**The Secrets of Creation**

**Creation**

"Discover How You Can Take Advantage

Of The Video Explosion By Creating Your Own

High Quality Video Products"

**The Secrets of Video Creation**

**Terms and Conditions**

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I advise you to print this book out to make it easier to read.

**The Secrets of Video Creation**

**Introduction**

Nowadays, people are looking for something they can really react to instead of the usual ebooks and special reports that are provided over the internet.

Now, more than ever, there is a challenge for the internet marketer to find a new way of attracting people to buy a certain product or service.

Certainly, the product that seems to be able to do this is video.

Video is becoming one of the biggest tools in marketing today. In this ebook, we'll look at what you need it for and how you go about making your own video for the internet.

There are many reasons why video is now starting to overtake the written word, below are just a few reasons.

1. You'll find that people respond better to what they can see and hear, rather than what they can only read.

2. People are more stimulated when they see something they will enjoy.

3. It's a great way to convey information more clearly and demonstrate the product more effectively through a video rather than text.

4. Using this method you are able to present information more clearly and more concisely.

5. These are often seen as being more professional than the alternatives, such as ebooks, for example.

In fact, for many people today, video is the better option compared to the more conventional options available. But there is a problem that most internet marketers seem to face when using this medium, which is that creating a video seems to be a complicated process.

However, as long as you have the right knowledge about how to go about it, then this doesn't have to be the case. In fact, creating a video should be as easy as baking a cake.

But first, we need to look at the steps that are essential to producing a good quality video product.

**1. choose a theme.** It's best to choose a theme you're already familiar with.

**2. Select a particular aspect of** the subject you want to discuss in your video. Remember, it should be engaging and useful for all your future customers.

**3. Prepare an outline** of how you're going to discuss that part of the subject.

**4. Do any research** you need to make sure you have everything to hand.

5. If you're producing a video on a subject that involves a certain niche, get a **digital video camera** to record the appropriate material.

You can then decide whether you want to add audio during real time (when the footage is taken) or during the editing process.

6. If the video involves online subjects, then you need to get yourself a **screen capture program.**

You can download one of these programs from many sites, such as camtasia.com.

This allows you to capture the movements on your computer screen in avi format.

In addition, it allows you to record the audio in real time, or you can prepare a different audio file using Windows Sound Recorder and then synchronize the two formats later.

7. Now, you'll need to edit the product using video **editing software** (which we'll look at in more detail later in this book).

There are certainly many such programs available for sale, but Windows XP already comes with a video creation program.

8. If you choose to make this product available as a download for your customers, then you will need to **convert the file** to wmv format to compress its size.

9. However, if you decide to physically deliver this video product to your customers, you will need to burn it onto a CD or DVD and then prepare to send it to them.

10. Once all the above steps have been completed, your video product is ready to be marketed.

In fact, as you can see above, there's nothing really complicated about producing your own video product. To be honest, anyone could do it if they tried.

There are many applications that will help you achieve your goal of making a good quality video product for the internet.

If you want, you can do the following:

1. You can add a video component to your sales page in order to increase your response rate.

2. You could offer your customers video lessons, which will increase their confidence in your skills and knowledge of the subject.

3. You could demonstrate what needs to be done with a specific software product you are offering by producing a series of videos that can be included as part of the package you are offering your customers.

As you can see, the possibilities for using video products are endless, and the examples shown above are just some of the great ways to use video products.

So, if you want to be seen in a more favorable light in the areas of online marketing, consider creating your own video products.

**Chapter 1**

**The tools you'll need**

In order to produce good quality video products, you will need to invest in a good quality webcam or digital camera (or both).

Remember that the higher the resolution, the better the result. So, if you want to present your product / service in the best possible light, you need to get the best camera.

**Sound**

If you need sound for your video, then you need a microphone.

By recording your voice as a voice in the video, you are providing an additional benefit to your customers.

As sound, as well as image, is important when making a video product, you should make sure that the sound effects are as attractive as the video itself.

**Lighting**

It's important that the whole area you're going to use to make your video product is well lit. The more light you have in the area, the sharper the video images will be.

You can also choose to use lighting effects in order to add features to your video presentation.

