

# "The Robert Plank Show"



## Episode #016

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### [How to Use Video with Camtasia, FreeMind, PowerPoint, and YouTube to Make Money Online](#)

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Today we're going to be talking about how to use video to get personal connections with your customers and using them to create products and sales letters.

Video has come a long way on the Internet. It's way easier than back in the days, so you owe it to yourself to put some kind of video online.

Can you put out one new piece of content per day onto every channel you have available - onto YouTube, onto Facebook, onto Twitter, onto your blog, out to your email list? If that's all you're doing, putting out one new thing per day then your business will be growing every single day even if you create all your content at once.

Let me explain. When I put out articles, I don't write out one article and publish it, write out one article and publish it. I will write 10 articles or dictate 10 articles, have them transcribed, and drip those articles out over time. If I'm creating video content, I don't create one video. I will create a series of 10 or 20 three to five-minute videos and drip them out over time onto my YouTube channel. If you can create either one piece of content per day or five to seven pieces of content every Saturday and drip them out over the course of the week then you are miles and light years ahead of your competition.

Video is the reason why I have been able to create courses and products that I can charge a lot more for than a report or a book and do it in a fraction of the time. The big reason for that is because with video, you can actually show things in progress. You can actually show a how-to step-by-step sequence to getting something done. That means if I'm showing you how to write and publish a bestseller book, I'm not talking about it, I'm doing it right in front of you.

This clears up any confusion because I teach a lot of technical things. I used to teach things like PHP programming, how to use WordPress, and now it's things like how to run webinars, how to create information products, lots and lots of cool things but they all require software. By showing it, instead of just talking about it, there's no confusion because I can show you when I'm clicking this box, checking this box, or I'm clicking this link, or typing this thing out, or going to this one webpage. It's exactly what you see in front of you and that's very powerful.

## Video Sales Letters

Speaking of things that are right in front of you and very powerful, video sales letters. It's one thing to create a webpage and talk to people about your WordPress plugin or about your real estate course. But if you can create a short and to-the-point video showing this plugin in action, going click, click, click, that's done, if you can show as part of your real estate course you can show pictures or show a video of, "Here's this beaten up house that they bought. I bought it for this amount, sold it for that amount. Here's another house. Bought it for that amount, sold it for that amount, and days later it's a lot more exciting, it's a lot more visual."

You can go crazy in any different directions. Whether you're teaching software or how-to, you can show screen clips and things like that. I've seen all kinds of crazy videos especially from these martial arts instructors or these guys who teach yoga and the core and they'll do a sitting hand stand and all kinds of crazy stuff which you could not get across with the written word. Even if it was a picture you think, "Is that Photoshopped?" But if it was a video, no one can really say otherwise.

How do you make a video sales letter? There are two components to it. There is the software part of it and there's the content, the what you say.

The software part of it - the way to make a video sales letter I would say is to make a screen capture video if you're showing something on the screen. Those are your two choices. Let me get to that one first.

Camtasia Studio changed my life. If you get nothing else out of this podcast today, if you have not yet bought a copy of Camtasia Studio, you want to make products, and you want to make sales letters then get the 30-day trial because this is a piece of software that allows you to record anything that's on your screen which can be your screen itself, software, a webpage or - my favorite - a PowerPoint and then you speak out and record your voice. I use a Logitech H390 headset which you can get for about \$30 on Amazon.com. A \$30 headset and a 30-day trial of Camtasia. After 30 days, it costs about maybe \$300, but you'll find a way to make your money back with that.

With Camtasia Studio you can open up Microsoft PowerPoint and create slides with titles and bullet points making your case about why someone should buy your product. If there is any possible way that you can switch over to showing your member's area, or showing your system in action or your product, your piece of software, even better. The point is that a video sales letter walks people through the same steps that you go through on a regular sales letter.

There was a previous podcast we did, maybe episode two or so, where we talked about [how to write sales letters](#) and how to be a copywriter. It comes down to walking people through the four steps - attention, interest, desire, and action.

With attention, you open up with a shocking statement, asking them questions, get them thinking.

With interest you identify their problem and talk about the alternatives or what happened with you. Hook them with a story about where they are right now, what brought them to your website, and what that led to.

What that led to is the desire phase where you introduce your product and breakdown the various components. If there are training modules, videos, DVDs, checklists, bonuses and things like that.

