

Using Video Properly

Omar:

Hello my name is Omar Martin

John:

Hi I'm John Thornhill

Omar:

In this series we're going to be talking to you about video. This first video is about how to create video properly in your business, and how to use it so that you can engage people better and so that you can generally just grow your business and become more profitable by using video.

In this video we're going to cover why and where you should be using video in your business and the most important things to consider. There's a lot of different ways to record video, there's a lot of different places in your marketing where you might want to use video to connect better with your audience, to get them to take action, and we're going to keep it as concise as possible and cover the most important things that you should be considering here. For example, selling. Anywhere that you're using video anywhere you're trying to sell something in your business, whether it's on a sales page or perhaps on a webinar, or an upsell or down sell, we've found that it's very powerful to put a video there because you're connecting with your audience in a better way than just with text.

John:

Yeah I've always found that when I started using video I actually got much, much better results, so I try to add video to just about everything I do online now.

Omar:

Content is another great way to make that connection with your people, and when you use video to deliver content they become more engaged and they are more likely to take action. I've found that when I just deliver an eBook for example, the majority of people don't all just respond to reading. You're going to have part of your audience who enjoys listening to the content, you're going to have a segment of your audience who likes reading, and you're also going to have a great portion of your audience that will connect with video, and I've found in my own business that when I deliver content via video I get a much higher response than I do just with text. In essence I think people will take action more on the content you're delivering when you deliver it through video.

John Thornhill:

I think it's got a higher perceived value as well Omar. When people buy an eBook it's just an eBook, but if you deliver the same content via a video and an eBook obviously the person receiving the content thinks 'wow there's lots of stuff to get through here'. I also think as time has gone by people expect more for their money online when they make an online purchase. The price of information products has come down and I think just naturally expect to get more content because of more and more people actually using video.

Omar:

That's so true John. I remember years ago when I first started learning from you about creating products, I remember one of the things you taught early on was when deciding whether to create an eBook or a video product or an audio product, that we should always consider doing all of the above because you're going to have people in your audience who connect with different types of teaching methods so it's important that you use all of those methods. In essence if you've got the content written or if you're planning something, it's really just one additional step you can take to read the content and create an audio, maybe create some slides and create a video out of that audio, so it really is just one additional step that you're taking that will create a very, very much higher perceived value in the eyes of your audience.

List building is another portion that's very important for us as internet marketers. We all know everything we are doing online should be geared towards building a list of followers, a list of subscribers, a list of customers, and video is a great way to attract people because let's be honest, when we make friends with people in real life we don't do it by sending them letters. We do it by walking up and shaking hands, or by being introduced in person, and that is just generally how human beings are used to meeting other human beings. So when we try to create a list and build a following just using text, we are creating something called the digital divide and we are literally separating ourselves from our audience which is our potential customers. I think by adding video to the list building tactics we use we're getting a bit of a better connection, more like what humans are used to doing when they meet people in person.

John Thornhill:

Yeah I think that particularly applies to squeeze pages Omar. If you imagine just a video and you're telling someone live on camera what they're going to receive if they enter their name, you can actually say aswell 'enter your name here' and point to where it goes. Just that one little thing can make a massive, massive difference to your conversion.

Omar:

Webinars have proven in my business to be one of the most profitable ways to build a business in general. They've created an income stream for me that far surpasses any kind of eBook or product that I've create in the past, and there's several reasons for that. We're not going to make this entire series about webinars even though we could, and we actually do have a series that teaches about webinars, however what I've found is that recording webinars and turning them into videos creates a very profitable evergreen product and income, just a whole profit section of my business through video. I found that when we create webinars and when we do them live, yeah we can make money, however when we record them and turn them into a video and we play them for our audience later on, the majority of webinar money is made from the video replay of that webinar and it's added so much to my business that I thought it was very important to bring that up and cover webinars when we talk about video.

John:

I think as well you also have to think about when you're doing maybe webinar tutorials, if you're doing live coaching, any live training, say for example you had a six week live coaching you could always record that content as well, then you have another product you can sell. So it's not just sales webinars, it's content webinars as well so you can record that and use it again and again.

Omar:

I think a lot of people leave that idea, they leave that money and they leave that content on the table so to speak. They do a webinar because they promised it as part of a product or something, or maybe they are just wanting to deliver some content, but they can literally record that and turn it into products. I personally, I'll talk about this in a minute, a huge archive of webinars that is a product in itself. So these are the things that we're going to be covering in this particular video. We're going to be talking about the four main ways of using video in your business, and that is selling, for content, for list building, and for webinars.

John:

So in this section we're going to be talking about connecting, engaging, and impulsing. Basically this video helps you connect with your audience. If you're trying to sell a product, if you're standing looking at the camera and giving a rundown of what your product is, it's much better if you have a video that does this. A lot of sales pages back in the old days used to have just text on, but since video has evolved more and more people are using video, and I just think when you get to a page and see a video start to play, you usually want to see more. Whereas sometimes if the page is just text there's more chance someone isn't going to read and they're just going to leave. So video helps you make that initial connection.

Omar:

We've become a society that just expects video. We're the reality TV society, we want to see what other people are doing, we want to have that connection, we crave it. At the end of the day if you're not using video in your marketing to connect with your audience, your competitors are. So you should really leverage the power of video, there's a lot of things you can accomplish with video that you just can't do with text, and there's a lot of connecting that's done visually, there's a lot of engaging that's done visually with body language, with facial expression. We all know this is true with your voice, so you can tell right now that I'm smiling and I'm happy, or you can tell right now that I'm being serious and have a frown on my face, just because of the tone that I'm using. You're not seeing me, but just because of the tone you can tell I'm conveying a certain emotion, and that's a fact and you can't dismiss this in your marketing because in essence that's what marketing is all about. It's about raising certain emotions and compelling people to do certain things with your message. So connecting with your audience in text, well that can only get you so far. Connecting with them with text and audio, that can take you to another step and that's kind of what we're doing right now in this video. But when you're actually getting in front of a camera you're kind of putting the entire thing together aren't you, you're actually using the visual stimulation where they're seeing the body language, the facial expressions, as well as the voice fluctuations and the things I was just talking about.

John:

After you've connected you can then engage you're audience. Omar has covered some of it there about visual expressions, about smiling and how you've come across, and obviously if you're looking at the camera if that's the type of video you want to do and that's going to happen. But I think engaging as well for me, it's good if you're maybe showing a demo of your product, maybe you're selling a piece of software and you need to show people how it works. This is a very good way to do that, so you're not engaging with you, you're engaging with your product, so that's a very good way to create video.

