

## Types Of Video

Omar:

Now we're going to talk about the types of videos. This is a really good follow up to the introduction that we did in the prior video, because we're going to cover the main types of videos you can use and how to create them.

**John:**

**Yeah we're going to cover the common methods used by online marketers to produce quality web videos. There's basically three ways you can record video; that is on camera, basically where you are looking at the camera, there is screen capture which is basically where you are recording what you are doing on your computer, and then there are slideshows where you produce a slideshow and record it then use that. That is exactly what we are doing now, this is a slideshow.**

Omar:

I'm going to start with talking a little bit about on camera, and for me this has been quite a growing phase in my business because I wasn't really the best person on camera when I first started doing it, but I realised very early in my business that I needed to be on camera to make that connection with people. I found that there was two basic struggles for me to go through when I first started creating camera videos, and that was overcoming the fear itself of being on camera, what to say, what if I mess up, as well as the equipment like am I using the right type of equipment. I didn't have a big budget or anything like that so those were the main challenges for me, and I presume a lot of other people out there maybe even you as you're watching this or trying to think of a way you can be doing videos on camera, but you're maybe a little afraid of doing them. Maybe you're not sure what you're doing, or the equipment is something you think is holding you back, but I'm going to start by saying doing videos on camera are very good for your sales pages. It's very powerful. When you create a presentation for the purpose of selling something there is a series of steps that you want to follow, there are generally five steps which we are going to be talking about in a minute, the introduction, the short story, then the presentation, close, rehash, these things are important to cover during that presentation. When you're doing a video conveying these things in the form of one camera video, they are very powerful in comparison to just slideshow for the purpose of selling. I personally tend to think that slideshow videos are very good for delivering content, kind of like what we're doing here for you, they can also be very powerful as far as doing launch videos and things like that and upsell videos. However I don't think they are any replacement for actually being on camera because of the things you have to do, smile, make that eye to eye connection, and display that enthusiasm that you just otherwise cannot do with just text.

**John:**

**I think it goes back to what I said earlier Omar, people like to see who they are buying from aswell. If you can be a likeable person on camera you're halfway to selling your product before people even see what it is. I also think when you're looking at the camera it's great for telling a story aswell, sometimes you can put together a series of videos that tell a story of maybe how you struggled, how you overcame problems to become successful online, and if you can be on camera doing that it usually works very well indeed.**

Omar:

You can actually become personal in a way that you can't do when you're just doing it with text. People can see emotion a lot more when you're on camera. I want to point something out here, when you're trying to sell something and you're all of a sudden proposing a concept or idea to someone that's going to require them to take action, especially when it's going to require them to dig into their pocket to pull out their credit card and make a purchase, it's important that you make a personal connection with them. Subconsciously when you're pitching someone, because when you create a message for the purpose of selling it's often referred to as a sales pitch and that's not a negative term, but when you're creating a pitch there are three subconscious questions, apprehensions, that in almost every particular situation your prospect will have. You need to accomplish this, you need to resolve these three apprehensions in the back of their minds as quickly as possible if you plan to establish a connection that will need to a sale. Those three subconscious questions that need to be answered are; who, what, and why. I make the comparison a lot to when I was knocking on people's doors and selling products. When you knock on someone's door for the purpose of selling something, when someone opens their door and they see a complete stranger smiling, having eye to eye contact with them and being real enthusiastic, there are three things that run through the back of your head. Who the hell is this person? What the hell do they want? Why are they here? Those are very important things to answer in the back of the prospects mind and whether they are asking this directly or not, be certain that they are apprehensions that your customer has. When you're on camera you can create a personal message in a way that is still generic to appeal to everyone, but you can make a personal connection with someone and answer those three apprehensive subliminal questions that the person has in a way that you just couldn't otherwise do.

