Higher Response Marketing, Inc.
The 5 Mistakes Most People Make When Video Blogging

FREE Report

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"The 5 Mistakes Most People Make When Video Blogging"

Dear friend,

Video Blogging is going to be absolutely **<u>HUGE</u>**. How can I be so sure? Well for starters –

<u>#1 --></u> More and more people are signing on to the web with broad-band connections. This allows large files (such as videos) to be downloaded and processed quicker and easier.

<u>#2 --></u> Consumer-level equipment/software is getting cheaper, while the quality is skyrocketing!

<u>#3 --></u> It's getting harder to get emails delivered (you can use blogs/video blogs to bypass spam filters altogether).

<u>#4 --></u> Email postage is on the horizon (see above!).

<u>#5 --></u> If you run a business, customers prefer different methods of communication. Some like a printed newsletter, some like video, some like audio, some like conference calls, some like faxes... Video is just another medium of delivering information.

<u>#6 --></u> What about all the blog search engines like http://blogsearch.google.com and http://www.technorati.com? Technorati alone is Currently tracking 35.5 million sites and 2.3 billion links. And it's growing by the minute.

<u>#7 --></u> Tons of people shoot and edit video as a hobby. And they can get international syndication for free over the internet with video blogs.

Do you see the impact? Do you see the potential? But even though it's **quicker and easier than ever before** to get your own video blog up and running, there are a few common pitfalls to watch out for.

Mistake #1 --> Uninformed, "newbie" vbloggers ("vblog" is short for video blog) needlessly spending too much money.

Technology is incredible. It blows me away every time I think about it. I remember my parent's first video camera. It was a boat. The thing must've weighed 15 or 20 pounds and had to be held on your shoulder. No palm-corders back then!

Now you've got products like the *Sanyo Xacti C-5* (the vblogger's dream). It fits square in the palm of your hand, weighs next to nothing, and takes pristine video onto removable memory cards.

What's more is you can have it set to where it records at the exact resolution and frame rate you need to upload it straight to your video blog with hardly any editing whatsoever. Just plug 'n go!

Those bad boys can run up to $600 or so. But it's an amazing value for what it can do. In a second we'll talk about the most affordable camcorders you can buy.

But first let's talk about prices. First off, they have gone **WAY** down! For $600 I bought a Panasonic PV-GS150. What is that? Well... it's a 3-chip, digital camcorder.

What's the significance of a 3-chip/3CCD camera? It captures incredibly vivid colors and the final picture rivals that of pro-level camcorders. $600 for a pro picture is absolutely amazing to me.

And pro is not an overstatement.

But you don't need to spend that much to get a fantastic picture. Digital camcorders can be found for less than $300 quite often.

*(Just a little side note – if you are going to vblog, **do not settle for an analog camcorder**! It's just too fuzzy, and there's no need since digital camcorders have dropped significantly in price)*

http://www.ebay.com is probably your best bet for a downright cheap digital camcorder. In VBlog Secrets my employee Matt does reviews of several different cameras.

One of those reviews is on a Sony digital camcorder that we once saw on eBay for $30. Thirty bucks! I routinely see deals for digital camcorders under $100.

I also read that CVS pharmacy was going to offer disposable digital video cameras. One-time use cameras that record up to 20 or 30 minutes of video for $30-$50. Not too shabby.

Software has gotten super inexpensive as well. For starters, all Windows PC's come with Windows Movie Maker. If you can't find it, you can download a free copy at http://www.microsoft.com. It has all the basic editing capabilities you need (except converting to QuickTime Video, which we'll talk more about later).

Avid Free DV is another good free video editing program.

But for a $90 investment (or less if it's on sale), you can get a robust piece of video editing software called Sony Vegas Movie Studio. It has tons of effects and capabilities. I've even successfully pulled off the green screen effect (dropping out the background and sticking another video or image back there).

And it looked like a pro job.

I have a huge list of free and low cost resources for vbloggers. For more info, visit http://www.vblogsecrets.com

Mistake #2 --> Not compiling your video properly.

This is possibly the most costly mistake of all. If you want to **zap** your video to your audience's computers automatically, even while they sleep, you need to make all your videos QuickTime videos.

To be fair, the auto-download can be done with other file types, but QuickTime videos have many advantages:

> **#1 -->** The resulting file size is smaller than other file types when you use the right codec to compile the video.

> **#2 -->** The "fast start" option allows the video to start right away, like it's streaming. This may not seem like much, but if you wanted your video to truly "stream", you would have had to pay outrageously expensive streaming media server hosting costs!

#3 --> The videos look darn good quality.