Omar:

I think we've all heard the old phrase "I'll believe it when I see it", and it's a silly little cliché but a lot of people think that way, and when you add that visual aspect you can engage people more. What I mean by engaging them is literally compelling them to be more involved in what's going on, be more interactive in what's going on, you can call them to action on your page by literally what John mentioned earlier, you can point to things on your page and say they look here and their eyes are going to follow your hands and whatever you're pointing to. John made the example of using video on your squeeze page, if you have a video on your squeeze page where you literally point to the left hand side, it makes them look and forces them to move their eyes to the opt-in form, and they literally follow you with their mouse movement for example. This is engagement, this is getting

them to take action, this is getting them to do something based on what they are seeing, based on what you're commanding them to do visually. A lot of times, I used this tactic in sales when I was doing door to door sales many years ago, when you want someone to say yes, move your head up and down, it's contagious. You move your head up and down in the yes motion as you're trying to get them to agree with something and people tend to do that. I remember I was taught during sales, when you want them to sign the contract you've got to reach out and hand them the pencil. They aren't going to ask for it, unless you reach out and hand them the instrument to sign with they aren't going to grab it. I'm not saying they can actually grab something from a video, but using that motion and gesture gets them to take action, it gets them to be engaged with what you're doing.

John:

People like to see who they are dealing with. I think one thing you can do with a sales page is put a picture of you on, or maybe a picture of you doing something or driving a car, but you can take this a whole lot further with video. Overall I think people really like to see who they are spending their money with, who they are opting in to, whose list it is, people just like to see who they are dealing with in general and obviously video helps y do that in a massive way.

Omar:

We've also heard it said that it's not what you say, but how you say it, and that's also very important in making a connection and engaging people. Sometimes when you say something in text, when I'm just writing a letter, it's hard to convey that and it's hard for them to see who they are dealing with. It's very important, our minds think in pictures. When we imagine something in our minds eye we are imagining it visually, we aren't imagining it in text, I'm not going to get into the psychology of all of that, but I do know it's important for them to see who they are dealing with because of one simple thing and that's called trust. You want to build trust, and as long as people cannot see who they are dealing with, that trust factor remains perpetually elusive in the back of their mind. They are still going to have that little bit of apprehension, until they can see it subconsciously it doesn't really exist to them until they can physically see it, and that's because our minds think in pictures. When they see you, when they see ok this is actually a person who exists, even though they've been reading about you and saw a picture of you, now they can actually see an animated person there on the camera, you've made a subconscious connection with that person that you can't make just with text or just with a photograph. That person remains elusive in their minds until they actually see who they are dealing with.

John:

This is one thing I really like about video. I know I briefly mentioned it earlier, but you can say to someone 'enter your name and email and grab your free training', and you can

point. You can point with both hands and say 'click the add to cart button and I'll see you on the other side', or you can say 'keep watching the video and I'll take you to some training', you can tell people what you want them to do. Yes you can do that with words, but there's much less chance of anyone taking action than when people can physically hear your voice and see you saying 'check this out'. It's so much more powerful with video.

Omar:

Another thing that you can do with video that really makes it interactive when you're telling people what to do, the fact that you're running video on a sales page or any type of web page means that there is an active script running on the page. So when that person, that viewer, loads your page that contains a video, there is literally a code behind the scenes that's playing that video. If you're using the right kind of software, let's say Easy Video Suite, you can literally do things in the video. So you can tell the video that at a certain time you want an action to happen, you can say at this point in my video I want this form to pop up, I want to tell people that they have to enter their name and email if they want to continue, or you can say at the end of the video I want their browser to automatically go to x, y, z.com for example. So you can literally control the experience a lot more with video. You can't really do that text can you, so in a particular part in text you can't just say right so at this point I want this to display, because you don't know how fast they are reading or what part of the page they are on, and it just becomes too difficult to do. With video you can in fact tell people to do certain things at certain times, I hate to use this particular word but you can force people to enter their name and email before they continue, or to do certain things simply because it's a feature of the video player.

John:

I think myself and Omar agreed on this and most people would agree that overall video works better than a regular page. Obviously this is something you have to test, but usually you will find a video sales letter will convert better than a regular text sales letter, or a sales letter with a video at the top generally converts better than just a regular sales letter. Overall we've found that, myself and Omar when we started using video especially in the sales material, the conversions went up.

Omar:

We're a society on the go, we're in a hurry. Nowadays when we're doing marketing the majority of our marketing and our traffic it reaches people in the inbox and there's a certain state of mind people are in when they are reading emails. They find some sort of email about your product and click the link to go to your product, now they find themselves at your sales page and they have to make a decision whether or not they are going to take action on your page and start reading this really long page, or continue what they were

originally doing which is clearing out their inbox. So that's called marketing in the inbox, hitting the inbox. People are in a certain state of mind when they are in the inbox, they are in the process of doing something. When you're marketing to them while they are doing something else, it's kind of like going door to door and knocking on the door at dinner time, when you've gotten that person to get up from the table in the middle of a meal and now you're trying to sell to them, it's not particularly the ideal time to sell to this person. So you have to make sure if you're doing that certain selling that you're hitting the points right on the head and you're cutting to the chase and that you're giving them everything they need to know right away, because in the back of their mind they've got something they need to finish doing. So video works a lot better than a regular, long form sales page in these particular situations which are the majority of the marketing situations we find ourselves in. It's important that you realise that you should test this, certain types of marketing, certain types of products, depending on how you're driving the traffic and what type of traffic you're bringing to the page. I can understand how in some particular instances it might be better to use more text than video or more text than audio, but overall what we've found is video will work better than just regular text on a page, we've proven this over and over again.

So let's talk a little bit about selling and sales pages, upsells and down sells. One thing I like to tell everyone is you're always selling, you should always be closing. Even when you're delivering content, you're selling. You're selling your brand, you're selling you, you're selling them the fact that they should continue listening to you and they that should watch the next video from you, and that they should open the next email from you, you are subconsciously always selling. Not just on sales pages, upsells and down sells, but whenever you have a conversation with someone you always want them to leave that conversation, that interaction, feeling like there's more here and they have to come back to it, that they need to know more about you. When it comes to sales pages I've found in my own business that sales letters are here to stay, we're not going to be going back to the long form sales letter, video sales letters are here to stay. I do find myself using hybrid sales pages a lot, and what I mean by a hybrid page is one that incorporates a video on the top and then maybe has some specific points that I covered in the video, down beneath the video in text. I do that because like I said earlier some people respond better to text, some people respond better to video, some people respond better to audio, but what I've found is there's a happy medium. When I use video to make that connection and engagement and to stress specific points, whilst following up beneath the video with certain bullets and certain hot spots, certain closing points and actions I want them to take, I've found that that's very important. If you just look around the industry it's not just in the internet marketing space. It's in e-commerce, when you go to a regular e-commerce site you can usually click and see a demo of a product, even a physical product. You can really see other business in just about every industry, you can go to a real estate site for example if you're shopping for a home and you'll see they have video tours and things now. The reality is that video is here to stay

online, as well as the technology. Six or seven years ago we just didn't have the speed in our computers and on our internet to really stream video well, I remember when I first started online to watch a video you literally had to download it overnight and then once it was on your computer the next day you could watch it. That's because the technology just wasn't there, but now we do in fact have very fast computers that are affordable, so the average person does have the power to stream video, now we have video players like Easy Video Suite that can play videos on mobile devices so you can watch a video on your phone or on your iPad or your tablet. This technology just didn't exist five, six or seven years ago so it was a little bit different selling back then. You kind of sold in a long form sales letter just because you had to, but now things are different and I believe video sales letters are here to stay.

