HOW TO CREATE YOUR OWN VIDEO

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Over 70% of internet traffic is video. How much video do you have?

If the answer is not enough, use this guide to remedy that.

I started making videos for busy professionals a couple of years ago. My initial hope was to just do some blogging and email marketing. I quickly realized that turning the blogs into videos was the way to go. Without any real experience I started with what I knew.

Before I show you what I started with, let's cover the basics.

1. Scripting and Storyboarding

Start with the end in mind. That works for just about everything really, but it is especially true for writing a video script.

I use a very basic list of questions to help guide me through the process.

The goal is 25 words or less for each question. The more specific you can be, the better!

- Who do you work with?
- What problem do you fix?
- Who are you?
- Why would someone want to use you, i.e. how are you any different than the competition?
- What very specifically do you do?
- What are the results?

After answering these questions, I create a 200 word or less script. Your goal is to clearly define your customer, their problem, how you specifically help them, and the results. You can also use this script for a storyboarding process. Storyboarding is drawing/screenshotting what you will see on screen and you move through the video.

2. Voice over

I have went back and forth on my use of voice over.   I prefer to have it, versus not having it, but it isn't always necessary. My preference is to have someone from the business do the voice over, since you are trying to build trust. If you don't have the confidence, microphone, or sound like Charlie Brown's teacher, you may want to hire a professional. If you are looking for very cost effective voice over artists, go to https://www.fiverr.com/.

3. Be active

As you are developing the storyboard elements, make sure that you have something actively going on at least every 3-5 seconds. Our attention spans are very brie...oh look a dog with a puffy tail!

4. Music and Sound Effects

I always like to add some upbeat music and at least 5 or more sound effects to break up the video and add some punch.

5. Publishing

Once your video is completed, you can publish it to YouTube and embed it on your site. This will also allow you to post the video to social media sites and for email marketing.
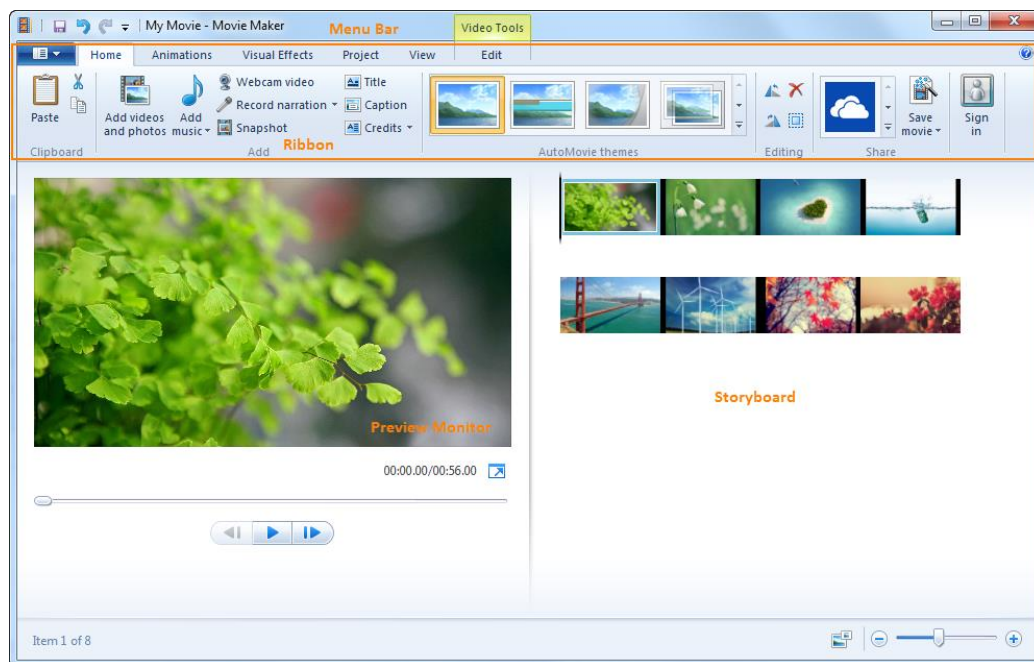
Below is the progression of what I've done, in both chronological and pricing order. I am sharing this so you can learn **what works** and **what doesn't work**.

The Tools I Have Used

Windows Movie Maker

Windows Movie Maker is what came pre-loaded on every pc I had ever purchased and used to make my kids birthday videos (not pre-loaded on Windows 10). It is pretty simple to use. You can insert your own photos, video, add text, and audio. If you can drag and drop, you can create a video with Windows Movie Maker.