The action is you say, "Go ahead. Do it right now. Here's what you get. Go ahead and order."

One thing leads to the next and the big thing about a video sales letter is you might have seen some that are 90 minutes long. To be honest, I think that is too long for a video of any kind. Okay, I wouldn't say of any kind. But of a video where you're trying to get someone to buy from you, if they're landing on the webpage, it's too long. They're not a captive audience.

For a video sales letter, I want you to limit yourself to 10 minutes or less. We're going towards infomercial territory or commercial territory. Can you compress everything there is to know into 10 minutes? Preferably five or three maybe would be even better as long as you can explain the whole thing.

I'll give you a few examples. How to make a video saying, "Here's me creating an article in X number of minutes." Here's me clicking on - click, click, click. Now using this plugin called Paper Template, we've now created an entire video and opt-in page and this whole sales funnel.

Here's a WordPress website. Using this plugin called Backup Creator, I'm going to click this button, back it up, go over here, restore it, and boom. It's done.

If you can get to the point faster and do what's called a dramatic demonstration like they do in infomercials - they say, "Look, we spilled this thing on the carpet. Let's use this spray to mop it up. Look, this guy's got a bald spot. Let's use this spray to fill his hair back in." Sprays have many uses, don't they?

You have this video where you walk them through these different persuasive steps, you tell some kind of a story, use the bullet points to explain what's in it, and in the middle of that if you can switch to a demo showing something in action. Here's me putting my book on to Amazon Kindle. Here's me publishing this book to Amazon CreateSpace. A week later, here I am holding the physical book in my hands.

It's really powerful. The big thing about that - if you can get to a story, the demo, and at the end stack up your offer and explain very clearly and in an exciting way and exciting terms the different pieces of your offer then that really helps.

I know we blew through that, but PowerPoint, Camtasia, keep it short, do a demo if you can, stack up the offer, and then end it. There are few little finishing touches that I want you to have on a video sales letter like stock music you can add it in and dial down the volume to make it more professional and in the background an auto play video.

If you have a video on your sales letter right now and you want to boost in your conversions, if it's not playing automatically, do it because most people don't know to click that button and play the video or they're in the rush and scrolling around, but if you have a webpage with the video started playing automatically instantly then that will interrupt their pattern. If you don't even know what you're doing then use Camtasia, record it, upload it to YouTube using that program, and copy and paste the YouTube video on your webpage. That's a great way to start.

Once again there are always ways to improve. For example, I would put my first sales letter video on YouTube but if I could figure out a way, remove it off YouTube so that people who couldn't get check it and click over back on YouTube itself and those kinds of things.

## Technical Details

Speaking of distractions, I know that when I first got started with the video, I was distracted by all the possible formats. I hate to sound like an old fart, but we're lucky now because a lot of people have agreed on what video format. When I got started I think Real Player was one of the only video formats out there. A couple of years later, Windows movie format came out. Then a couple of years after that, FLVs came. That was huge because now suddenly people didn't have to install things. If they have the Flash player they can now play video.

Now there's this thing called MP4. If you don't know what that means, it's fine. Don't get bogged down by the details. If you're put in with a choice of what kind of video you want to save anything as, save it as an MP4 because that is now the standard for putting it on a DVD, putting it on YouTube, putting it on a webpage. But as I said, if you're stuck with the technical issues, then use an iPhone.

Most smart phones actually like most droid phones will record a video of you. Even if you point it at yourself, explain a few things, it's better than nothing. Hit a button, upload it to YouTube, and now you have a video that you can place on any webpage especially a video sales letter.

That's great for getting started. I want to walk you through really quickly some of the software we use and then get back to the usage of video if there's time because I might be referencing things that you might have heard of or maybe not.

What I'd like to do is when I'm planning out any kind of video - pretty much we're talking about 10 minute sales video or probably about a 60-minute product or a 20-minute tutorial. I guess those are the three lengths that we try to go. For a sales letter very short. Tutorial, a little more involved because it was how-to step-by-step. The 60-minute is more of a product or a module within a bigger product.

What I'd like to do is I use a program called FreeMind. I do a Google search for "[FreeMind](#)" and that is basically a mind mapping or a thought bubble tool where you can brain dump the things you want to have in your video.