John:

I also think as well because video, it's not going anywhere. You go to YouTube now and you usually have to sit through a video ad before you can watch the video you want to watch, so if that doesn't tell you how important video is I don't know what does. I think what I want to get across here as well is, if you're not prepared to start making video in your sales process, on your squeeze pages and on your sales pages, maybe you're just the type of person who thinks 'well I've wrote sales pages before and they've always done ok', over time I think video is going to become more and more popular. People are becoming more accustomed to video, people are expecting video when they hit a sales page, so I think if it's something you're not doing you have to start learning and start doing. Hopefully after this series you'll be in a position to do that.

Omar:

There's no doubt about the fact that videos will convert better. I can understand how there are certain instances and we can't say conclusively that they will always convert better and make more sales, but in my own business I have no examples of text that has sold better than video for us. Video usually converts better because of everything that we've talked about. It simply engages people and gets them to take action a lot faster and a lot more effectively because of everything we've mentioned; the fact you can connect with people, the fact you can engage them, the fact they're seeing you, the fact you're removing the doubt of does this person exist or not. The fact that you are bridging the digital divide puts you in a position that converts better than text.

John:

I think we've covered just about everything, we know we've said it's something that converts better, it's something you have to test we have to stress that, but if you're not using video yet and you start using video I think you'll see a massive improvement in conversions.

Omar:

I think one of the things that holds a lot of people back is they think it's a lot more complicated than it actually is. All of a sudden you introduce the concept of you should create a video, and people are like 'oh no' and they shy away and get out the cross as if it's a vampire or something. The reality is that you can create video from whatever content you are using to compel the person with text, you can literally create a video like what you're watching right now. We've literally taken text and we've put it on slides, we are narrating it as we're moving the slides using keynote, and you can create a video. You can also create a video directly from the sales copy, so after you've written the sales copy for your product, again this relates to sales pages, this also relates to upsells and down sells and I think it's more important that you create videos for your upsells and down sells. When someone is a purchase process, when they are in what we call a sales funnel, meaning they have decided to take action on your sales page whether it was for a five dollar product or a five hundred dollar product, it's always smart to make them an additional offer because they've proven they are a buyer. So you should prove that you have other things to offer them as a proper marketer. Now when you're doing that you have to understand that people have a limit to their patience and they eventually want to get to their product that they've purchased, if you do too much up selling, cross selling, down selling, they get frustrated and are like 'where the heck is my original purchase?' By creating videos from your upsells and down sells from the copy itself, you can now shorten the amount of time that they are involved in the pitching process. So you can literally create a five minute video where it would have taken them an hour to read the copy, or where it would have taken them a lot longer should they have to read the entire page and make a decision. By simply putting a short video on the upsell page you're now shortening the amount of time they're involved in the actual purchase decision and that's going to help you. You can actually create this from the sales copy so you don't have to be Steven Spielberg to create good videos for your online business. All you need to do is know what you're selling, obviously if it's your product that you're very familiar with then you should know enough about it that you could create some bullet points, and as long as you have that you can turn that description of the product, those bullet points, those important things, can you can turn them into a video. Whether it's something that you're reading on camera or it's something you're just creating slides with and narrating later the way we're doing it now, it can be created from your actual sales copy.

John:

I've actually got a good example. One of my products Affiliate Promo Formula, it's at affiliatepromoformula.com, I wrote the sales page and then I gave the sales page to my son, he does all of my keynote work, and I said to him "make that sales page into a keynote". So he made the whole sales page into a keynote, added some nice animations, put some extra pictures in, but basically he just read my copy and then I took the keynote,

had a look at it, played with it, edited it and made it the way I wanted it, and then I just recorded the page on top. So if you go and look at that page you will see there is the regular sales page, but the keynote is actually just the sales page repeated with a few little bits added here and there. If you ever want to see an example that is the perfect example, that's at affiliatepromoformula.com.

Omar:

I think that's brilliant right, because that just opened another door that we hadn't spoken about until this point. What about you creating your sales page, your copy, talking about your product, I mean literally opening up a notepad document and just typing about your product. Creating a letter that describes your product, writing a story of you creating the product, why you created the product. You can literally create this copy, sales copy which is what we call that, and you can have somebody else go through it, pick out the key points, and turn it into a video. So a very powerful thing you can do, or you can have someone else do for you. You can stress important points with video, you don't necessarily have to create an entire screen play to think that you are doing a good video. If you have sales copy on your page already, perhaps just finding the key features and benefits of the product, talking about them. What I've found works really, really well is I use the video to talk a little bit about me and build myself as the authority figure, especially when I'm selling a product that depends a lot on my own credibility. Whenever I've got to position myself as the expert of a subject and I have to explain to someone why they can trust me to teach them, or why they can trust me to provide them this product, I like doing that with video because of everything we explained earlier. Conveying, compelling people, engaging them, and just building that trust. I like doing that with my video and then maybe touching on the bullet points of the product and letting the sales page do the rest of the selling, but you can just use your video to stress important points, there's no need to create a big production out of it.

John:

I think stressing important points for me personally works brilliant on upsells. I have a few upsells throughout my sales flows, and a lot of the time I will look at the upsell page, I've got regular copy there, and then I will record a video of me looking at the camera usually saying "thank you for your purchase, I'm going to make you one more offer", but I'll just look at the bullet points and that's all I will talk about. So the upsell video usually only lasts three or four minutes at the most, I just stress the important points, and I've also done this with some of my regular pages. I'll just think of the three or four main features of my product and that's all I'll talk about, me personally when I do the looking at the camera video I like to keep it nice and short maybe two, three or four minutes long. I just look for the three to five main points that I'm going to deliver and say that to the person looking at the camera, and this seems to work fantastically well.

Omar:

Make a personal connection. Something that I learned a long time ago is when I create a video, especially one that I am in front of a camera, I imagine myself speaking to one person. Remember you may be creating this video for your website that you tend to be seen by thousands of people, however those thousands of people aren't sitting together in an auditorium all watching your video at the same time. So you shouldn't address your video like "hey guys, "hello everybody", "I'm glad you guys all made it here", no. It's 'you'. It's that one individual, so I'm saying "hi, thank you for watching this video, I'm so glad that you are here because I have something very special to share with you". I make a personal connection with the individual, I try to make them understand that I am a person aswell just like you. So I don't make it sound like I'm talking to a group of people because in essence the majority of people that are watching your video, yes it's going to be seen by tonnes of people, but they're watching it one at a time. They aren't all gathered in a room sitting around eating popcorn and watching your video together, so it's important to make a personal connection with people.

