

LOCAL INTERNET VIDEO TYCOON



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Welcome!!

Let's Get Straight to Business.

Hello and thanks for investing in my newest money making guide “Local Internet Video Tycoon!”

My name is Peter Beattie and I am a full time internet marketer/offline consultant. If you have purchased any of my products in the past you know who I am and you know I deliver killer money making methods which are very unique. Every product I create is a blue print for a method I actually use in my own business. Pretty weird huh?

In the case that this is the first product you have purchased from me, first let me say thank you! Second, you might want to take a few mins after you finish this guide and check out my two blogs:

<http://PeterBeattie.com> & <http://OfflineLiveWire.com>

At both of my blogs you will find different money making reports which you can download for Free, no charge. Check them out and let me know what you think. I think you will like them!

Anyways, back to business...

Local Internet Video Tycoon is basically a ready to go, plug and play business package for offline marketers who would like to earn large amounts of cash for creating what I like to call “Web Commercials” for local offline businesses. Within this guide, I am going to show you a few different ways to get paid for offering this service to local business owners.

There are a few different models you can follow, which we will cover in detail later. I will say that my favorite way to offer this service to business owners is with a monthly package...which is great for building a very powerful residual income stream.

(I will now use the terms “Web Commercials” and “Video” interchangeably throughout the rest of this guide)

Video can be a very powerful tool for offline businesses when done the right way. Not only can it help position offline businesses as the “Local Expert” in their field but they also work awesome for generating new customers from search engine traffic as videos sometimes actually display within the list of search engine results if you optimize them correctly and if the keywords are not majorly competitive.

I am going to show you how to practically write your own checks by creating these “Web Commercials” for local small businesses. I am going to show you how to do these videos the right way so that your customers actually see results from your efforts, so they keep coming back to you for more and more.

If you can show your client results, they will ALWAYS want to do business with you. That is a given! They will continue to come back for more and continue to pay you for new products and services that you offer.

I personally have a HUGE “customer retention” rate, which means that most of my customers actually come back and do business with me again and again. This is because I over deliver with results and I work with them on a personal level as if they were my only customer. I recommend you do the same!

With this package, I have given you...

- 1 Postcard Template (For Generating Leads)
- 1 Flier Template (Another Way to Generate Leads)
- Squeeze Page Website Template (For Capturing Leads)
- The Report: “Video Charge Your Business – How to Supercharge Your Business with Internet Video Commercials ” (For Converting Leads)
- 3 Part Email Series (For Converting Leftover Leads)
- Local Internet Video Tycoon – The Guide (This Guide)

All of the above components in this package work together to help you attract new clients and ultimately make money producing Web Commercials for local businesses. If you apply the methods and use the components in this package, you cannot fail!

You can only fail by not taking action! I love getting emails from my customers telling me about success they are having by applying the methods in my products. I love creating internet marketing products but it makes it worth while to know that people

actually do take action on something that I am telling them how to do!

Please be one of those people! Don't let this be another internet marketing product which sits on your hard drive collecting virtual dust.

Before we move on I want to tell you about a new section on my blog called “Marketer of the Month”.

In this section of my blog I highlight one of my customers every month who are having success whether that be with the methods I teach or not.

When you put the methods in this report into action and have success, please write to me using the contact form on <http://PeterBeattie.com> I will consider you as a candidate for my Marketer of the Month and a potential JV partner. If you would like to find out more about my “Marketer of the Month” program go here:

<http://PeterBeattie.com/mom>

Why I Like To Do Video:

There are many reasons why I like to create Video for local businesses. One of the main reasons is that it allows me to get out of the house (office) and do something different besides knocking out websites all day. I get to grab my video camera, drive out to a business location and feel important...kind of like I am director of a movie or something. :)

In all seriousness, it is a fun experience for me. Which is one of the main reasons I choose to shoot most of the videos myself instead of hiring someone to do them, which I will do at times if I am too busy.

Another reason why I like to do these videos is because the results are almost instant, which allows me to show the business owner a return on their investment pretty quickly...in most cases within a few hours as video is indexed in the search engines so fast.

