can activate more than one learning modality, depending on how you choose to do things.

I'm not getting too into the exact technical mechanics of this because there are plenty of tutorials out there about that. With that said, I suggest you choose the method and tools you think will do the best possible job of hitting home with your audience.

Can you teach the topic the best, to your particular audience, through screencapture software?

Can you teach the topic the best face to face, through a talking head video?

Can you teach the topic the best through a presentation video?

There isn't a right answer-- so just figure out the tools you have available or can get your hands on and what will resonate with your audience and get it done.

Always put your audience at the top of your mind. What do they need and want? What's most important to them? What do they struggle with the most?

Don't worry about the fact that there are probably other videos out there on the same or similar topics already. That's okay. Only you can teach your audience in your voice and from your experience and world and niche viewpoint.

And it can help if you really dig deep into your niche to figure out what's missing in those other videos and how you can fill any voids that might exist.

Find ways to stand apart from the crowd with your videos-- this will get easier and easier to do as you gain more experience with video marketing and using the 5X10 method to create highly effective videos.

Review Through Video

As a marketer, you probably review products of your own, others' products, and products you're promoting as an affiliate. If you haven't gotten started doing that yet, it's definitely a worthy leg to add on to your business.

Maybe you've written review articles and review blog posts before-- you just haven't gotten started doing it with video yet. That's okay, because it's really the same idea.

If you're reviewing a physical product, then you have a major advantage if you choose to review it through video. People can actually see you

holding and manipulating the product-- that's great for them because it helps them make a buying decision even if they can't see the product in person themselves.

They get to hear you talk about the product at the same time. That can be highly effective when it comes to swaying them to buy that product.

What do you do if it's a digital product? You can do a screencapture video to take them through the product. Or, you can break down the benefits and highlight those in your video-- even in a presentation. As long as you're talking through the video and actively connecting with your audience, your review video can be highly effective.

You can take reviews you've already done in blog or article form and turn those into video reviews. You can review products you're promoting as an affiliate. Review products you like and you don't like-- you can create an entire YouTube channel full of honest review videos, in fact.

These videos can be fun and lucrative to create.

Sell Through Video

This goes along with what we talked about above with creating review videos. In this case, though, you'll be creating videos about your own products.

Think of selling through video as creating video sales letters. It's copywriting through video. It's a fun and effective way to sell.

You'll take what you know about sales and copywriting and apply that to video.

You can create sales presentations-- essentially putting your sales letter in presentation form and adding your compelling and persuasive voice to the presentation.

You can create talking head videos. In this case, you'll essentially speak your sales letter. You'll be more like an in-person salesperson, acting as though you're trying to persuade someone to buy on the spot.

When you're trying to make sales through video, you have to know your audience and what they'll respond to. Take them through the problem they're going through, your own story and struggles, and then take them on a journey that promises the solution.

Your voice can be even more persuasive than text. In some cases, it can be even more effective when you combine the two. Test different forms of video sales letters with your audience and see what works the best for you.

Connect With Your Audience Through Video

There's no denying it-- there's a great connection that can take place through video that just can't take place through any other means online. Second to getting to meet someone in person, it's just the best way to connect.

We know that people buy from those they know, like, and trust. If you create videos that are designed with your audience in mind, then you can connect with them on a level that far surpasses your competition. You'll become their go-to expert.

Think about your audience first and foremost with each video you create. Yes, you're creating videos quickly and easily as part of this challenge. But you can still connect with your audience and put them first at all times.

Repurpose Your Videos

As you've no doubt noticed by now, repurposing content is something I stress. It might be easy to dismiss videos as something you can't really repurpose. Well, that's just not the case.

There are many different ways you can repurpose the videos you create for YouTube. One thing you can do is strip the audio from your video and put those up on your blog so people can consume them there. You can also put your entire videos on your blog.

You can use snippets of your audio as the basis for podcasts. It might take a little bit of editing, but the raw material is there.

You can turn the presentations you create into articles-- at the very least, they can serve as outlines for your blog posts and articles.

If you have a great video series on YouTube, you can choose to save those to something like Amazon S3 and give them away as a freebie list builder.

This is just the start of what you can do and I'm sure you can come up with even better ideas that fit in line perfectly with what you need for your business... And what your audience needs from your business.

Spread Your Videos All Around the Web

You don't have to just keep your videos on YouTube... And you don't have to just rely on YouTube for your traffic. Let's talk about the last point first.

YouTube might send you to the top of their search rankings and Google might send you to the top of their search rankings automatically. But, that might not be the case. Often, you'll have to give your videos a bit of a boost first.

Pay attention to how you can optimize your video listing on YouTube. Use keywords that will have a higher chance of ranking well on YouTube and on Google. Write a great, relevant description. Pay attention to what very successful YouTubers do to ensure their videos rank well.

Also, send your current traffic and audience to your video. They can rate and share your videos. This can give you a good boost, helping you get the notice of YouTube and Google's algorithms. This might mean on social media, from your blog or website, from your list, and more. Your current audience will benefit from seeing your videos anyway, so it's a win-win.

Also, YouTube makes it very easy to share your videos and for others to do the same. Make it clear to your audience that they can grab the YouTube code for your video to post it on their own site. That's free content for

them and more exposure for you (don't forget to put branding and/or your website in your video so this pays off...)

You can post your videos on your on blog and/or website. This is great content for your blog. It will also get you more views, which is good for your video.

Think about all the ways you can share your videos on the web. Repurpose them and share them as a matter of habit and you'll get so much more benefit from them then you would otherwise.



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