You are creating a video on how to chop up a block of wood in half. What do people need to know? Don't worry yet about the step-by-step or what steps come before others. Think about, "I need to tell

people about the arm motion or about the visualization or about the breathing or about the body stance and posture." I've never have chopped a block of wood in half. I would like to someday, but I had assumed that those are the steps.

You use FreeMind to list out the components of your video. What's great about this tool is you can drag and drop the items in whatever order you want. Then you can drag items underneath other items and they become sub-items so you can basically rearrange and group your items into whatever format you want.

Inside of Video Sales Tactics, we will show you how to create a video and plan for it to be at certain length and actually be pretty close to the deadline. What I would tell you is for a 10-minute sales letter, it's a matter of I would say running it a couple of times rehearsing it and removing pieces that make it last too long.

For a 20-minute tutorial, I used what's called 4 x 4. That means that if you can have four sections of five minutes each and within each one of those sections you have four talking points, four things that you want to talk about then that fits very well into a 20-minute product. If you can keep your eye on the clock as you record it, which is useful because Camtasia Recorder has a timer like clock [13:42 inaudible] that counts up and tells you how long you've been recording, if your five minutes in then it's about time to wrap up the first component and get to the next section. At 10 minutes, at 15 minutes, and at 20 minutes you're done.

It really helps to know what you're going to say before you say it. I know it sounds obvious, but you'd be surprised at how many people think, "I'll just wing it. I'll record a video and it will come out great." The problem is you're going to miss things. If you record in 20 minutes, have this 4x4, and you record 60 minutes plan for 6 x 4 with examples, tutorials, URLs and things like that. With the 6 x 4 format, you have six sections, four talking points per section, but your sections are going to last about 10 minutes each because you're going to do some flipping out of the PowerPoint or out of your mind map or actually demonstrating what it is you're talking about. It's not just theory but actually how-to step-by-step information.

Once again, to make sure that we don't miss anything, we use Camtasia Recorder to record our screen. I would say don't even worry about any other Camtasia alternatives. Don't try to get any other software. Camtasia for Mac, fine, use that if you have a Mac. But there's really no comparison between Camtasia and most other screen recorders. Get Camtasia, size your screen down to as small as it will go, record it in full screen, and demonstrate whatever it is you want to demonstrate.

PowerPoint - I think Microsoft Office you can get it for about \$80 if you get the cheapest version. They have a two-month trial and it comes with most computers so there's no excuse. You make your slides and don't even worry about making it a fancy design. Make it in black and white. When it comes time to present, start slide show in full screen and record your screen in full screen. That way, all people see is that PowerPoint slide show. It's pretty simple if you ask me.

A big thing about video is you have to get used to it. You have to get comfortable with it. Your first two videos are going to suck but that's okay. You need to power through it and make more videos and you publish every video you make in any way that you can. Whether that's in a product or as free YouTube videos or a video sales letter, keep producing content until you get better at it.

When I first started my blog, I had a thing called the daily video challenge and that's something that we've repeated every time that we've done our Video Sales Tactics training. What that means is every day, for the next 30 days, I want you to record some kind of video. It doesn't really matter what it is, if you can make it work for your site, if you can make it extra useful and build your business even better. In Video Sales Tactics, we have one assignment where we have you record your screen and open up your website and you talk about your website. Talk about your sales letter, open up the backend of your site, open up your product even, and explain your product as it needs to be used.

This is a great selling tool because let's say that's someone's about to buy from you and they do a search for the name of your product, whatever it is. It's in your best interest for as many of those search results as possible to be from you because, yes, some might be reviews and some might be people talking about you. But if someone searches your product and they see all of these articles and videos from you then you are an established presence on the Internet and you now have control over what they see. You can say whatever it is you want. If you make some videos showing your product in action and put it on YouTube, see how many searches it gets.

It's funny because Lance and I - we put up videos that get 50 views or 100 views and sometimes we put up videos that get thousands or tens of thousands of views and you really don't know. But looking back on it, it's always the simplest videos and the ones that explain a specific kind of software that get the most views.

I know that my business partner, Lance Tamashiro, has a video and he ranks number one on YouTube for the term "membership sites." I don't know how many sales that's gotten us or how many clicks, but if you have a course on membership sites, isn't it in your best interest to be ranked for membership sites? Of course, Google is fickle. I now searched this and found this and he's actually bumped down now to number three. Maybe he's top four. But he's number two for member site. Maybe that will show you that it's easy to knock someone down a peg or two if you have good content.