Sometimes it's difficult to convince business owners that they need to be patient to see results from an SEO campaign. Most expect their website to be on the first page of google instantly, even if you tell them until you are blue in the face beforehand that SEO is a long term process and takes time.

This is not the case with video. As you will see throughout this guide.

It's also great money for not that much work. Sure, if you choose to do all of the work yourself and not find a JV partner to shoot the video...there is definitely work involved. But you are just shooting a video and doing some quick editing! That's a lot easier than trying to craft your client's perfect idea for a website.

Lastly, the videos I create for local businesses are also a powerful marketing tool for me and my business. Just like we include a link in a website footer like this "Web Design by YourCompany.com", we should also include something similar within the videos we create for local businesses. Whether that be a text overlay on the video or the final screen of the video.

We never know who will watch a video we created for a past client. It's a smart idea to have a road back to your website in some way.

Why Video Is Great for Offline Businesses:

It's no secret that video is hot. It just plain IS. Online video is steadily becoming the next biggest thing if it isn't already, just like TV commercials were waaay back in the day.

Let's take a look at some facts:

Did you know that, approximately 50% of people who watch an online video will take whatever action that video asks them to do? That action could be downloading a free report, clicking through to a new page, subscribing to a newsletter and I bet the percentages are still high for getting people to come into an actual place of business.

Those are some pretty HUGE results when compared to text only websites. 50% click

through rates or action rates (whatever you want to call them) are practically UNHEARD OF for text only websites.

But wait a minute, did you also know that 12% of people who visit a website that uses video to market it's products or services...will end up buying from that site? We all know that the average conversion rate for a text only website is right around 1%...those are some staggering differences!

Why is video so powerful and why do conversion rates sky rocket when video is thrown into the equation?

The answer to that is that 65% of people who watch online videos will watch the entire video from beginning to end. Again, when compared to a text only website...only 10% will read a text only article/web page in it's entirety.

As you can see, with video businesses can get their entire sales message across to a much larger group of people because they are literally glued to their screens during the entire sales message!

Here is another crazy stat for you:

The average length of time, per visitor, spent on text only websites is only 60 seconds.

The average length of time, per visitor, spent on websites with video is an absolutely astounding 6 minutes!! What a difference!

It goes without saying that online video is powerful. Every business should be taking advantage of it and leveraging it's power!

Here are the 5 main reasons why offline businesses need video:

- Develops Expert Status
- Engages Website Visitors & Increases Conversions
- Increases Website Traffic
- Online Videos are like a Commercial That Runs 24/7
- Sets Them Apart from Their Competition

Video engages a potential customer's interest and can tell a story in a way that text on a website cannot. Potential customers can actually see the business owner and connect with them on a personal level. And we all know how important it is to build a relationship with your customers.

After all, people don't do business with businesses. They do business with people and personalities.

I want to go through the 5 main reasons above one by one. Let's start with...

Develops Expert Status

It goes without saying in today's digital age that a business with a website will come across as more professional or “established” than a business without a website. It's kind of the same with internet video. Think about it...

Let's use me as an example. I am currently looking for a local carpenter to install some skylights in my house. Which means who ever I choose will be cutting 2-4 large holes in my roof and filling them in with glass window like fixtures.

I want a professional to do this job, not some weekend warrior I found on craigslist. Let's assume that I do a search for carpenters in my town and am presented with a list of search results which also contain a couple videos of a local carpenter doing a “How to” video explaining how he installs skylights in his customer's homes.

Now if I have a choice of who I want to hire for this job, I would much rather hire the professional with his own “How to videos” explaining how he does things. I would most likely think something like this...”Hey this guy knows his stuff. He has his own little internet TV show. I want him to do my project”.

Engages Website Visitors & Increases Conversions

Just by looking at the statistics above this point is already proven. It is crystal clear that video works so much better than regular plain text at engaging a visitor's interest and ultimately getting them to take action.