**John:**

**I think that's probably the most important part of using video Omar, that you're getting the message across, telling people what it is you want. You don't sell on a video you tell a story and get the message across. If you get that right, you see all of the big launches they usually always have some sort of video message in there, and if you get that part right**

**you've cracked it. Being personal and connecting with your audience is one of the most important things you have to learn to do when creating video.**

Omar:

Connecting with your audience, John just mentioned it. when you're on camera the best way to connect with people is to tell a story, stories sell. I think the mistake that a lot of people do when they get on camera is they talk about things other than them, they talk about features, and they don't focus on benefits as much as they do but they avoid telling stories. People relate with stories, people buy on emotion, this is a fact. You need to comprehend this. Nobody wakes up in the morning and turns to their spouse and says 'I really do hope someone pitches to me today so I can buy something', they just don't do that. People buy based on emotion, they buy based on impulse, and it's your own ability to raise that impulse and make the connection with your audience that's going to determine whether or not you make a sales. Now please don't freak out, don't think that there is some god given talent you need to be able to do this, you will get better with practice, you will get better when you follow the steps I'm talking about, like the introduction, short story, presentation, rehash. We're trying to put these things in your head like answering the 'who, what, why' question, these things can be done in your message as you're connecting with the purpose. If you don't do them and completely omit them, completely disregard the fact this person didn't necessarily plan on running into your video today, they didn't plan on buying your product today, you need to approach the whole on camera video creation and connecting with your audience thing with the mentality of 'I need to tell them a story and let them get to know me, I need to make them understand I'm not much different to them, I'm a person'. Connecting with your audience really is in fact about telling a story, I've seen videos of John where he talks about how he used to be a factory worker, about how monotonous that job was and he always wished that he didn't have to go to that job. I've heard him tell stories about how his office is now really close to his job and literally passes by his job I believe, and those are the things that resonated with me. Those are the things that people will remember, that is how you make a connection with your audience when you're on camera, by simply being yourself and telling them a story.

John:

**That is the biggest thing you could have said right at the end their Omar, being yourself. I think when some people start doing videos you can usually tell when people first start out, I think they think they have to turn into some sort of actor. You see people sat upright in their chairs as if they've got a broom handle down their back or something, and they are very upright and tense, where they need to relax. Try to imagine your sat at a table opposite a friend and you're going to tell a story about yourself then explain what your product will do. You've got to learn to be yourself exactly what Omar said there. You don't have to be Hollywood actor, you don't have to go out and win an Oscar, just be yourself because that's what people will connect with. Omar touched on the story there**

**of where I used to work, I used to work in a car factory, and that story helps me connect with my audience because a lot of people who are watching the video have maybe had a similar job, they are working in a factory or in a job they don't like. That's my past and my history so when I talk about that people are like 'yeah that's what I'm doing right now, so if John can get out of that situation then maybe I can too'. So if you make that connection you're halfway there to selling your product.**

Omar:

There's also some very important psychological things that are happening when you're telling a story, when you're talking about your past. We tend to be very emotionally attached to our past and the things that have happened to us, and we can convey that in a way when we are on camera and make a connection which otherwise we simply cannot make. We portray a certain expression on our face, a certain tone of voice, when we are talking about things that have really deeply impacted us. People have had me tell my story about how 9/11 changed everything for me and made me come down to Florida and start a new life, and get into sales, and I tell that very passionately because it's something that truly happened to me. It's not just some hyped up sales copy that some copywriter cleverly wrote for me to then narrate on a video while I'm looking down at my notes, it's a truly impactful message that helps me connect with my audience. Everything that happens on camera from the way my eyes are pointing to the facial expressions, to the emotion in my voice, all of that is real. It's genuine and I'm being myself. That connection happens without me forcing it to happen and that's what truly compels people to take action, when you are yourself and when you remove that broomstick handle from behind your chair and when you actually come out of your shell and you're just yourself. A lot of people think that 'hey I should write the perfect script then read it', and the thing is we don't speak the way we write. For example, especially for me when I pronounce the word 'a', when I'm telling a story and not reading it I pronounce the letter 'a' a different way, and when I am reading a story out of a page in a book I actually say the letter 'a'. It comes out totally different, the way we read and the way we write is totally different in the way we connect, and it's important that you connect with your audience when you're on camera because the last thing you want is to come out disingenuous in your video, because then your video now has an opposite effect. Now your audience are sensing you aren't real and aren't connecting with you, and that you aren't being yourself, and that's very important to keep in mind.

Spontaneous videos. That can be so awesome, when you create spontaneous videos you can literally have an effect on people that you just can't do otherwise. People seldom write spontaneous copy, seldom do you sit down and come up with a ten page eBook, but it's very easy to get an idea, or a message, and be in the moment so to speak, pull out your camera and start talking and create a video that's spontaneous. Sometimes the connection that you make with people with spontaneous recording is really powerful and you can't do this

otherwise, you can't plan to capture a moment. I don't know if that's really coming across the way I meant it to come across.