Below is an example of a Windows Movie Maker video, No School for a Week. And yes, I did a few of these for businesses, but this one is much more fun☺

Price - Free

Alternative - iMovie

There are also a variety of free resources out there that you can use in Windows Movie Maker or for any other video software. Make sure you read the fine print though. Several may want you to give them attribution and let them know how you use their content.

- Free b-roll video - http://www.beachfrontbroll.com/, https://www.videvo.net/
- Free images - https://unsplash.com/, https://pixabay.com/, https://www.canva.com/
- Free sounds - http://www.freesound.org/
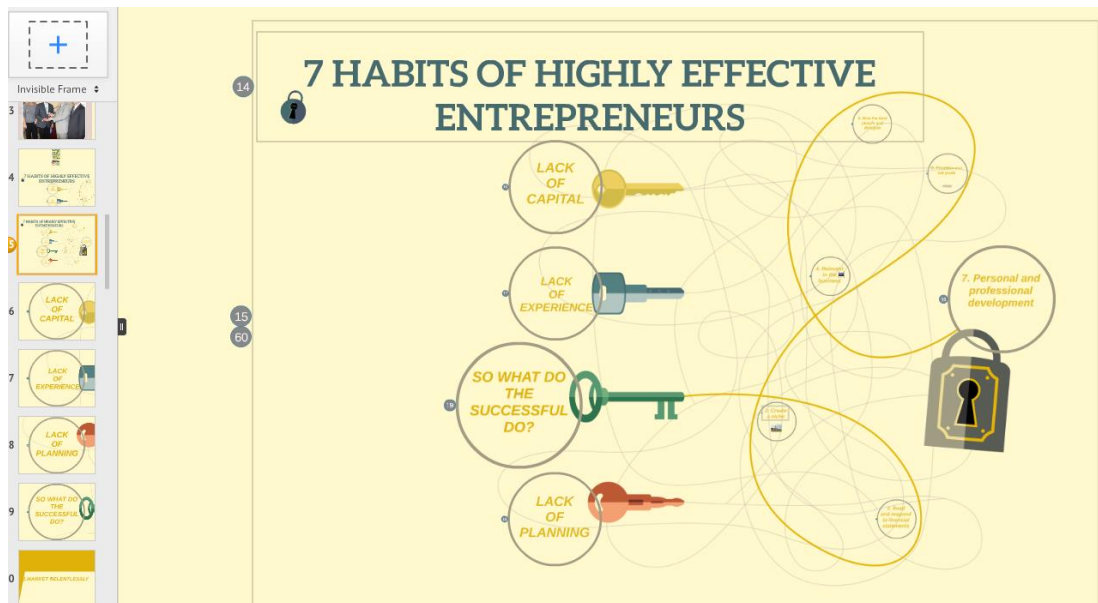- Free music - http://incompetech.com/music/royalty-free/

Prezi

Prezi **IS NOT** a video tool. It is a presentation tool that I used in making some video. I simply created a Prezi presentation and did a screen capture of it, added a voiceover, and music.

Prezi is not very intuitive. You may need to practice quite a bit to get the hang of it. Essentially, you pick a template, add text and images, and then create a "path" for the Prezi to follow.

Once you have the Prezi ready, you can use a screen capture software to follow the presentation. This is essentially a more engaging version of watching a video of someone doing a PowerPoint presentation.