John:

I think that's a very good point actually Omar. You've got to be careful in the words that you say, you've got to say 'you', and 'thank you for purchasing'. Don't say things like 'hey guys', this is very important. I also think, I know I just touched on this on the last point, but look directly at the camera. Find where the lens are, or if you're using an iPhone or whatever look at the actual lens don't look into the middle of the phone, because you need to look into that person's eyes. I think that's one of the most important things you can do to make a connection, just look directly at the camera.

Omar:

That's so important John I'm glad that you bring that up. As a matter of fact, I believe it's in a different video, we're going to talk about the five steps to make a connection with people and to create a conversation. One of the most important things when you're selling face to face is called the SEE principle, and that's the smile, eye to eye contact, and enthusiasm. You need to have all three of those things to make that personal connection. Eye to eye contact is one of the most important things in personal interaction. When you're not looking at someone directly there is a psychological message that you are in fact conveying to that person, and it's an undesirable one when you're trying to get them to take action. By not looking at them directly you are portraying certain feelings, feelings of shyness, feelings of apprehension, feelings that you're afraid, and feelings that you may be hiding something. When someone can't look you directly in the eye, think of the instances in your life when people aren't looking at you in the eye, they're lying, they're not being 100% truthful, they're holding something back, they are afraid to look at you in the face. So when you're making that connection it's important you're looking directly at the lens, so that they see

you. A lot of the time we make the mistake of well I'll just look off camera to read this entire script, and this is why I tell people not to read a script word for word. There's no problem in glancing off camera and reading a quick bullet so you know what to talk about, but when you start reading word for word and you're not looking directly at the person, you're almost having a totally opposite effect of where they can't trust you, and they wonder why you aren't looking at them and why you're looking off camera. You might not think that's important, but there is a psychological message that is being portrayed there so you should in fact look right at the camera. Like I said don't freak out if you have to look off to remind yourself, I do it all the time where right beneath the camera I have taped some bullet points, literally on the tripod I'll maybe write five bullet points with a marker on a piece of paper and I tape it to the bottom of the camera, so I'm looking just beneath the lens and I'm just reading a bullet point to remind me of what I've got to talk about next, but I'm not reading word for word. Even right here on this slide, when that one line came up that said 'make a personal connection' it reminded me of the things I wanted to talk about and now I'm just talking about them. So I'm not reading word for word, you wouldn't hear me going "the-video-sales-letter-is-here-stay", when you're reading like that and looking off camera you're creating the totally wrong sort of connection with people. I don't know if that makes sense, do you find the same thing John?

John:

Yeah I definitely do Omar, you have to be looking at the camera. Like you say you can have a quick glance down, but that's probably why my upsell videos, anything where I'm looking at the camera is never usually more than three or four minutes long. I'll be honest it usually takes me a few goes to get it right, but every time you get it wrong you've learnt up to a point usually, and you'll start to have a little script in your head where you don't even have to glance down. So one other bit of advice I'd give to you aswell is don't just do one take, maybe have five or ten goes and you'll probably find after you've done it a few times what you want to say will naturally start to flow. You'll probably find when you get to five or ten attempts you're making a much better video.

Omar:

You know John some many times people approach me and say "how do you make your videos, you sound so good, I could never do that", and I'm like man if only you knew. Even this video right here, when you and I started we had to start like three times, we messed up, there's certain parts where we had to go back and edit, and that's always the case. Put yourself in a situation where if you make a mistake then it's no problem, leave a little room and then afterwards you can go back and cut that out using your editing software which we're going to be talking about in a later video. I think a lot of people look at other marketers that have produced these videos and they are like oh man I could never do that, where the reality is these videos may have taken hours, it might just be a three minute video but it may have taken hours of editing and takes. I'm going to be honest with you I can

seldom just do it in one take, I'm pretty good with it now simply because I've done it so many times. Like anything else it's a skill that where the more you practise it the better you'll get at it. I can assure you the first time I got on camera man I had butterflies in my stomach and I was like I'm not doing this, but eventually just from doing it and just from editing it, the more I made mistakes and the more I realised I could avoid these mistakes by doing something else. Now I've even got a system where when I goof up I literally clap, and that helps me go back later into the video and I can find the little spike in the audio and I remember that was the spike that I messed up, let me go and cut that section out. So you find little things like that that will help you, and the quality of your videos will improve overall. But trust me just because you see the video and it's like wow that looks great this guy seem so natural, it took a while to get it to look that way, so don't ever think you can't make a personal connection or you can't come off the way you want to come off just because you can't do it in one take.

John:

Now we're going to talk about content, stuff you're going to put in your members areas, in your blogs, possibly on YouTube. I know we've touched on this earlier but you have to understand that videos give a higher perceived value. If you can take a regular eBook, let's say for example a fifteen chapter eBook. You take each chapter and make a keynote or PowerPoint presentation, make it into a module, then you take those fifteen modules and record them. Then export them into multi formats, such as iPad, iPhone, regular phone, computer, mp4, that's what I tend to do with my products. Then when someone comes along they can have the eBook, and they can then enter your members area and have it in all the different formats. Someone who owns an iPad might think wow I can download all these videos onto my iPad and watch them on the train, or whatever. Someone might come along and say brilliant I can sit and watch them on my computer, someone might have an iPhone or a cell phone. Just by doing that, all you have to do is instead of producing your video once maybe produce it five or six times, it takes a little bit of time but when someone comes along and sees all of this it gives them the wow factor and all you've done is taken a little bit of content, created some slides, and made some videos. The perceived value when you do it right is absolutely massive.

Omar:

The power of media, video specifically, how many times have you heard, I'm just going to give you two examples here starting with the radio. Just audio. How many times have you heard a song that just sucks, it's terrible, but they've played it on the radio and played it over and over again and before you know it you're singing that song, humming that song. Why? Because they've played it on the radio so it must be good. We've just been conditioned to think well it's on the radio it must be good, but it's terrible, who knows how the heck it got on the radio and who they had to pay to get that song on the radio, but it's on the radio, it's caught on, and now everybody is singing the song. There's a reason why

Britney Spears is where she is. You've got to think about the power of media. The same goes for TV. Sometimes we just simply believe things, because they said it on the news. It must be true, entire governments have fallen because they said it on the news so it must be true and it must be happening. I'm not saying it to be political or anything I'm just saying this; when you come across through media you're just seen differently. You are perceived completely differently when you are on camera or when you are providing video content. The average brand new person, especially if you're targeting a segment of the population that doesn't create their own videos or doesn't do their own marketing, when you are doing video you are just perceived as somebody so much higher than they are/ You are perceived as an authority figure, as an expert in your niche simply because you said so on camera. Or simply because you said so in the form of a video or in the form of an audio, media is very powerful to create a perceived value for something as opposed to just text. It's just a fact.