**Video editing software**

You can use any program, but you need this to finish your work. This type of software can help you add new sounds, exclude bad angles or also help you insert some photos.

There are some programs available that are easy to use (we'll look at that in another chapter) without you having to have any knowledge of video editing.

Even the simplest video editing programs should help you achieve your goal of producing a good quality video product.

It's vital to choose the right background for your video when editing it. As the light will affect the video, it's important that you choose a background that will complement the lighting.

**Chapter 2**

**How to choose the right web cam**

When looking for a web cam or digital camera to produce a good quality video product, you'll need one with USB or firewire (preferably).

In other words, those that can be connected to your computer. Then you have the ability to run different software that you want to use, for example, video conferencing and surveillance monitoring or even just for your own entertainment.

When looking for a good web cam, you might want to take a closer look at those produced by Creative Web Cam or Quick Cam Logitech.

These companies offer a variety of different types of cameras, all readily available. They offer everything from low-resolution cameras for instant messaging to high-resolution devices.

Prices start at around 30€ and can go up to 150€ in the case of cameras with support and tilt control.

However, there are a few things you should consider before buying your web cam.

**Basic design**

These web cams are designed specifically for use with your computer. They can stand on a table or on a monitor.

There are even some that can attach to your laptop screen, while others have an adjustable base so that they can be used​​ with both types of cameras.

**Image and resolution**

The simplest types of web cam have a resolution of 352 x 288. This is good enough for basic video conferencing. In addition, most webcams offer basic live video and image capture up to a VGA resolution of 640 x 480 pixels.

But there are some cameras that use 1.3 megapixel image sensors, which offer higher quality and sharpness (this is extremely useful for capturing still images).

There are also other cameras that are "software enhanced" in order to offer you the highest possible resolution. However, most web cams offer video capture at rates of 30 frames per second.

So it shouldn't be a problem for today's computers, because many come with a USB 2.0 interface. There are also other cameras that offer better sensitivity in low light and these are particularly good for video conferencing when you're sitting in a dark room or for use as a night-time surveillance tool.

**Focus and Lenses**

There are some web cams that come with a fixed focus, while others offer a manual focus ring. These are particularly good for focusing on a person's face for video conferencing or for focusing on something far away.

There are cameras that offer a wide-angle lens (approximately 76 degrees). This is great if you want to catch a large group of people in the image or if you want to see the full view of the scenery outside your window.

**Audio Capture**

There are some web cams that come with a built-in microphone (so you won't need any other equipment).

**USB interface**

In order to produce high-quality video, you'll need to buy a camera that supports the high-speed USB 2.0 interface. Most of today's web cams and digital cameras will also support the slower USB 1.1 interface, but the expected resolution in this case will be much lower.

**Motorized stand and tilt control**

Typically, the more expensive types of web cam that cost around €130 come with a motorized stand and tilt control.

**Digital Zoom**

Unfortunately web cams aimed at ordinary consumers don't have an optical zoom lens, but they do offer digital zoom (up to 4x) so you can enlarge the area of captured frames. This is especially useful for remote viewing.

Say, for example, when the video being streamed over the internet is of a lower resolution than the captured video frames.

**Web cam software**

You'll often find that most web cams will include a Windows driver that supports the standard Windows video interface. These are compatible with most Windows applications.

But as well as driver software, these cameras will also come with software packages. They may well include video monitoring and capture, instant video messaging, video e-mail, video editing, video conferencing and video surveillance.

**Chapter 3**

**Creation and editing software**

**for a video product**

Nowadays it's easier than ever for people to create and edit their own digital video products on their computers using one of the many software products that are available.

But in this chapter of the book, we'll take a closer look at the Adobe products that are available. So, if you want your video to inspire, instruct or simply entertain your customers, there's an Adobe product that can help you achieve this.

**Adobe Premiere 6.5**

This software is the most adaptable DV editing tool on the market.

With it, you get the sophisticated Adobe Title Designer, MPEG-2 export tool, DVD authoring, as well as powerful audio tools so you can create the most extraordinary video products possible.

**Adobe After Effects 5.5**

This software offers a comprehensive set of tools so you can efficiently produce motion graphics and visual effects for your video production.