Below is an example of a Prezi screen captured video for FranNet, Business Opportunity - The Only Franchise in This Industry! I also added some b-roll footage at the beginning (can be done in Windows Movie Maker or Camtasia), to grab the viewers' attention.
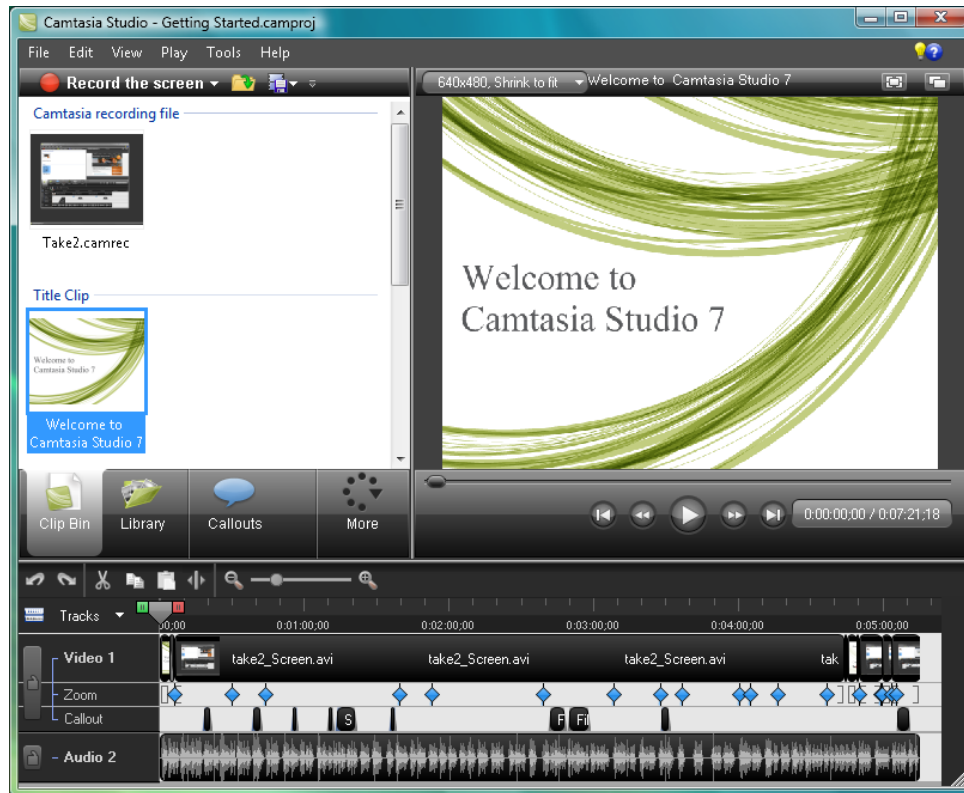

Price - $5/month and up

Alternative - PowerPoint

Camtasia

Camtasia lets you record a video of what's on your computer screen. This can be good for lessons, tutorials, or product demos. You can also use it as you would Windows Movie Maker to create videos with the editing tools, animations, and effects.

I used Camtasia for the screen capture and to add the b-roll footage to the previous video.