#4 --> And perhaps most importantly, QuickTime movies can be played on iPods. Not only that, but the videos can be downloaded to your audience's computers automatically and then zapped on over to their iPods.

Again, all of this is automatic!

They don't have to do a thing and your message gets on their computers and iPods. **This is HUGE if you have your own business**. It's also an example of how the video hobbyist can have his/her videos exposed to the masses.

Compiling your videos properly is much simpler than you might think. But it can be very intimidating to learn on your own. You can pay certain hosting companies to compile your videos properly for you, but that gets expensive. Plus you have to wait for them to get to your video, which can take time.

If you'd like to know, step-by-step, in great detail how to compile your own videos, visit http://www.vblogsecrets.com.

Mistake #3 --> Getting overwhelmed by technical problems.

I know many, many people that get intimidated when it comes to technical problems. They are not "tech savvy" and working with any sort of electronic device is not their cup of tea.

But don't let that stop you from vblogging!

It's much easier than you might think.

For starters, getting video onto your computer is as quick and painless as you can imagine.

If you have a digital camcorder, you will connect it to your computer through 1 of 2 methods: USB or FireWire.

If you bought your camcorder new, chances are it came with the correct cable already. And all you do is find the plug of the correct shape on your camcorder

and on your computer.

USB jacks are a fairly large, rectangular shape.

FireWire can be either 1) a little, flat "U" shaped plug or 2) a larger rectangle with one end sticking out.

In either case, if you have video editing software installed, simply turn on your camera. If you have Windows XP (maybe other versions as well, I'm not too sure) it will detect your signal automatically.

You simply open your video editing software and find the "capture video" option. Easy as pie!

One thing – make sure that you're always aware of how much space you have left on your hard drive. Video files are extremely large and can eat away at your free space like there's no tomorrow. But most new computers have large hard drives, so hopefully that won't be a problem.

Lighting is another important part of video. And bad lighting could completely ruin a good shot!

But you're in luck! Most new digital cams have auto-light managing mechanisms. If you go outside in the sun, they'll compensate by letting in less light. And if you go inside where it's dimmer, it will allow more light to seep through. It's kind of like the camera has pupils!

You know how it takes a second for your eyes to "get used to" the brightness or darkness? Same thing.

Now if you're wanting to do that green screen, background drop out effect I talked about earlier, it's much harder to get the lighting right.

To do a green screen drop out, you select the shade of green (or blue in the case of a blue screen) you wish to drop out. Then the software takes out that particular shade and replaces it with whatever background video/image you wish.

Problem is that improper lighting can create tons of different shades on that green screen behind you. Then the software can't tell what to drop and what to keep. For more, step-by-step info on how to do killer green screen effects, head

on over to http://www.vblogsecrets.com

Mistake #4 --> Paying too much for hosting.

We talked a little about this already.

A web host basically gives you space to store and access your video files. You are allotted a certain amount of storage space and what's called *"data transfer"* or *bandwidth*. That number is basically how much traffic you can have view your video during a given month. The more traffic you're expecting, the more expensive hosting is.

However, there are some free hosting services that non-commercial users can take advantage of. Places like http://www.archive.org and http://video.google.com.

I believe businesses may be able to take advantage of the service at http://video.google.com. But make sure you read their terms of service to be absolutely sure.

http://www.cheapvideohosting.com is a place to get good, reliable hosting for relatively inexpensive prices. That's who I use.

Now, a lot of web hosts will try and trick you into thinking you HAVE to get a streaming media server. That's a lie! And if you call for it, it can cost you boo-koo bucks.

But remember - with QuickTime's "fast start" option, you can use a regular old, non-streaming web host and it will work fine.

For more specific, step-by-step details on how to do this, visit http://www.vblogsecrets.com.

Mistake #5 --> Not doing anything!

Getting it going is perhaps the hardest thing of all. People get intimidated. YOU may be intimidated. But don't be!

It's getting cheaper, quicker, and easier to
have your own video blog than ever before.

Before, it used to be just the big wigs at the really rich companies that were able to do video online. But the playing field is now leveled.

There is an amateur news broadcast at http://www.rocketboom.com that gets more viewership and a farther outreach than many of the top news providers. And it's done by just 2 amateurs with all consumer-level equipment. Yet they compete with the biggest companies in the world.

This is the power of vblogging!

With RSS feeds, you can syndicate your video feed all across the internet. You definitely can't say the same thing about radio or television. This is the real deal.

This gives new hope to hobbyists and business owners alike.

Not to mention that business owners have another medium of delivering their sales message to their customers/prospects. And there is no filter for RSS feeds. Why? Because a person can only be subscribed to your feed if they manually subscribe themselves.