You can explore unlimited creative possibilities while having precise control over what you are doing. This software also allows you to work in both 2D and 3D environments.

It also allows you unparalleled integration with many of the other Adobe software products that are available.

**Adobe Digital Video Collection**

Version 8.0 of this software includes Photoshop 7.0, Illustrator 10, After Effects 5.5 and Premiere 6.5. By purchasing this complete package instead of buying each product separately, you can save money.

**Chapter 4**

**Plan Before You Start Shooting**

**Your Video Product**

For you to create a good quality video product, you need to have a good, solid plan. Not only will this save you time, but it will also minimize frustration, and you'll end up producing a much better video product.

So you'll need to spend time researching the subject, writing a script (if necessary) and then drafting the video production plan before you start recording.

When producing any video product, it's best to start at the end. It's important that you know what you're going to do with the video product once it's been produced.

Are you only going to use it on your website or are you going to burn it onto a CD or DVD for your customers? Will you allow your customers to download the video directly with the product you're promoting as part of an offer?

If you need to, create a script before you start recording. This will give you a good idea of the recordings you'll need.

If you can, clean up your computer's hard disk. Unfortunately, video takes up a lot of space. In fact, 1 minute of video can require up to 100MB or more of space (it all depends on several different factors).

Therefore, the more space you have, the more flexibility you'll have for the video editing process. If you're going to be producing large projects or multiple projects, then it may well be worth considering investing in a FireWire hard disk.

So, with a good plan in hand, the video recording should go smoothly and give you plenty of material for the editing process.

Remember, the better the quality of the original material produced then the better the quality of the final video product.

**Chapter 5**

**How to edit your video product**

So you've done a good job of planning your video project and you've also recorded it. Now we come to the editing part.

But making sure you have a good computer with plenty of free hard disk space as well as a good editing program will help too.

There are many editing programs available that allow you to name each individual clip when you make it, or when in the clip library.

If you can, be generous about what you import onto your computer. Remember, you can throw away what you don't need, and it's much easier than doing so when you import.

Remember to keep a fast pace during the production of your video, as this keeps the people watching it interested. If you need to, make sure your clips are in the right order and rearrange them if necessary.

Most editing programs allow you to click and drag your clips to the right place.

If you can, adjust the amount of footage you show at the beginning and end of each clip to create a smooth transition between scenes or instructions.

If you want, try inserting some black space between each section, and also use a fade transition.

**Titles and subtitles**

As with special effects, the way you use titles and subtitles in your video products can make or break them.

So use them sparingly and let your video and sound tell the story for you.

However, it is important that you make the text large enough to be seen, and then choose a color that can easily be seen in the background of your video. Also leave the text on the screen long enough for viewers to read it.

**Music and Sound**

Even silent movies used sound. They were often accompanied by background music, which helps to enhance the mood of the movie.

So choosing the right kind of music and using well-placed narration will help make your video product even better.

Let's now take a closer look at other editing issues if you want to produce a high-quality video product.

**1. You can reduce the size of the clip**.

By reducing the resolution, you'll be able to reduce the size of the files you have on your computer.

**2. You can compress the video.**

You'll find that most video files allow some form of compression, and it's not very different from the techniques used to compress images. But if you compress them too much, the image quality will deteriorate.

**3. You may decide that you want to lower the frame rate.**

That's fine, but below 15 fps the movement in the video starts to become jerky.

**4. If you want, you can stream the video.**

This means that, unlike normal video files, where you need to download them before playing them, you are able to watch the video whenever you want (it plays as you download it).

So what you need to do is download part of the video to act as a buffer.

Then, once it starts playing the video from the buffer, it will continue downloading, reaching the buffer as it downloads.

But if you use this, you may need a special server from which to stream your video products.

However, most video editing programs are geared towards the user making web clips, and will allow you to do at least 3 tasks.

Often, many of these programs come with a video capture device or camera.

But now let's take a look at the types of video files that are most commonly used on the web.

**1.AVI**

This is short for audio/video interlaced. It can use various compression schemes, and is very popular with those who produce video products on the web. You'll also find that most digital video cameras shoot in avi format.