Price - $299

Alternatives for screen capture – CamStudio (free, by the way)
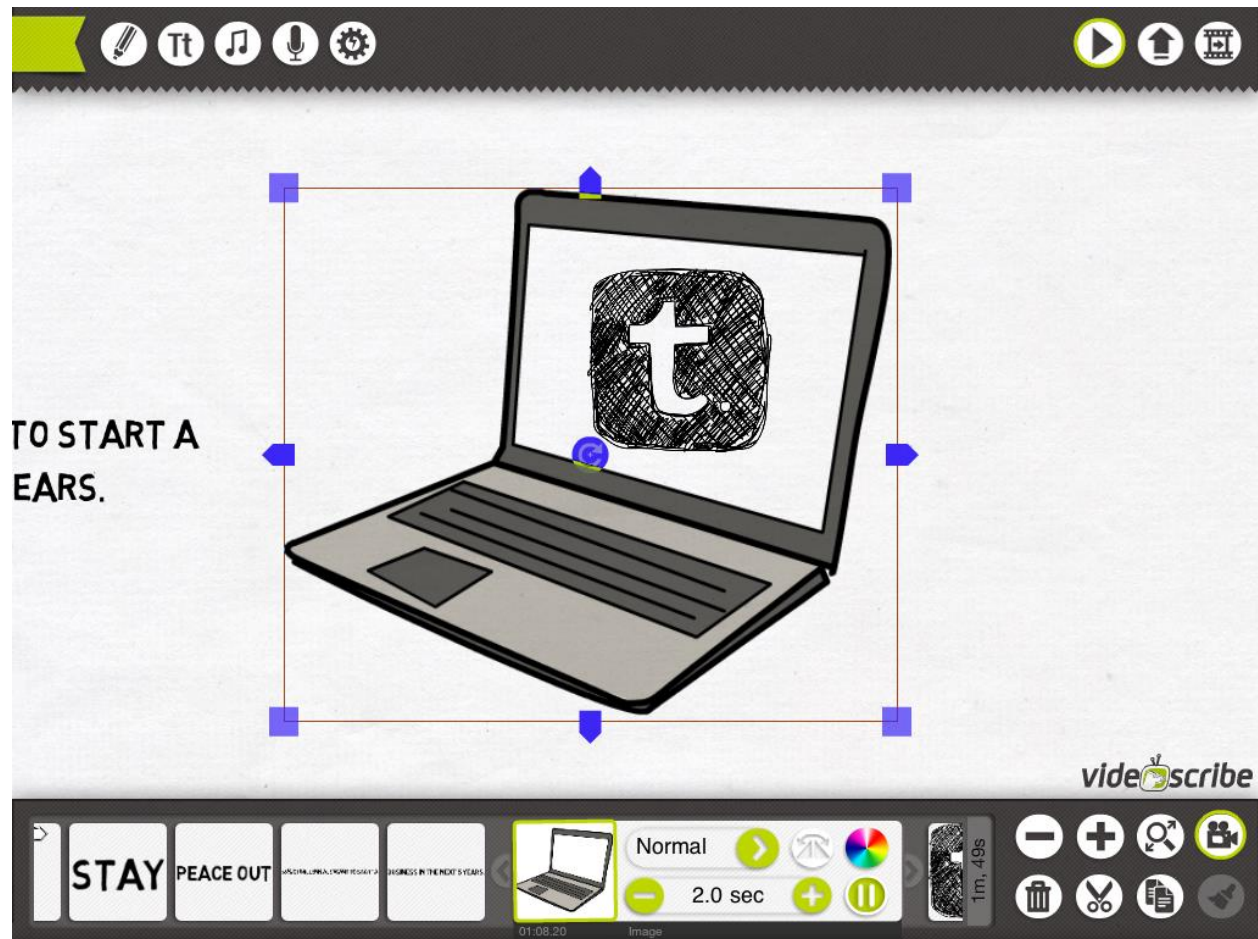
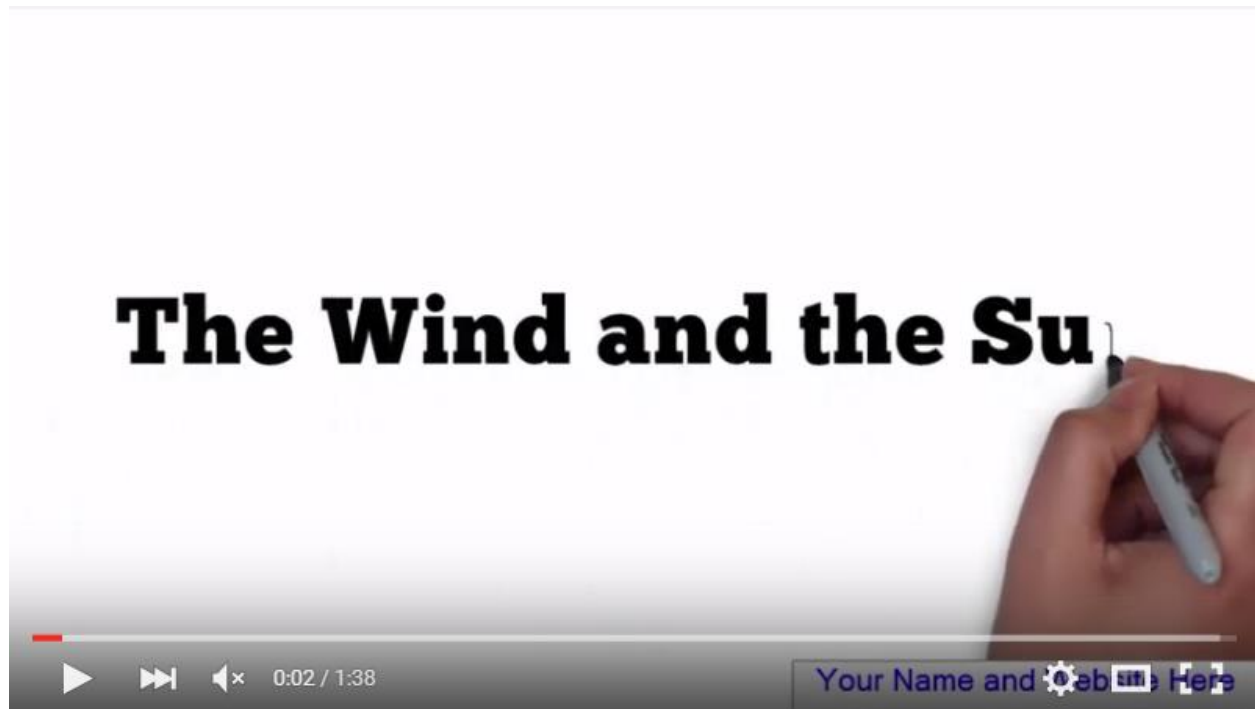**Alternatives for video editing software** - Sony Vegas, Adobe Premier

VideoScribe

This is a very good whiteboard software that looks professional. What's a whiteboard video? A whiteboard video is a cool way of telling stories or explaining concepts. A whiteboard video consists of nothing more than a hand sketching a text and images on a whiteboard.

If done well, it can clearly tell a compelling story. When done poorly it can bore the hell out of you. I tried for the former.