John:

Now I know so people might think 'easy? It can't be easy'. But it really is. It is easy to record and produce video. Especially now because we've got tools like Easy Video Suite where you can record, upload and create a page. Even if you're not using Easy Video Suite, for example if you're using Cantazia, it's not hard to get to groups with you just have to learn how to record. It's a bit like recording on camera, the more you do it the better you get at it. I found, I can probably teach something that would take a week to write down in an hour. Just the fact you can use tools now, the tools have made it so much easier, I mean for example you can record on your iPhone now and stick it straight on YouTube or Facebook, things like that. The technology has advanced so much that I don't think anyone can use the excuse of I can't do it. I don't think anyone can do that today. So video has come along way and now it's so much easier.

Omar:

When we're talking about content right, for your members areas for your blogs for YouTube, I'll expand a little bit on those three specific angles for delivering content. It truly is easy. The thing is this; a lot of people make the mistake of thinking well that is a talent that I don't have, that is a god given talent that I simply don't have, to create a video. I've got to disagree there, I think that's the wrong way to think. When I see an athlete, a professional basketball player for example, run across a basketball court, jump like ten feet and slam dunk the ball, that's a talent. That is someone who has perfected a god give talent of a certain height, I could never be eight foot tall, that's something I can never do, I can never have that sort of a talent. I could probably get really good at shooting a basketball, but there's just a certain level I'd be able to reach then talent has to take me the rest of the way. When we're talking about creation video, it really is a learned skill. It's about the tools. If you have the right tools and know how to do it and your taught, which obviously you're learning here with that video series, then it's just about practising and actually executing it. That's what we mean when we say it's easy to record and produce. We mean when you're starting

it doesn't seem easy, however know for sure it doesn't require any god given talents. Some people say to me Omar you have the gift of gab and it actually bothers me when people say that because nobody ever came to my house on Christmas and gave me a gift called gab, that never happened. As a matter of fact I was more shy than most, I didn't grow up wanting to be a marketer, wanting to be a sales person, I didn't go to school for this. It was very tough for me to break out of my shell, it took a lot of practise, it took a lot of reading things in the mirror and looking at myself and playing things back. I was the type of person who used to hate hearing my voice when it was played back, but the reality is that those were personal things I had to overcome and it really was a skill that I had to learn, unlike being a professional athlete that requires physical ability given to you buy god. This is not something you can't learn and perfect, and once you do you will see how easy it is for you. So when we use the word easy that's what we mean, you don't need any special abilities.

John:

This sort of follows on, it's easier to teach using video. For example if I wanted to teach someone how to build a blog from scratch. If I wanted to write an eBook about that it would be very hard to tell people how to set up a database or how to do this or that, whatever it may be, unless you can take screen shots and put that into a PDF. But if you can actually walk someone through what they need to do, record a thirty minute video of you setting up a blog, obviously it's much easier to do that. It's easier for you but it's also easier for the person following your training. It's very hard sometimes to convey what you want to teach when you're just writing an eBook. Back in the day that's all I used to do, I just used to write eBooks and I would be taking screen shots and it was just a pain, where now you can just plan out what you want you want to teach, maybe have a few pages open, hit record, walk people through it. As Omar said earlier if you make a mistake clap your hand, repeat what you need to do and just go on and on. It's much easier to teach using video than using written word.

Omar:

If you look at just conventional education pretty much around the planet, I'm pretty much sure it's not as different in the UK as it is here in the USA, but when you go to school you learn using different mediums. There's usually a didactic portion of your education, there's usually a practical portion, when I went to college there was written work that needed to be done as well as lab work that had to be done where you had to create projects. Even elementary education where kids have to create a science project, so it's not just about writing a report it's about physically doing something. There's multiple things involved in the true learning process, it's not just about reading. If it was just about reading there wouldn't be any reason to actually go to a school, and there wouldn't be a need to watch a teacher write things on a blackboard. The learning process has to do with triggering multiple senses, so the visual sense as well as the auditory, for your user and your customer to absorb your information it truly is easier to teach using video. You can demonstrate, physically

demonstrate yourself doing things on video that would be so tough to do with text. So if I, was like John just explained, describing how to build a blog I would literally have to do an image of every step. Step one, go here, I'd have to take a picture and put an arrow pointing to it. Then step two, go there, and then have to do the same. There's be so much pictures and text, but I can literally walk someone through that process using video where I'm recording the process on my screen. So it really becomes a lot easier not just to teach it but to absorb it, you will actually have people that absorb your material and retain it better more than what you're teaching if you use video.

John:

That leads me perfectly into this Omar. A lot of people tell me, I have a couple of coaching programmes and actually Omar took one of my first coaching programmes, it was step by step. What I literally did, for example, one week covered how to build a blog. Instead of me just doing say one video about half an hour to an hour long, I created about fifteen videos showing each tiny little step. A lot of people have said to me they find my training easy to follow and they love what I do literally because I do it step by step. I've learned over the years if I split a process into about ten to fifteen parts and make the videos maybe one to three minutes long people will absorb it much better than just one video that's really long. So video is fantastic for doing this, I've found go step by step, keep it short, and people will devour your content.

Omar:

Small, achievable chunks. Even in school, I know there's a specific formula for this and I'm sure there's educators that are watching this that probably know a lot more about it than I do, but I know that the brain processes information a certain way and I know when they develop school schedules they make the teaching periods a certain length for a reason. There's a certain amount of time you can absorb information before your brain needs to look away, and that's the time where they say it's time to switch to another class. There's a reason they teach say ten subjects a day for forty minutes as oppose to doing an entire day about science, tomorrow doing the entire day about mathematics, there's a reason why they break it up into daily periods rather than just a full day of something because we tend to absorb things in smaller chunks better than we do in big huge pieces. You can literally break things up with video in a way you can't do otherwise, in a document a person can see straight away they can see there's three hundred pages to it. They're going into page one already apprehensive about how much is left to go, however it's a completely different mentality when it's say a six or seven minute long video, it's like yeah there's other videos to watch but this is only six minutes and I can do this. They go into it with a totally different mentality when you're doing small step by step programmes.

John:

I've found as well Omar there's nothing worse than seeing a training video and seeing it's for example 79 minutes long. You're like oh god I've got to watch all of this, that's why I break it down like exactly what you said there so people can think they just complete this step then they can move on.