**2. MOV (Quicktime)**

These files are based on the Quicktime system. Although it was initially designed for the Mac platform, it can now be used with other operating systems via a plug in and auxiliary application.

You can download Apple's Quicktime Player for free, which will also give you access to many other features. Quicktime has some great compression schemes, which often make these files smaller without losing any of their quality.

**3.mpeg**

This format got its name from the group that developed it, the Motion Pictures Expert Group. It remains one of the most important web video files today because of the variety of compression that can be applied to it.

In addition, unlike . avi and .mov (Quicktime), it was not developed for a particular operating system.

**4. wmv (Windows Media Video)**

This is part of the Microsoft Windows Media format. It's a media format with many attributes, and comes with the added advantage of having Microsoft's resources backing it up.

Not only does it provide the best compression technology, but these files can be downloaded or streamed. There are many other Microsoft resources that work with .wmv, many of which can be downloaded for free.

**Chapter 6**

**How to create a video tutorial**

**for your customers**

Creating a video product can often be laborious. But in this chapter, we'll look at how you can produce a video product quickly in order to have it ready for the market almost immediately; this is known as a video tutorial.

A video tutorial can be created in a very short period of time (it can take as little as an hour to make). It can also be made on any topic you like.

Not only are they easy to make, but they can be fun too.

Below, we'll provide you with a series of steps you should follow in order to make a video tutorial.

**1. Define your topic**

What you should do first is decide what your video tutorial is going to be about. For example, you want to show people how to use Microsoft Word.

This will probably be a very long course. So the first thing you should do before making the whole tutorial is break it down into smaller tasks.

Then, if you're producing a more comprehensive product for your customers, you can give them lessons that build on each other, until the whole topic has been covered.

You might decide that the first tutorial will be on "Basic Word Terminology", next you could do one on "How to Format a Paragraph" and a third could be on "Inserting Tables".

What you need to do now is outline in detail each step you will work on in each tutorial. But what you should remember is that the key to an effective tutorial is the detail it contains.

Therefore, it's important that you create your video tutorial with every little step in place, and never assume that your students (clients) know anything.

By creating a clear outline of the step-by-step, it will keep you on track and also help you avoid steps that may be unclear.

**2. Get the software**

Now you need to download a good program that you can use for recording. One such program is Camtasia.

This allows you to create a movie with audio and video from a section on your computer. It then allows you to convert the video to Flash or mpeg, or stream video available on your website.

**3. Now recording the tutorial**

What you need to do now is turn off your phone (unplug it if you have to), go into a quiet room, or if you can't, tell everyone that you need to calm down and you need to be alone.

Then all you need to do is follow the instructions provided by the video recording software (Camtasia) installed on your computer. All you need to do is record your video product and save it.

**4. Don't forget any supporting material**

This is unfortunately an important part of any video product and is often overlooked. Having good quality written material to support your video product will turn it from mediocre to great.

**Chapter 7**

**How to place the video product**

**on your website**

So you've made your video, but how are you going to put it on your website? Many people have already discovered that using an attractive video on their website increases the chances of capturing the interest of those who visit the site.

What's more, if you include video products on your pages, then the search engines will like it too. Often the result is your site being pushed up the search results.

There are several ways you can use video on your site, and below we'll discuss just a few basics.

There are 2 options available to you when you think about putting a video product on your website. You can either let your visitors wait for the video to download completely before viewing it, or you can use streaming techniques.

The benefit of using streaming techniques is that your visitors can watch the video while it is still downloading. In fact, streaming video products are becoming more and more popular on the internet these days.

Although many of us think that the process of creating, editing and uploading a video product to a website is difficult, to tell the truth it doesn't take long to do it, and it's not complicated at all.

But when making a video product you have to pay attention to your bandwidth. The problem with making a video product is that it will use up your bandwidth.

In addition, there are problems that can arise of a legal nature if you use video files that don't belong to you.

When you're deciding whether to put a video on your website you should first think about whether the value of the video will justify the time that you spend preparing and then implementing it on your site. You need to ask yourself the following questions.

1. Will the video I'm producing help visitors to my site?

2. What technique do I want to use when it comes to implementing the video on my site?

So, for example, if a person has a slow internet connection, then it will usually take them around 5 minutes to download a 1mb video file.