There are also research studies that prove that people remember only 10% of what

they read, 20% of what they hear, 30% of what they see, **and 50 % of what they see and hear together.**

It is safe to say that if a business owner has got something to sell, video should be the weapon of choice.

Increases Website Traffic

Internet Video does an excellent job of driving traffic to the website of an offline business. These videos can rank within the search engines for a given keyword within hours sometimes even minutes!

When a potential customer searches a specific phrase they will see the videos and most likely click on them. During the video, they will be instructed to visit the business's website, or just come into the place of business "for a great deal".

Let's suppose you are in the market and are looking for a company to clean the carpets in your home or office building. You go online and search for "Carpet Cleaning YourTown".

You see a list of websites on the first page of the search results and are about to click on one of the top 5 for more information, but wait...what's this? You notice within the list of search results that one company actually has a couple videos about carpet cleaning and how to keep your the carpets in your home looking brand new year round.

Well, those videos might not convince you to work up a bunch of courage and clean your own carpets because you are looking for a professional to do the job. You are too busy anyways, right?

But what they will do is burn a spot in your memory so that you will remember that particular carpet cleaning company and most likely call them if you want your carpets cleaned professionally...instead of their 5 competitors who have a plain ole' boring text only website. The business with the informative videos will stand out in your memory.

Online Videos are like a Commercial That Runs 24/7

Think of how much money an average TV commercial costs. They range anywhere between a few thousand dollars to well into the millions if you want a spot during something like the super bowl.

Granted most small business owners will not be looking to advertise during the super bowl nor can most afford it but you should get my point.

So many business owners spend sooo much money on TV commercials and what do they get? About 30 seconds of fame and then they are done!

Running a TV commercial is like a child trying to sell lemonade from a lemonade stand that is only on the sidewalk for 30 seconds of the day, while the rest of the day the lemonade stand is hidden in the back yard where no one can see it.

Meanwhile the child sits out back expecting customers to come rolling in and hoping that someone who wanted a glass of lemonade drove by and saw his stand earlier during that 30 seconds he was on the sidewalk! Or someone that saw his lemonade stand at least told a friend about him.

That child won't sell much lemonade.

In comparison, an online video will be available for viewing 24 hours a day, 7 days a week with no extra costs to the business owner. The video sits out there in cyber space waiting for someone to come across it and hit play. Then it will play on demand, no questions asked.

This is like the child who was trying to sell lemonade in 30 second increments being on the sidewalk 24 hrs, 7 days a week! Waiting and ready for someone who is thirsty to drive by and purchase a glass of lemonade.

Which marketing technique would allow the child to sell more lemonade? I'm going to go waaay out on a limb here and say the child will sell more lemonade being on the sidewalk 24 hrs. 7 days a week. Call me crazy.

This analogy applies to small business owners or anyone else for that matter who is looking to sell something.

Sets Them Apart from Their Competition

Let's face it. As much as we know about online video and how powerful an addition to any offline business's marketing plan it can be, most offline business owners are not doing any form of online video marketing yet.

Not only does this mean we virtually have an open market ripe for the pickings but it also means that our customers who choose to leverage the power of online video will have a leg up on their competition.

Just as we talked about how online video helps develop expert or “celebrity status” for a local business in the eyes of local customers, it will also help them stand out from their competition because their customers will REMEMBER them.

In a world of easy online searching, a business with no website will always lose business to a business with a website. In the online world and judging by the statistics, a business with a plain text website will always lose business to a business with helpful and informative videos on their website.

Using this Package to Generate Customers:

I have done everything in my power to make it super easy for you to unzip this package and put it to use to start generating customers for you. Now we both know that this package will not generate customers for you without any work or input from you. You will need to work the system and put the necessary components into place to get things rolling!

Attracting Leads

Within this package I have given you a copy of a flier and postcard design that I designed and also use in my business to apply this very same system. These will work great at attracting leads, or sending business owners to your website to download the Free report which will soft sell them on the idea of hiring you to produce web commercials for their business.

For the fliers, I suggest having them printed out on a 8.5" x 11" sheet of paper IN COLOR and either handing them out door to door (business to business) or placing them in crowded areas where business owners are most likely to frequent. Banks, Post Offices, Town Buildings or any other place a group of business owners are likely to meet.