**John:**

**Yeah I think what you can do, sometimes something might happen on the news or something big might be happening online, for example a big launch, and if you can create something that people can connect with at that time, at that moment, and maybe turn it into something that teaches a bit of marketing or something like that, you'll usually find that your subscribers really appreciate that sort of thing. I do tonnes of video training where I'll just suddenly have an idea, or something will happen online or a news event, and it just sort of triggers an idea and I'll go and make a video. Then I'll tell my subscribers about it, mail them, and they love that sort of thing. Remember what we said earlier in today's society you can create a video from your cell phone and have that online, and it could go viral or whatever. If you have an idea for something don't just put that idea to the back of your head if it's something that's going to brand you as a person, get it out there.**

Omar:

Sometimes the things I like about spontaneous videos are the fact that we plan a video, the fact that we write a script, the fact that we set up the lighting, it almost kind of creates this expectation within ourselves that it has to be perfect. When we create a spontaneous video, some of my best videos I've just literally been sitting down, pulled out my phone, and just started recording. Now there are some things to be mindful when you're doing spontaneous video like the environment, maybe you're outdoors and there's a lot of traffic noise, maybe you're just holding the camera up with your hand and it might be shaking a lot. These things can be distracting when we're watching them back, but as long as your mindful of how you're using the equipment spontaneous videos can be very powerful. John just mentioned this earlier I'm he'll talk a little bit about it, using your iPhone or a HD camcorder has been much more prevalent these days because the technology is there now. You can record high quality video on most smart phones, they have a really good camera, it's easy to just plug into your computer and upload the video, and before you know it you've got a video up and running. If you want to take it to the next level you can through that video into an editing software like Screen Flow which is what I use on the Mac, I know John uses Cantazia as well, but the point I'm making is with equipment you don't need to have really fancy professional studio type of cameras because the technology to create that same quality of video is now available on most people's hips. John and I just did a big product promotion for a product called Easy Video Suite which I'm sure you've heard of, and we actually created all of our videos for our bonus, we did them with the iPhone. Literally John in the UK recorded his portion of the videos on his iPhone, I recorded my portion here on my iPhone, then we edited them together and came up with great quality videos. People literally came to us and asked how we were recording, and when I said I just used my phone they were like no way.

The reality is that you don't need real expensive stuff. Even if you have an old school phone that doesn't have a camera on it, you can get one of those flip cams for less than \$100 nowadays because the technology is there. You can get really good quality phones and really good quality video from really inexpensive gear.

**John:**

**I was surprised when I used my iPhone, I actually found it was better quality than my HD camcorder which cost me over \$1000, and obviously that's made for just recording video where the iPhone isn't. I find you just get a lot better lighting and it's a lot sharper, it's better in a normal environment so you don't have to have the studio lights on. I use the iPhone 5 now which has a forward facing HD camera, obviously with the iPhone 4 if you wanted HD you couldn't face the camera, but with the iPhone 5 you can see yourself and see exactly what you're doing. It's brilliant. As far as I'm concerned that's all I ever need to record my video.**

Omar:

We're going to talk about equipment in a lot more detail in the next video but they sell little clips so that you can attach your phone to your tripod, there's inexpensive tripods. I literally use a \$10 tripod, so again no need to have a movie production budget to create really good on camera videos. Whether it comes to the equipment or what you're going to say while you're standing in front of the camera, I think that it's important to keep in mind that practice and education is what is going to help you overcome this. There is no god given skill that you need or talent to become good at this, and you definitely, it is a myth that you need to have really expensive stuff to create good looking video.