Is the value of the information provided in your video product of a quality that a visitor to your site with a slow internet connection would be happy to wait for the download?

Whenever you put a video on your site, make sure it's of the highest possible quality. It's important that it not only adds real value to your site, but also to those who will be looking at it.

**Chapter 8**

**A video product can help increase traffic and sales to your site**

There are many reasons why today the smartest Internet marketers are saying that video is the next big thing, without this being said by either YouTube or Time Magazine.

They've been using and benefiting from online video long before Time Magazine or others noticed that both video and self-generated content were going to have a profound impact on people's daily lives.

If you realize that, for many years, online marketers have been using video as a way to promote and sell their products.

Often, they use video primarily as a marketing tool, because it's cost-effective and a simple way to do marketing.

In fact, video is a marketing trend that should not be ignored by any online marketer. Not only is it playing a huge role in online marketing now, but it will play an even bigger role in the future.

Nowadays, more and more well-known internet marketers are using videos to not only promote and sell their products, but also to create a buzz in the market.

Many online marketers are beginning to explore the immediate connection and effectiveness of using video products for marketing purposes. Not only can they be used to inform potential customers about different products or services, but they can also be used to promote offers.

Many internet marketers know that building a solid relationship with their customers is the main way to boost their sales.

So, by using a video product, they can have an effective yet simple way of making that connection with their customers.

In fact, you'll notice that nowadays most internet marketers are also using blogs to update and contact all potential customers.

Both blogs and RSS feeds are now becoming the most important marketing tools, which gives any video products a marketer produces unlimited potential to gain more traffic and sales for their sites.

What's more, with the introduction of the RSS-equipped Microsoft Windows Vista program, we should expect to see blogs and RSS playing an even bigger role in the internet marketing arena.

So, as you can see, video products have truly arrived in the world of online marketing.

Most likely what will happen is that we'll see many websites becoming their own broadcasting systems. Websites will soon have their own television channel, which will either cater to a specific niche or a broader theme, depending on the subject the site is covering.

But the best thing about this is that you don't have to be a big player to get involved in this type of marketing. No matter how big or small a marketer you are, you can use and benefit from creating and producing your own video products.

**Conclusion**

So, when a visitor arrives at your site via one of the many search engines or some other link, they will immediately be looking for the information they want.

By providing them with a good video demonstration, you are able to save them the time of having to trawl through the site in order to find the information they want, or worse still, them deciding to go elsewhere to get the information they need.

So why is using a video product the best alternative?

Simply put, the average attention span of a web user is measured in seconds. So, once a visitor has arrived at your site, either via a search engine or through a recommendation link, they will only use a limited amount of time to see if the site can offer them what they are looking for.

If you're able to engage visitors' interest right there, then you've captured them. So by offering them a highly visual and quick way to get their information they will be more willing to stay.

By following the steps below, you could soon be using video products as an effective marketing tool for your website.

1. It's important to introduce yourself and your product to all the potential customers who are watching your video.

2. It can be used as a way of creating some buzz when you're launching a new product on your site.

3. Why not build a list of customers by offering them free videos? For example, a tutorial on how to use a particular product or service. This can be an advantage for your main video product... and a good way to qualify your customers before they buy.

4. By creating video you are enriching the content of your site, which not only keeps visitors more interested, but will also make search engines more interested.

5. It allows you to build a more personal relationship with those who subscribe to your site.

6. Allows you to keep in touch with your customers.

7. Use it as a way of creating a sales letter / presentation to sell your product or service more effectively.

As you'll soon see, nothing beats the personal and direct connection with potential customers and any contacts that video will provide you with.

But perhaps the most important thing that can be gained from using video products is that they make it easier for you to sell your products and services to a much wider audience.

So this should be one more tool you have in your marketing arsenal. As many people already know, the use of video products is the future of online marketing, so why not start taking advantage of this today, and start making your own video products!

Have a fantastic day,

InfoDigital Team

***Good luck to you!!!***

**"Finally! The Turnkey Solution to Making Money Selling Other People's Products Hassle-Free!...:"**