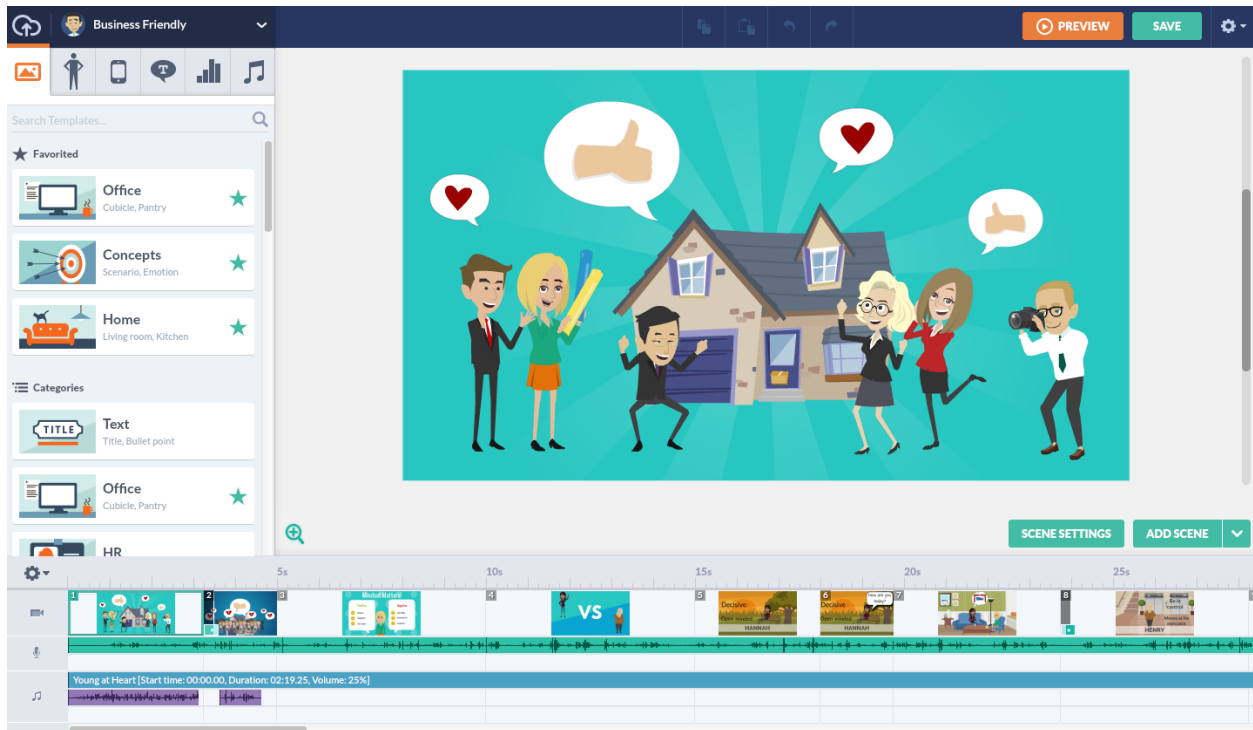Below is my most popular VideoScribe video, Leader vs. Manager (I borrowed Aesop's fable "The Wind and the Sun").

Price - $29/month or $144/year

Alternatives - GoAnimate, Easy Sketch Pro, PowToon, Moovly

GoAnimate

GoAnimate is a web-based application that creates animated videos. It offers an easy to use drag and drop interface that makes it simple and fun to create videos that look professional. You pick the template, characters, props, and audio and place it in the timeline.   It can make both animated and whiteboard videos and is very, very, very, very, cool. Very!

Below are two GoAnimate videos. One is the animated version and the other is a whiteboard video with animated features. First is, You Need Video for Your Business! - yourcharlesalexander.com

[Consulting Explainer Video for Barry Associates - Restoration Business Development](#)

Price - $79/month or $599/year

Alternatives - Videoscribe, Easy Sketch Pro, PowToon, Moovly

Hire a professional videographer

I've done this for my business consulting position, using my good friends at
http://thinksquaredmedia.com/. If you decide to do this, I highly
recommend asking for referrals and checking out their portfolio. You don't
want your nephew and his iPhone making movie magic.

Below is a video How to Start a Small Business from the Tennessee Small
Business Development Center, put together by Think Squared Media.

Price – All over the place. This survey should be a good start though,
http://www.smartshoot.com/blog/2015-videography-pricing-survey-results.

- **Average Small Business Marketing Large Job:** $5,277
- **Average Real Estate Large Video:** $3,438
- **Average Large Animated Explainer:** $7,930
- **Average 3-minute Testimonial:** $1,631
- **Average Large Event Video:** $6,151

Alternatives – You buy a lot of equipment and learn how to use After
Effects, Final Cut Pro X (not recommended).