So your message is practically guaranteed delivery. What's more is that the prospects that voluntarily subscribe to your RSS feed is a much higher-quality prospect than one who's contact info you got some other way. Because they made the initial effort to come in contact with YOU.

So take advantage of this incredible new technology. **It's going to be huge.**

Learn more at http://www.vblogsecrets.com.

For the absolute most in-depth, step-by-step, EXACTLY how to do it Video Blog course, head on over to http://www.vblogsecrets.com

In this multimedia training course, discover --

• The 8 simple steps to having your very own video blog up and running in **no time flat!**

• "Mini DV? 3CCD? Hi-8? What on earth are you talking about?!" This stuff may sound confusing, but WAIT! --- We take the guess work out of everything and explain it all to you in plain English.

• **Exactly what to do** in order to create flawless audio with your video.

• "What are the advantages of a condenser mic versus a handheld? What about 1 and 3 chip cameras - what's the difference?" We compare and contrast all of your options. We've even spent thousands of dollars on every piece of equipment imaginable - *So you don't have to.*

• Where to get the exact microphone used by rock stars in concerts around the world that will make you sound like a virtual superstar **for only 50 bucks**!

• Why we almost pulled our hair out and went through untold hassles to try and get our high-quality mic to work with our video camera... and the shocking culprit - a quick fix that will **avoid you hours and hours of frustration**.

• The one cord you must have in order to make a high quality mic work with your video camera - this is such a subtle difference, it even took my audio expert forever to figure it out! (It still doesn't make perfect sense, but it WORKS - and that's all that matters!)

• How to take video with your cell phone from anywhere in the world and email it to a certain email address, to have it instantly and automatically post up on to your video blog - **for FREE**.

• The "$30 Camera"! - An affordable digital camcorder that shoots incredible

http://www.vblogsecrets.com

video that we saw on eBay for only $31

• **Exactly, step-by-step,** how to create video that can be played on iPods, PlayStation Portables, and cell phones!

• The most powerful, robust, and intuitive piece of video editing software for under $100 - and how you can use it to apply incredible effects that rival the pro software packages (which can cost upwards of $1,000 and more)!

• How to film yourself in exotic locations and lush landscapes from the comfort of your living room --- **in less than TEN minutes**!

• What $200 microphone has the sound quality of those FIVE times more expensive? (It's true! Back when Matt was in high school, he went in to the music store with $1,000 he raised by working his tail off. And when all was said and done, this mic sounded the best!)

• How to automatically "zap" your videos straight to your customer's computers, iPods, cell phones, PDA's, and even PSP's - all the while avoiding spam filters altogether!

• The free piece of software that will automatically convert ANY video to PSP format **with only 2 clicks of your mouse**!

• **How you can video blog on a <u>shoestring!</u>** (Practically every facet of vblogging has free or low-cost alternatives)

• The vblog directories are largely UNDERpopulated - this means that you are truly getting in on the ground floor.

• How to vblog in less than 31 minutes - from inception, to the shooting, to the video transfer, to the uploading to the final blog post.

• The one video host we recommend so that you do not get absolutely pummeled with bandwidth overage charges.

• How to get **<u>FREE</u>** hosting for your videos (and the potential disaster you must know about if you decide to go that route)

• The free piece of software that allows you to "PSPcast", meaning you can get

videos automatically zapped to your PSP - **even while you sleep**.

• The video compression tool that cuts file sizes in HALF when compared to the standard, **while not losing an ounce of video quality**.

• How you can keep up-to-date with all of your favorite RSS feeds from your <u>cell phone</u>.

• How to make QuickTime Pro work with Feedburner. (And what that means!)

• Which format is **better than Flash** to deliver your videos in?

• The latest compression tools, tricks, and secrets that make your videos stream lightning fast!

• How to quickly, simply, and easily make your video appear in people's iTunes software!

• Secrets of pro sounding audio!

• Step-by-step video that shows you how to do killer green screen effects **in under 9 minutes**!

• Video samples from 4 different cameras so you can see what kind of camera you need for the quality you want (includes real video footage from a 3-chip camera)!

• How to convert your video to an online format **for <u>free</u>**!

• How to hold multiple-person video conferences and webinars WITHOUT having to download any software!

• How to add your video blog feed to Mefeedia, FireAnt, IpodderX and other video directories and aggregators -- without breaking a sweat!

• How to deliver your video to 400 people simultaneously versus only a few at a time with HTTP streaming on a traditional webhost!

• How to deliver your videos without a "streaming server", thus **saving you TONS on hosting fees**!

Notes