This moves me perfectly on to delivering in multiple formats. Earlier I mentioned about iPad, iPhone and MP4, all of the different formats of video, but I tend to deliver my training in multiple formats as well. So if I was to go back to the original example of how to build a blog, we have ten to fifteen step to step fifteen videos. But what I also do is I give people a PDF, I tell them to print it and tick each task as you complete it. Now straight away you've turned just a training video and you're starting to get multimedia, you're starting to get onto the coaching side of things even with a regular product. I've done this with nearly all of my products, I will usually have a worksheet or check sheet or just something that accompanies the video, what helps the person go through your training, but again it's about perceived value. It doesn't take two minutes to create a worksheet with some check boxes, but when someone prints it off and goes through your training checking off the tasks, at the end of the ten or fifteen videos they've accomplished so much and you've made it as easy as possible. All you've had to do is create an extra PDF to accompany your video. So whenever you create your products whatever it may be try and think when you're recording videos it's not just about the video, try and add some other material to it. Some check lists, some worksheets, maybe a mindmap, just whatever it may be to help people go through your videos.

Omar:

People love accompanying material. My members love the fact that I give them a PDF that accompanies the video or an MP3 that accompanies the PDF, with this particular slide we are talking about content, we are talking about different ways and methods of delivering that method through video. The areas to focus on for me, delivering in multiple formats in members areas is awesome. I look at my members areas more like a private area where people who have paid, people who have taken action and truly wanted to be educated, so I make those more private, they have a password to get in to these areas, but I deliver the content there with video as well it's very powerful. In my blog however I might deliver content and I might teach stuff that is really more broad, so I put content on my blog in the form of video with the intention of eventually leading them to become a member or one of my members areas. With YouTube you can deliver content there and the cool thing about using YouTube as well as other delivery sites is it's easy to share, so I use YouTube even though I'm a big fan of Easy Video Suite. I use YouTube because my audience can no find me by searching on for example if you do a Google search YouTube videos come up quickly. So if you're teaching a tutorial about basket weaving, if you put it into YouTube and have a small three minute tutorial about basket weaving in YouTube, and you use keywords like

'basket weaving', 'how to make a basket' in the description, you're very likely to be found on YouTube. This is a great way to start establishing a connection with your audience, and then maybe this description can bring them to your blog where you're even now branding yourself a little more, and eventually getting them to purchasing access to your how to create baskets members area. It's almost like I use my content and there's a certain amount of content I give away for free on YouTube that I literally want people to share, I want them to give it away, I want as many people as possible to find this content so I can create an interested and they'll come back to my blog to watch more videos about me. Then eventually I can create an interest in them to buy access to my membership sites, so I think that it's important to not just consider delivering in multiple formats but putting your videos in multiple areas on the internet like blogs, YouTube and membership sites.

List building. Now with list building, this is a very important part of your business. I think some of us make the mistake of thinking 'well the most important thing is to make a list and I'm going to do nothing other than that', and list building is very important. As a matter of fact I'm going to say everything you do online should one way or another lead you creating a list of people to market to in the future. I learned that from John and I've tried to do that with everything I create, and it has served me well because it's very powerful to have a list of subscribers you can email and communicate with. There is an additional power when you add video to your list building, when you create lead magnets and you raise your company brand, you actually elevate your image when you use video on your squeeze pages by using videos to build your list. I do this quite a bit, I do this a lot. I actually create squeeze pages with videos, I actually have squeeze pages that have videos on them of me telling people who I am, why they should subscribe, and what they are going to get afterwards. I also have videos that are just screen capture videos where I show them what I'm going to give them, I give them a demo or a walkthrough, but the whole purpose of the video is to serve as a lead magnet to attract someone to enter their name and email . What happens here is we elevate our company brand, I find that by doing this when somebody sees a picture of me and they're like 'oh wow this guy actually took the time to create a video, this guy is on a different level than the guy that just have a picture of an eBook', it just takes things to a whole new level of branding. Again we get back to the whole perceived value here when we get into list building and elevating your brand, and I think people that see you creating videos and whether you're using the videos to give away to use, I think giving videos away for free to people onto your list is much more powerful than giving people a free report.

John:

What I tend to do Omar, I create a lot of training videos that I give away on my blog, and sometimes the training will either be related to a product I'm selling or giving away and usually it's a case of if you want to find out or learn more enter your name and email. Actually you've just mentioned something there, this video series is branding me and you isn't it.

Omar:

That's 100% right. We're literally using video here to do what we're teaching them. So we talked about using them for squeeze pages and how they're good for list building so I'm going to get a little more specific now about how I use it. When I talk about a squeeze page I'm talking about a page that is solely meant to capture the name or the email address, or just the email address of the video. Now when we use video for the purpose of capturing the name and email, I use it two fold. Meaning I actually have a video on the squeeze page itself actually compelling people to enter their name and email kind of like what John mentioned earlier on where I literally point to the area that I want them to enter their name and email, literally making a connection with that person. Smiling, eye to eye contact, enthusiasm, branding myself and letting them see me, letting them meet me and like a formal introduction. But on the other side of the fold is the fact that I am going to be luring them to enter their name and email, I'm going to be persuading them, I'm going to be ethically bribing them with the advent of getting more videos from me. So what I mean by that is I can say 'hey guys I'm going to talk to you about x, y and z' and literally give them a bit of content here. Now I've got an entire video series, so I can say 'the second half of this video you've just watched will teach you how to take it to the next step, but what I want you to do is enter your name and email in order to get the rest of this video'. I'm leveraging video two fold. I'm putting video on the page to introduce myself, elevate my brand and get them to take action, and I'm using video to deliver the content when they've already taken action on the squeeze page.

John:

Yeah doing that method works beautifully, if you deliver some content and then people have to take action and do something to actually get the rest of the content. You see this a lot during pre launch in some of the big launches, you will see they may deliver three videos over the course of seven days, and you'll usually see 'video two coming soon', and when you click the actual play image it will say enter your name and email to receive the next video. Just little things like that can make a massive difference, and obviously it's great for list building.

Omar:

I think when people say 'I don't understand what you mean by branding Omar, I don't understand why', I think it's important to understand this. When you're trying to build a list it's important to establish yourself as a person who people need to listen to, and the best way to prove that is to provide some unconditional value first. So I like creating a video on a squeeze page that maybe teaches something, but teaches a broad overview or just introduces them to perhaps a concept or method that they may be vaguely familiar with, then I give them more specifics in that video without asking them to do anything at all. But I say 'hey if this is something that interests you I have a whole lot more material that I've

create a series of videos with, and I'd like to give it to you in exchange for your name and email address, so if this is something of value I'd like to be able to communicate with you about it in the future. Enter your name and email right now in exchange for these videos'. What we've done there is we've built a list by branding ourselves as an expert on the squeeze page as well as using video to compel them to take action so they can receive their video product so to speak.