**John:**

**Now we're going to talk about screen capture, which is basically you on your computer just recording what you are doing. In my opinion this is the most common form of training, it's certainly the most common form of training that I have ever done. Most of what I teach involves me having to show people what to do, for example creating a blog, and the best way to do that is by using screen capture. Now there's two main pieces of software, Cantazia for Windows and Screen Flow which is what myself and Omar use on the Mac. If you have to teach anything where you're showing people how to do something on a computer, screen capture is the best way to do it.**

Omar:

It is. It's also the most common form of training in my business once you get inside of my members areas, because in my particular niche I'm teaching people how to do things online, how to access certain sites, how to use certain pieces of software. Obviously these sorts of things can't be taught in front of a white board in classroom style as effectively as they can

be taught using screen capture. This is something that you will need software to do in order to capture your screen, the Easy Video Suite software that was recently released has a screen capture feature, there's also more advanced editing software like Cantazia and Screen Flow which we will be covering in a little bit more detail. I think what's important to keep in mind here is you can also do things with screen capture that involve your webcam. A lot of screen capture software now also allows you to turn your webcam on while you're doing the demonstration, so in the bottom right hand corner for example they'll be a little live video of you being recorded, that could be an option if you want to try to connect with people that way as well as sharing your screen. I agree with John this is in fact the most common form of training in my business as well.

**John:**

**It's also fantastic for teaching step by step methods as we've briefly discussed earlier. If you want to teach something break it down into actionable steps and just show people step by step how to do it, it's much easier than trying to write it down or talk about how to do it. For example we can talk about things using PowerPoint and Keynote but we can't show you, and that's why step by step methods and screen capture is the best way to do it.**

Omar:

Very easy to break them down into smaller videos as well, I can literally record an entire process in my screen and maybe that process took me half an hour to accomplish what I was setting out to teach, I can later take that recording and break it up into three ten minute videos. I can break it up into ten three minute videos, whatever I want to do I can break it up into the steps I want. It becomes a lot easier to absorb when you're doing screen capture videos for your audience because you have a lot more control of the environment on the screen, you have time to prepare what they are going to see, you can have your tabs open, you can basically have notes in front of you aswell. A lot of times I'll find that as I'm recording a screen capture I have bullet points on my screen kind of like what we are doing now, but I also have a notebook and since people aren't seeing me physically I can be glancing down at my notebook as I'm literally doing right now, and I can be talking and mentioning points that are in my notes while the user is seeing my screen. So it's a very good way for you to create demos and walkthroughs.

**John:**

**Yeah and it's also a fantastic way to do what we call over the shoulder training. The way you sort of sell this type of training is you say 'it's like you're stood behind me looking over my shoulder', so it doesn't have to be so much step by step. It could be implementing a traffic method. What I do a lot of as well which I want to mention here is I do a lot of coaching, I might have a student who approaches me and let's just say for example he**

can't get an image to display on his blog and he might be stuck. Then I would maybe say let me have a look, and I would fix that but I would be recording what I was doing. So I'm recording the situation and basically then I fix the problem, now I've got a recording I can put in my members area so if someone else had the same issue instead of having to record it and show people again I can say 'go and look at this video'. That's a fantastic way to use screen capture. What I also do as well, I review sales pages, I review my students sales pages, I get their permission and ask if I can record what I'm going to tell them, so then I can have a series of videos that teach writing copy. I do blog reviews, things like that, so there is a lot of stuff where you can just record what you're doing. Where you might tell one person how you are doing something, if you record it you have material you can use for over the shoulder training.

Omar:

The powerful thing about over the shoulder screen capture training is people feel like you're there with them. People feel like they aren't alone. When you give somebody a printed book they don't feel like you are there with them because they can read it on the go. I know that for me this was crucial when I first started to build my internet business because I was learning from John how to build a blog, how to drive traffic, how to create a product, as I was watching him do it. I was literally able to have two screens, my laptop and then my computer, and I could watch his video on one while I would pause and actually take those actions on another computer, so it made it very easy for me to follow his movements on the screen. I could then expand it and made it the full screen size to see where he was clicking, how he was going to a page, how he did something, things that you just can't do in text. The person can actually see what you are doing. You can say to the person 'hey go over to this tab and click on it and then open this tab', but what if the person just can't find it, they aren't sure where? If they are watching you over the shoulder that relieves that apprehension and stress, it just simply makes the experience a lot more enjoyable for the student.

John:

Screen capture is also brilliant for product demonstrations. You could be demonstrating your own product on a sales page, maybe you want to show people how they get results using your software or your product. It's also good if you're an affiliate. If you can get permission from the product owner to maybe do a member walkthrough, or maybe you using their product which Omar done brilliant for Easy Video Suite, he showed you him using the software, if you can do that then you're showing people how to get the most from the product if they then go ahead and purchase. So if you can demonstrate a method, a product in action, a members area tour, show people how to get the most out of something that you are promoting, they are more likely to go and buy the product if you're showing them how to use the product, get traffic, make money, or whatever it does. It's fantastic for product demonstrations.