The number result right now is our friend, Willie Crawford who has a two-hour video and I would bet that this is a webinar replay. I don't have the sound on but it looks like it's PowerPoint and it's a webinar replay. That's another thing. If your video gets a lot of views in a short amount of time, they will rank you above the older videos. That's fine. Willy is ranked number one for membership site with 400 views. Not bad.

Lance created a video four years ago at the time of this recording and I'm pretty sure it's still accurate but he shows how to make a membership site using cPanel. You set up a WordPress blog and use this thing called cPanel to password protect the folder where your blog's located and that's it. That's an eight-minute video and it's got him 12,700 views.

Once again, I don't know how many clicks that got us. I would guesstimate that we got about 10% of that so that's about 1200 clicks. If we have a 2% converting sales letter at \$1000, I'll let you do the math on how well that works out. You'll never know how well your videos are going to play out but that's why it's in your best interest to record some three to five-minute videos once a day for three days and you can stop. You probably won't want to stop. Maybe you'll go on to one a week after that. But it's a really good skill, a really good habit to have.

I've recorded videos where I was responding to individual people. I have a video that's one-hour that shows WordPress Multisite. If I searched YouTube for WordPress Multisite, it comes up as number two. The number one video is a guy at a conference. It's probably a Word Camp type of conference. That's him talking in front of a slide.

My video has been around for half the time and has half the number of views, so about 2400 views. It's a one-hour video showing how to use this thing called WordPress Multisite. I recorded this video, I didn't even know what to do with that, I didn't know if it was going to sell. I put it online to get traffic back to some of our other WordPress plugins. Because if someone is looking to install a news WordPress Multisite, they're probably are WordPress Power user and can definitely making news out of our WordPress plugins and our WordPress training.

I was figuring out WordPress Multisite at that time anyway so it was in my best interest to go ahead and report on what I knew was a good habit to have. I've made videos where I was driving in my car and I mounted my iPhone onto my windshield. There's a little suction cup you can get for about \$5 on Amazon.com for that. Search for the name of your phone. Maybe it's not an iPhone, but the name of your phone like "Galaxy Nexus S4" and then "windshield mount." You can find and they make for basically any shape of phone and this thing will suction cup to your windshield and you can drive while you're talking. It's very easy and very fun to make these videos.

They have one-click upload to YouTube. If you want to use your videos inside of a membership site or a sales letter - inside of Video Sales Tactics, we have a WordPress plugin called the Video Player plugin. That is a plugin where you save your MP4 video. In Video Sales Tactics, we show you how to keep the file size small. I'll give you a little cheat sheet here. If you can produce your video at around a 1024 x 768 size or a 1024 x 600 size and keep the key frames to five seconds and the frame rate to five frames per second and your audio to 64 kilobytes per second, you have a decently sized video that looks good but is small especially if it's a screen capture video.

If that was too much technical for you to handle, that's fine. When you join [VideoSalesTactics.com](http://VideoSalesTactics.com) today, we can show you all those tutorials.



## Video Products & Webinar Courses

Speaking of tutorials, that's what you should be striving for when you are creating your video products. That's why screen capture helps a lot more than live action because you're explaining your step-by-step system. I'm pretty sure that you can apply this step-by-step thinking to any kind of video product.

If you're teaching a real estate course, then show how you go online and go through Yahoo Real Estate and select the right house. Maybe you scan whatever document or even provide the documents but show yourself going through every step. I'm going to print this document, I'm going to sign this, this, and this. I'm going to go and make a list, a task list, I'm going to talk to this person and that person, anything you do.

Any kind of repeatable system can be check listed and you can show that as part of your how-to video. What's great about that is if you know what you want to end with, if you know what the how-to outcome leads to then you can work backwards to figure out what at the least number of steps I can explain, how can I can explain it the simplest to get that same result? Once you've gotten to that result then you're done and you know that you're done.

This is a great formula to use when you're creating video products or running these things called live webinars. You might have been on a live webinar where someone says, "I'm running this live event on this day and this time," and if you click there right now then you can't really load anything yet. But if you wait until Thursday at 6:00 pm or whenever they run it then the screen will change it for you. You will see someone else's desktop and you will hear someone else talking. It will be live and they can walk through this PowerPoint slide or exit and go over to the browser or some of them have to do silly things like turn on their web cameras. You can use this to pitch your product live, present your product live, and basically once again take people from point A to point B, treat it like a longer video sales letter, present your own case study, and pitch your product at the end.