It's good for building leads and connections. When you're creating video and when you're using video to introduce or establish a relationship with someone, you're taking it to a new level. Here's what I mean by creating connections, I don't know if you've ever been approached by someone online that created a personal video. I've done this before in my own business to try and get people to promote my products, to try to just establish a working relationship with people. I've literally just turned on my phone and held it out in front of me and created a quick introduction video, a personal video. So for example I might create a video that says 'hey John I'm Omar Martin, I've seen your work and I know you do this and that, I just wanted to take the moment to introduce myself and let you know I'm also in this same sort of business, I'd love to perhaps talk to you a little bit more this was just to serve as a quick introduction'. I'm making a connection with somebody there, starting the building blocks of a relationship there that I really couldn't have done with just an email, I'm standing out from the crowd by using video. I guess this kind of goes a little bit more on the side of JV building as opposed to customer list building, because let's be honest both myself and John we have lists of customers, tens of thousands of people who have bought things from us and subscribed to us, but we also have lists of affiliates and people who have worked with us. I have several thousand JVs and affiliates on a list that I have connected with as well using video.

John:

Yeah I've actually done a lot of personal videos, I've received a lot of personal videos, it's something that gets done a lot more now and it's maybe not as effective as it used to be but it's still effective if you do it right. One thing I do to connect with my affiliates, if I have a launch I have a JV blog and I tend to have daily updates of whose winning, and usually it's a lot more informal when you're talking to affiliates so you can have a different type of connection with them. You can almost have a joke and a laugh sometimes, have some smack talk about who is winning and who is being beat into second place, little things like that, and doing that with video just helps you once again connect on a different level with people in the same niche as you, in the same area as you, and just connect with your affiliates.

Omar:

Social media. Nobody can dispute the power of social media for making things go viral, for making a connection with people in a way that you just can't do otherwise. I think the

reason for that is first of all its social, and secondly it's media. When we talked about people on the social media networks, the biggest being Facebook of course, I mentioned earlier about the mindset that you're marketing in, and when you're marketing to people in the inbox they are in the process of checking their email. When you're marketing to people on social media or you're trying to connect with people on social media they are in the process of having fun, they are in a little bit more of a leisure mindset. They are on social media checking out what their friends have posted, looking at pictures, it's a lot more of a laid back way of reaching people out. So this is very powerful for attracting leads if you market to them properly, and a great way to do this is with video. People love sharing video and watching video on the social networks, especially if they're entertaining videos. Now an entertaining video doesn't necessarily mean you have to write a script like Steven Spielberg, it doesn't necessarily mean that you have to dive off a cliff or fall off your bike or something like that. Those funny videos, humour is powerful especially across social media because nothing compels someone to share a video with their friends and family more than humour, people love to share funny videos. Now if you can find a way to create entertaining videos, even something that adds humour to make a connection with people, if you can find a way to incorporate that with social media, Facebook, and attract people using it as a lead magnet, not necessarily to add their name and email but maybe to like your Facebook people or maybe to join your Facebook group, that in essence is a list in itself. You're aggregating people that are interested in you, you are putting them all together in a place that you can later ask them or invite them to go to one of your websites or watch one of your videos, or maybe go to a squeeze page. So social media, when you combine video social media with the whole concept of attracting them to your business, as long as you do this right because again keep in mind the mindset. Be mindful of the mentality someone has when they are on Facebook, they didn't go there to look for products to buy, they didn't go there to opt in to any lists, as long as you keep that in mind, don't become the spammer guy don't become that guy who tries to push business down someone's throat while they are having fun in Facebook, that's like showing up to someone's birthday party and whipping out a whiteboard and trying to sell your product there. That's not what you want to do they aren't in that mindset, however knowing this and using this properly can in fact help you attract people to your business.

John:

That's really good advice there Omar about realising why people are on Facebook. What I could also advise is when you actually share a video yourself, we've all done it we've all shared a video or clicked like, maybe think to yourself think why you just done that. When you take an action think what made you take that action, and if you can maybe think why you clicked like and what the video done to make you share or whatever, you could think what could you do to incorporate something from that video to something you could do yourself. What I find in the past is I've gone on rants on videos, something maybe that has upset me online or something I didn't agree with I go on a rant and I shout things at the

camera, and people seem to love that sort of thing. Some people will agree, some people will disagree or whatever, but it could go viral. Something that sort of gets someone's attention, some things wouldn't work on Facebook like this video here, but if you do something quick engaging, powerful or funny, people will think wow I like this and it could go viral.

Omar:

Yeah just be creative. Videos go viral much easier than pages because they are so much easier to share, it's important you keep that in mind. If you leverage this power and create something that people are willing to share, like John just said think about the last time you shared something. You see people all the time sharing pictures of their cats and their pets, sharing images of people and things gone wrong, somebody that fell, something that makes us laugh, something that actually brings some pleasant feelings to us while we're surfing social media. Those are the things that go viral, an educational video like this, it appeals to a very small segment in people, people that are interested in people. So having a go viral in a global type of sense it's not going to be very practical for that to happen, however when you make it general and make it part of a lead magnet, for example let's say you had a product about dogs. Dog grooming or what have you, a great way to attract people would be to create a dog group, and maybe a great way to get people to join your group is maybe have a funny video or cute video about dogs. So essentially what we've create there is a funnel, it's a funny video people are willing to share about dogs, maybe something that has the brand on it, a little logo of your group or a little action call saying join the group, and now that video gets shared by people because it's funny and cute and now people join your group. Then eventually in your group you can share more videos and more pictures and introduce people to your product. You've literally created a funnel and you're using the power of social media to make it go viral but you're not being intrusive, you're not directly going in their posting a video of your dog product and trying to force me to buy something while I'm in their having fun, and that's very important to consider. Videos do in fact go viral much easier than pages for this very reason, because it's a totally different mindset you're marketing to people with.

John:

Webinars. Basically, we do a lot of webinars, we do webinars where we sell products, we do webinars where we teach methods, we do coaching webinars. I do weekly webinars with my coaching students, Omar does weekly webinars with his program, we record everything. We record absolutely everything and there's a reason you should do that. You need to make sure that everything you do when it comes to webinars is recorded, because you can create further products from your recordings which we are going to discuss on the following slides.

Omar:

I think that webinars are so powerful because like we've been talking about the mindset that people exposed to your marketing are in, webinars are teaching and selling outside of the inbox. People are allowed to schedule when they attend, they make time for it, they're not in a rush. The people on the webinar know they are going to be there for a while, so they are prepared. It's a lot different to when you're quickly marketing to someone while they are in the process of checking their emails and because of this it becomes very powerful and I don't think we could do a training series about video without talking about webinars. You should always record your webinars, especially a webinar that you're selling a product on. A webinar is a live broadcast, it tends to be a broadcast where you get people to register to it, we use a platform called Go To Webinar but I know there are others out there, John and I are literally on Go To Webinar on a private webinar between ourselves recording this particular video. He is sitting right now in his office in the UK, I'm here in my home in Florida, and we're using this webinar as a method to record this video for you so you can later stream it in your home or where ever you are watching it. Now the thing is with webinars there's basically two types; there's webinars you are doing for the purpose of content of delivery which is what John and I are doing right now, and there's webinars you do for the purpose of demonstrating a product and possibly getting someone to purchase that product. I've found that it's extremely powerful when you have a video replay of your webinar especially for the purpose of selling, so you should always record your webinars.