Omar:

There's a lot of reasons that people don't buy things. There's a lot of reasons that we could probably estimate and take guesses at why people didn't do this or didn't do that even though we asked them to. But at the end of the day it all comes down to fear. People are afraid of making a bad decision. A product demonstration is ultimately the best way to show someone what they are going to be getting. When we're talking about software, when we're talking about website memberships and things like that, literally showing them what they are going to see the minute they purchase and doing the demonstration you are removing all of their fear of 'what if I buy this and then I don't get what I thought I was getting?' It is the complete opposite of what we call doing a blind offer. Blind offers are something that I tend to stay away from, I tell my students don't do that, you want people to know what they are getting without over selling because that can be a problem as well. You don't want to create a two hour product demonstration, you want to cover the important things. Product demonstrations at the end of the day are the best way to remove any fear from the person that they may be reserving as far as 'am I getting into the right thing here?' So a very powerful thing for you to do.

**John:**

**We will be covering this in more detail later on, but the three main products for recording screen capture is Cantazia which is for Windows, you can also get it for the Mac but I only use it on Windows as I'm not a fan of the Mac version. Screen Flow, which is Mac and is what Omar uses, and there's also Easy Video Suite which now has a screen capture recording feature. I'm finding Easy Video Suite brilliant and I've actually used it about three times today to show my students quick little tips, quick one or two minute videos because you can just record, upload, and send the link. So that's the main software that's out.**

Omar:

At the end of the day there's always going to be an investment required in your business. You're in business, and there's no way that you can expect to run any profitable or successful business without investing in it. In online business, especially any type of training, it's going to require some sort of software. There will be some free ones out there, but you will be compromising all kinds of stuff when you use free screen capture video. It won't render in the proper format or record the amount of time that you need, or maybe it will put some sort of water mark on your video. At the end of the day it tends to be the standard when you're recording video or when you're editing video to be using either Cantazia, Screen Flow, or Easy Video Suite. We're all going to be needing Easy Video Suite so that we can play our videos, so we can manipulate the video file, but when it comes to editing and recording the videos especially on larger size screens Cantazia and Screen Flow are the way to go. I prefer Screen Flow and there's two reasons for this; number one I'm on a Mac and

Screen Flow is for the map, and number two is Screen Flow handles large files a lot better than Cantazia. Cantazia, especially on the Mac, it leaves a lot to be desired when you have big file sizes. When your video is say longer than twenty or thirty minutes, when you're going to be doing a lot of editing and cutting things out, adding transitions and things like that, Cantazia in my experience just doesn't seem to handle those files well. When you've got a lot of data manipulation Cantazia kind of gives you that little spinning wheel of death and you're like oh my god did it lock, and you're kind of working in fear that you might lose your material with Cantazia. I've found Screen Flow to just be a far superior type of product. With Cantazia, if you're using a PC then your hands are tied and you kind of have to use Cantazia, like I said there are other free alternatives out there. Then there's a much more expensive alternative like Final Cut Pro, and I would have to say that for the majority of stuff that you're going to be doing as an internet marketer, as an online business owner, as regards to screen sharing, screen capture, demos and walkthroughs, and even editing of your on camera videos, I think Cantazia and Screen Flow are going to be reasonable prices and can definitely handle the tasks you need to do. For me, even my on camera videos that I shoot with my phone, I upload them onto my computer and I drop them into my Screen Flow, and I do that to do whatever editing I need to do. Sometimes I like to put music behind it, I like to add an additional track. If I'm doing something with green screen for example, John and I recently done a video together where we were both in the same frame, we were both standing side by side in the video, however he was in the UK and I'm in warm Florida. I'm in sunny Florida while he's in the sunny UK, and we shot this video, him on his iPhone, me on my iPhone, I did mine in front of a green screen. Then he emailed me his video clip and I uploaded both of them to my computer, and then I put them into Screen Flow as different tracks, as separate tracks, and I was able to position them and export a video of both of us on the same camera, on the same frame basically and you're obviously going to need software to do that with. So I mention this because they don't just limit you to screen capture, they are probably the best option for doing screen capture, but I also use this sort of editing software for my on camera videos as well, and naturally Easy Video Suite, regardless of whether you're using Cantazia or Screen Flow you're going to need to convert it to be web ready, you're going to need that video file to be MP4, and you're going to need the player code, and that's all generated by Easy Video Suite.