We also create our products this way. Instead of creating a simple video or report, we create a live webinar course. We'll write a sales letter or even make a video and say, "We're going to have this module, this module, this module." We present it on a live webinar using video and record that live webinar for the replay later. Then someone joins in a membership site and we have these webinar sessions scheduled out where someone actually had to pay to attend those webinar sessions. Every session we show up, present this thing live, adjust depending on what the audience wants, have an assignment or a challenge at the end, and record the whole thing. It ends up being a way better product than if we had recorded it in a vacuum.

So far, we've talked about how to create video sales letters, video products, and webinar courses. The final thing I want to get to, as I'm wrapping this up, are these things called personal replies. This is my secret weapon or it has been for many, many years. I've created many personal videos. I actually learned this from Lance Tamashiro when I first met him.

What you can do is, as part of this video daily challenge, 30-day challenge, we're making a video every day. Instead of making a video for the heck of it, what if you reached out personally to someone that

you wanted to reconnect with? Maybe if you've bought someone's product, review their product and say nice things about it. If you have a mentor or a joint venture partner or some good customers, record some videos where it actually it's you on screen where you mention a few personal things and communicate with them. I use this even during a product launch.

We might be coming out with a course coming up on time management, for example. I already have one called [Time Management on Crack](#). I have a book called "[Four Daily Tasks](#)." Look that up on Amazon. We'll be coming out with a course on time management and I'll say, "Where are you running out of time? What's your problem? Why can't you get your time in order?" I'll send that out as an email, I'll tell people to reply to that, and I might get 50, 100, 200, 300 replies. How am I going to reply to all those people?

I can't type a message to each person but I can record my screen, click on the thing, read their message out loud, speak out my three to five-minute answer, hit the "Save" button, produce 50 of these in one sitting, batch produce them, put them online, and match up each online video to the person. In the afternoon, you can reply. My record is 100 people in one afternoon because you're doing this in a smart, fast, batch kind of way.

You need to use videos and I would be thrilled if you let me know how and where you're using videos. Shoot me an email at [robert@robertplank.com](mailto:robert@robertplank.com) and tell me where you're using videos. If you can show me your video sales letter, your YouTube video, or if you have a product that's video-based, send that over. Of course, go to [RobertPlankShow.com](http://RobertPlankShow.com) and tell me what you thought of this episode, what you thought about video, if you're getting hung up with video or what video you've created, and if you're lucky - I'm not promising anything - but if the timing is right, if I'm in the mood I might record a video response for you. That's something that I shout every now and then, but I don't commit to it.

Videos to make money online - use Camtasia, use FreeMind to plan it, use PowerPoint to present it, and use your iPhone if you want to record live action video. To keep it simple, place it on YouTube for now and later on you can use the video player plugin to put the videos in a private protected area. But you can create a 10-minute video sales letter by walking them through AIDA, showing them a demo, and pitching your product at the end. You can create a video product by bringing someone from point A to point B and make it a 20-minute tutorial that's 4 x 4 or a 60-minute product module that is 6 x 4 with examples and a URL.

Now that you're getting good at the 60-minute model, you can present this as a live webinar and make a bunch of money fast by getting a live captive audience and make lasting income and sales long-term by creating personal replies and getting good at hitting the record button, having three or so talking points and speaking them out in three minutes, then you click the button and save, and you're done.

The Robert Plank Show, that was episode 16 - How To Use Video To Make Money Online. If you want your name mentioned on air, go to [RobertPlankShow.com](http://RobertPlankShow.com), that's our Facebook fan page, click the "Like" button, and automatically I'll see your name and I will mention you personally on the next Robert Plank Show.

That's all for me. Go ahead and make your video. I've given you everything you need to get started right now today. Get your headset for screen capture recording, get Camtasia, get PowerPoint, and get some kind of a smart phone that has the ability to record a video and to upload to YouTube. Don't even think about it. Get your 30-day video challenge under way. Get in the habit of making videos consistently for your paid products, sales letters, and traffic. I'll see you very, very soon.