

# MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

## Online Video 101 — Using Video To Build Your List And Make Sales

- Videos allow you to build a much stronger relationship with your customer than text. When they actually see you talking and hear your voice, it is much different than seeing anonymous text on a screen.
- When using online videos, you always want to speak to a person one on one. A person is watching this video alone on their computer...from their perception you are looking them right in the eye and having a one on one conversation with them.
- Traffic referred from videos is typically of VERY HIGH quality. Traffic from video converts very highly, they have a significantly lower bounce rate, and they have higher customer lifetime value. Even if you're not getting as much traffic from video as your other sources, it is still probably a significant source of conversions and back end sales
- People have said “nobody understands me like you do” and **\*\*cried\*\*** in response to Alex and Andrea's YouTube videos. In your mind it's just a stupid little video you made with a Handycam, but in the mind of the prospect in intense pain it's an extremely important one on one conversation.
- You can use videos at the top of your sales letters to make a connection with your customer, and to give your copy more credibility. Also, video testimonials outperform text testimonials by far...they have much more credibility and emotion for the prospect.
- There are five elements of a good video: **the story, the plan, the shoot, the editing, and posting it online.**
- You need to know what the story of your video is in advance, and make everything in the video to support that story.
- The first thing you want to do in your story is introduce the problem. Ex — “it's hard for nice guys to attract women.” Then, aggravate the problem...”you have to compete with rich guys, good looking guys, muscleheads, etc.”
- Then, you want to introduce a hero and antagonist with the hero being close to the customer and the antagonist being close to their perceived enemy.

- Then there is a resolution/call to action. At the end of the video, there should be a **SOLUTION** to their problem (with the solution being to do X things which your websites teaches them to do).
- You want to exaggerate and dramatize the power of your antagonist. For example, in their “count chemicals not calories” video, they made the big food companies seem so big and powerful that they seemed unstoppable.
- Second, you need to **plan** what you’re going to do before you shoot it. If you’re trying to plan on the fly when you’re shooting, it’s not going to work. When you’re shooting you need to be focused 100% on delivering the message.
- You should not have a memorized script — you want to have a general outline of what you want to say, and just hit all your points.
- Little mistakes in online video actually add value to it. It adds to the perception that you are a real person, not a slick commercial spokesperson.
- Different locations can help you to keep things interesting. The more you can entertain them with different visual elements, the better.
- You also want to have a **shot list** — the list of the shots you will need to tell your story. Figure out exactly what you’ll need in the can before you sit down and edit — you want to avoid having to re-shoot once you’ve started editing at all costs.
- After you’ve planned, you need to **shoot** the video. Use a cheap, simple camera.
- For lighting, outside lighting usually works well. For interior lighting, buy a few basic lights from Home Depot and work them so that shadows are not distorting your face. The lighting does make a big difference in how your videos will work online — much more than the quality of your camera.
- Shine three lights on your face, and shine a light on the wall behind you so that your shadow isn’t distracting.
- Evaluate the sound — be sure there aren’t major sound distractions like jets flying overhead, sirens, etc.
- Use a lavalier mic or a shotgun mic for your sound.
- Rendering files takes a **LONG** time. The higher resolution your video is, the longer you’ll have to wait. This is why you want to use a cheap, crappy camera that shoots in low resolution.
- You’ll want to shoot **cut-away shots** — stuff that you put in between the main shots. This is stuff like: shots of the food in the supermarket, shots of a fruit close up, shots of people milling around etc. This stuff can be used to cover screw-ups when you’re editing.

- For editing, you can use iMovie or Final Cut Express. To edit, you place your clips in order, shave what you don't need, insert cut-aways when necessary, add transitions, and then add in music and sound effects.
- Use as few transitions as possible — try it with none first, and if it needs one just use a dissolve. Don't let your editing distract from the story — be minimalistic.
- Then, you need to **post it online**. To upload to your own site, convert to .flv or .swf. You can use your own software or YouConvertIt.com (but this reduces resolution).
- Use Traffic Geysers to post on video sharing sites (TrafficGeysers.com/guru). This takes a lot of the time out of uploading.
- Also — **ask free content sites if they will syndicate your videos**. Most of the time they'll be happy to do it. When you're one of the only videos on the site, it drives tremendous traffic.
- Being on camera — your facial expressions and mannerisms will be magnified. You need to be authentic, have good eye contact, and you need to smile. Do a lot of practice takes to get comfortable...and **DON'T READ** from your outline! It's ok to make mistakes and be imperfect.
- Imagine that the eye of the camera lens is the eye of your customer avatar. Visualize that you are speaking to one person, not a camera.