Slideshows, they are easy to create. At the end of the day when you're making a video it really is simple to create slides, because you have various software's you can do this with. I love using Keynote on the Mac. Keynote is relatively affordable and it just makes videos that looks great, slides that look great, there are all kinds of effects and animations and things you can do once you get a little more advanced with it. This video series that you've been watching was created in Keynote, I'm literally running Keynote right now as I record this with Screen Flow, so we're using the actual software tools that we're teaching you about right now, and when I say it's easy to create I truly mean it. You can literally just start a slide by opening up a template that they already have, and just type your text, move onto the

next slide and type that text. In many cases you can copy the text over from any written material that you already have, if you're doing a sales video you can copy the text from your sales page. If you're doing a training video you can copy the text from the eBook or the module, but it's very easy to create. You don't need a PhD in computer science to create slideshows using Keynote or PowerPoint.

**John:**

**I use Keynote a lot. What I tend to do is, my son uses it more than me and he usually makes my keynotes, I will then get his keynote with all of the effects in and I'll add my words. It's very easy to pick up and learn, and there's a ton of videos out there. If you go to YouTube and type in 'Keynote/PowerPoint tutorials' there's enough videos to get you through the basics. You don't have to use Screen Flow to record as well, we're using Screen Flow now for the purpose of this video, but if you were just on your computer by yourself recording, Keynote has a record feature. You can just record your audio directly onto your video.**

Omar:

That's awesome, you can also do that with PowerPoint I believe. You literally just play the slideshow, and as I'm hitting the spacebar I can be talking, it actually records the timing of the slide with what you're saying through the microphone. Then you can export a movie file right from within Keynote or PowerPoint, so that's very powerful.

You can prepare it, you can record it, then you can produce it. We are using Screen Flow here because we're planning on doing some editing, and because I'm going to be recording a large file and because John is involved we have to make sure if we make any mistakes I can edit it out. However when you're using a slide software, whether it's Keynote or PowerPoint, or there's actually other software out there for example Open Office and free software that allows you to create slides, it's just a matter of pairing it, recording it and then exporting it and producing your actual video file. It's really those three steps. You can spend as much time doing any one of those steps as you particularly want to do, for example I might want to spend a little bit of extra time in the preparation phase because I like to use images, for every one of my titles here you can see there's a little icon I've got from an icon website that provides icons. You might want to do nice transitions and animations, so you might want to spend specific time in the preparation phase. Maybe you want to spend more time in the recording phase, maybe you've got a specific timing that you want to do, maybe you want to add music behind your recording, maybe you want to do extra editing and have transitions and things like that. The point being that you can record, you can edit, you can prepare everything and you can literally compose everything right on your desktop and create really cool and compelling videos with just starting from slides.

**John:**

**It is a simple process Omar isn't it. When you think about it, you can put a simple presentation together and you don't have to have all of the bells and whistles, you can record it, if you make a mistake you just go back to the previous slide which is one good feature when you're recording. Then you just need to produce, export or I think it's share or something like that on PowerPoint, then you've got a video. You can then take the video and put that through either Camtasia or Screen Flow if you want to do any editing, or straight into Easy Video Suite if you want to upload and then make it ready. It is a really simple way of teaching what you want to teach.**

Omar:

You can make it as complicated as you want to or you can make it as easy as you want to. It's completely up to you. Like John just mentioned it's great for teaching theory style training, slideshows are an awesome way to give a presentation when you're illustrating images and things like that. It's very tough, for example if I were to try to illustrate a graph, if I'm on camera I would literally have to be pointing at a whiteboard or something like that but if I'm doing a slideshow I can literally just paste an image or a chart right onto the slide. We're actually going to be doing that in the next video quite a bit where we are giving screenshots of software and demonstrating what a script looks like. You're going to be able to see how we've literally just pasted that script inside of the slide. So it's very good for illustrating theory style training.