John:

As I briefly explained myself and Omar do weekly coaching webinars, we may do extra training webinars, basically it's content for your membership sites. You may give away weekly content via webinar, but every webinar you record could be a webinar on its own. Omar records one hour each and every week for his My Unfair Advantage students, there's nothing stopping Omar taking each week he records and creating a standalone product. So sometimes you're not just creating content for membership sites, you're actually creating content full stop. Stuff you could maybe use as a bonus in the future which we've done before, stuff where when people come into your site you can say I've got twelve months worth of training already in there, anything you do where you're delivering live training, if you do something live always record it because you will find you can use this in multiple membership sites in the future.

Omar:

John mentioned My Unfair Advantage and that's a product that literally people purchase it, they become a member, and on a weekly basis they can attend a live webinar. Now in the site itself we have all the recordings of prior webinars in the archive, just over 130 at the time I'm recording this right now. So people can literally join this site and all of a sudden have all this content I've recorded, and they can play the video replay. So the value to that

person is huge, even if they couldn't attend because they were in a different time zone, the fact I recorded that webinar means they can take that value from that recording regardless of when they are watching it. It's very powerful, whenever you do a webinar you should always record it. John makes a great point when he says why not turn it into a product, you can literally perhaps group two or three of your webinars that you did on a specific subject, you could put those together and that becomes content. You can get that transcribed, there's so much you can do if you have the recording of the webinar.

John:

This is massive. This is one of the most important reasons why you should record a webinar, the webinar replay. Especially when you're pitching something. If you're selling a product on a live event you must provide a replay. The reason is, myself and Omar have found this many times, you will usually make more money from the replays than you would from the live events, so you have to record your event. What you'll find happen is when you do the live event people will be either in a different part of the world where they may be at work, they may be asleep, or for whatever reason they can't attend the live event, but they can watch the replay any time they want. What we do aswell what me and Omar do to make it a bit more successful is limit the replay. If you just say to someone the replay is online, you know what we are like we'll say we'll watch that tomorrow but tomorrow never comes, but what we tend to do is limit the time and have a 72 - 96 hour window and we find that works fantastically well. So make sure if you do anything live record it, and provide a replay.

Omar:

I've proven this time and time again. When you create a sales webinar and you have that live event, yeah you'll make sales because people are there in person and can interact and ask questions, however I've proven that over sixty percent of the overall sales from a webinar come from the video replay and especially when you've limited that replay to 72 hours like John just mentioned. I literally put a countdown timer on the replay page, I personally feel 72 hours is more than enough time for people to attend and watch at their own pace. John makes a very good point, when you say to someone hey this is going to be perpetually available to you it becomes something where they'll go I'll watch that whenever, there's no urgency and no reason for them to say I need to make time in the next few days to watch this webinar, and you're trying to sell something on this webinar so you want them to make that decision as soon as possible. You don't want them to think well I could maybe buy this next year, you want to make a sale as soon as possible, but at the same time I'm respectful of that persons time and I think 72 hours is a good time for them to me room in their schedule. We've found that like I said well over sixty five, and I've had webinars where even seventy percent of the sales are made on the video replay which just proves if you were only doing a live webinar, and not offering a replay, you're leaving seventy percent of money on the table. Simply because you did not offer them the opportunity to watch it

when they are available. It's got to be both, you've got to give them an opportunity to watch it when they are comfortable and when they have got the time, but you can't make it perpetually available because that's just shooting yourself in the foot. So when I have a webinar I tend to do a replay if I'm doing a sales webinar. Now content webinars are different, content webinars like I said with My Unfair Advantage I do one every single week, there's tonnes of them in the archives, but not sales videos. I don't have an archive for sales webinars. I have a 72 hour replay period and if you miss it then it's gone. So that urgency causes people to watch it now and make their purchases now, it simply works.

John:

Yeah and you can also create an automated funnel. There's a couple of ways you can do this, you can actually put your replay inside a members area, I've done this where maybe I'm not going to plan a live webinar for two to three months so I'll just put a replay in there and that can work and just sit there and make sales. You can also create content and automate the delivery of it. You could maybe have a sixteen week live training programme, you could sell the content and you could drip feed that content. So you can use it for selling or you can also use it for training.

Omar:

Inside My Unfair Advantage, John and I teamed up and created an entire module, an entire section called Webinar Revolution, where we talked about how you can create one of the sales webinars and we show you how you can have that 72 hour urgency on a perpetual basis. Now I know that sounds a little weird, but there's actually software out there that allows you to automate the entire webinar process, meaning you create the webinar once, however people can actually register for that webinar and attend that recorded event as if it is live and watch the replay over the course of 72 hours. They can do that this week, they can do that next week, and it always appears to be that urgency motivated type of replay so it's kind of the happy medium between something you only do for 72 hours and something that only happens 72 hours for the individual person. It's very powerful when you do that and when you master than and John and I have actually created a training series that actually teaches how to automate webinar funnels like this and still have that urgency, a very powerful tactic to look into. Automating your webinars and selling with a perpetual urgency, I know that sounds a little conflicting, but there are ways to do that. We use a software tool called Evergreen Business Systems to do this and it's very effective, as a matter of fact I remember the first time me and John done this we accidentally made \$12,500. That was not even knowing what we are doing and how we were going to do it, just kind of testing around the software. So automating your webinars using video replays that have that sense of urgency factored in really works it's really powerful.

John:

Can I just add to this aswell with automated webinars, what I do is I usually have a keynote what I use for a live event, I may change it slightly to use in a webinar I record for an automated system, so obviously I won't have the time and date and don't use words like 'live' I don't think you should do that. Use words like 'presentation' and things like that. If you do a recording for an automated system you can take out some imperfections, you make cough or say something wrong, you can basically edit the video then put it in your automated platform and do the best you can possibly do. There's a place for live webinars, there's a place for using automated webinars and I find both work very well.

Omar:

I think overall we can agree that implementing video properly is going to improve your overall success online. Whether you're doing the video for simply to establish your brand, putting that video on your sales page to compel people to take action, we've talked about using your video on an upsell, on a downsell page, we've talked about webinars. I think overall there are so many possibilities for you to use video to improve your overall success. We've done it in various parts of our business and we continue to do it in overall success all over the place.

John:

You have to evolve with video. So if you're not using any form of video, now is the time to start implementing video into everything you do online.

Omar:

We're going to get into a lot more detail in the videos that follow, and I look forward to seeing you in the next video.