**John:**

**What I try to do as well when I teach my methods and whatever I do online, I try to have a theory section and a practical section. When we were talking about breaking stuff into step by step, if you are putting a product together and for example I would try and create ten theory modules where I talk about each method, then I'd try and have ten practical modules where I teach the method. So obviously this side of the training is educating, it's educating your mind for what you may be going to be taught later on. That's why the best way to do it is through slideshows.**

Omar:

It also gives you a very professional look. In many cases people are not happy with the quality of their video, the setting of their video, maybe they didn't have that nice camera or a smart phone to use. Well here's a way where you can use a pre-configured template provided by either PowerPoint or Keynote, some nice images, things that will really give your presentation a professional look. I think it's a very good way to add a new level or a new look, it literally elevates your brand and gives you a more professional brand.

**John:**

**It doesn't take much to have a Keynote presentation that looks really professional. I'm sure you will agree this slideshow looks very professional, and Omar put this together with all of the slides in maybe just a few hours. It doesn't take long, just a little bit of basic education, implement what you have learned, and you'll have a professional looking presentations.**

Omar:

Like we've mentioned throughout this presentation here PowerPoint is a very popular software that a lot of people use, it's very prevalent for PC users and it's got a lot of advanced features whilst also being easy to use. It literally has on the left hand side pictures where you can see your slides, then on the right hand section it has the typing area where you type in your content. Keynote operates very similarly, the cool thing about PowerPoint and Keynote is there are also advanced features on there. As you get better you can use things like transitions and animations so that when you hit the spacebar maybe the text flies in or pops in, or maybe there is actually movement happening on your slides. For example right now you'll notice that when I've been clicking the spacebar to display the next line of text, you'll notice that in the previous line of text the opacity goes down so they become more like in the background. These are just little effects you can add to your presentation in Keynote and the same goes for PowerPoint. Open Office is another software that also has a slide software built in, and this is free. I'm not sure about the advanced features it has I haven't used Open Office in a long time, but I do know that for basic recording of slideshows, I'm not even sure if it does implement a recording feature, but for the creation of the slideshow itself you can use this free software to create professional looking slideshows that are going to elevate your brand and are going to be easy to produce.

**John:**

**Yeah I would say if you can, my personal opinion is invest in PowerPoint or Keynote. If you've got a Mac Keynote is \$20 or something in the app store, PowerPoint it's part of Microsoft Office and I don't know if you can get it individually. If you are going to be doing a lot of presentations my advice would be to invest in either one of the two depending on your operating system.**

Omar:

I agree if this is your business, if this is what you do, and you want to be impactful and look good it's important to make this small investment. Remember you never get a second chance to make a first impression.

So with that said don't be afraid to experiment and be creative with video. I think we've been presenting a lot of different avenues, a lot of opportunities for you to create compelling

and engaging video. We've talked about different tools you can use, we've talked about different options that you have whether you are a novice or want to try free software, which again remember when you do use the free software there's always a compromise, there's always something that in either one way or another will either cost you time or will cost you customers. As you start becoming more and more conscious of the appearance and brand, you're going to want to make the investment. I recommend straight off the bat when you're going to be creating screen capture videos you should invest in either PowerPoint or Keynote, I recommend Keynote, and don't be afraid to experiment. Remember you're going to get better by practising and by doing things so don't be afraid to play around with the lighting if you're using an on camera video, don't be afraid to try the different settings on your camera or phone, do a couple of different takes. Don't get frustrated when you don't achieve that beautiful image that you wanted to in the beginning, you've got to learn to crawl before you can walk, and we all went through that growing phase. I mean I'd be afraid to have you look at the first video I produced for online, so we've all had to go through it at one point or another. The key is that you remove that fear of getting started and just dip your toe in the water, little by little experiment and try new things and you'll see that you're getting better and better. It's not a god given talent to produce good video.

**John:**

**I think Omar has covered just about everything there. Just try it. The good thing about doing video is you can take as many goes as you want, it's not like a live environment like standing on stage or doing a live webinar where if you mess up, you mess up. If you mess up on a video you can re-record. Practise makes perfect. The more you do it, the better you will get.**

Omar:

So don't be afraid to experiment, be creative with your video and I'm sure you will eventually reach the result you want.

We thank you for watching this video and we look forward to seeing you in the next video.