Most of these places will have community bulletin boards where people or businesses can leave fliers. Just bring some tacks with you and hang them up. I like to find these little meeting halls around town where business groups or associations meet up every week then hang my fliers up there. Just walk in and and ask if you can hang up a flier and most people will just say "Sure, go ahead".

I have never tried this but I have thought about passing them out to chamber of commerce meetings somehow...still working on that one. I suppose you could email the postcard as an image to all the chamber of commerce members.

Now plastering fliers around town in random places will not be as effective as handing them or the postcards directly to business owners. But I have gotten some results from fliers, although no where near as high a response from handing something directly to a business owner.

The next promotional piece that I have included in this package is a postcard design, which is very similar looking to the flier. I have designed a front and back so that you can actually take this to a print shop and have actual double sided postcards made up that you can either hand out or even direct mail.

For printing the postcards I use a website that my business partner uses for his direct mail business. They have great prices on just about any promotional piece you can dream of.

That website is: <http://www.Printit123.com>

I order all of my stuff from that website...business cards, fliers, postcards etc. We are even starting up a local magazine in our town and we are going to use Printit123.com to print the magazines. Another great thing about Printit123.com is that you can offer printing services to local businesses because their prices are a lot cheaper then most brick and mortar print shops. If a business owner wants a flier or brochure produced, I

design the piece and order it at Printit123.com, get it shipped to my house and then sell it at a markup to the business owner.

Anyways, I don't want to get off topic here. The bottom line is that I use them so I can only recommend them to you if you decide to pay a print shop to print out these promotional pieces. You might even have a printing service that you already use that is cheaper than Printit123.com. If so, then use that!

If you do decide to go door to door (business to business) and hand out these postcards, I recommend walking in casually and just saying something like this:

YOU: “Hi! This is something we are giving away to local businesses in YOURTOWN and thought this might be something the owner would be interested in”

Then WALK OUT! Don't say anything else. Don't be rude and run away, just quickly thank them for their time and be on your way. If you get some questions, just explain in brief that it is something to help them attract more customers by creating their own commercials.

That will allow you to leave them somewhat curious to what it is about so that they will at least check it out.

And just like everything else in this package, I have provided you with the source files for easy modification. Check within your download folder and you will see the PSD (photoshop) files for the flier and postcard designs.

Converting Leads

Now the other guide I have included in this package “Video Charge Your Business” is the Free report that you are wanting to get the business owners to read. The promotional pieces are designed to drive them to the squeeze page/website (also included) which will allow them to download the Free report. The Free report will do all of the selling for you.

My goal for this package was to eliminate the need for you to sell this idea of online video to business owners yourself. The tools I have provided will handle that for you on auto pilot. Yes, you will need to answer questions when business owners start calling

you but there is no avoiding that.

Take a read through the other report and if you feel the need to tweak it to your location or liking, go right ahead. However, I would not suggest changing it completely as it has proven to work for me as it is.

Just like the promotional pieces, I have included the source files for the website and Free report. Feel free to tweak them to your liking. In fact, you will need to change the text within the header graphic of the website from “A Special Free Offer for **Portland Maine** Small Businesses” to your town and state.

Converting/Following up with Leftover Leads

It would be nice to say that you will convert every lead that you generate via the website and Free report, but we all know that will not happen! Sure, you will get a few business owners who will call you right away who are interested and want to talk to you about a Web Commercial package. But most will need following up on.

This is why I have provided you with my proven 3 part email series which can be loaded into your auto responder so that you can automatically follow up with the rest of the business owners who downloaded and read the Free report but have not called you yet.

Now, if you don't have an auto responder service yet...GET ONE! They are worth every penny. I use and highly recommend [aweber](#).

I usually set the first reminder email to be sent out the 2nd day after the business owner joins my mailing list. Then the second and third reminder emails get sent out every other day. Like this:

Day 1: Business Owner Downloads report and signs up to my mailing list

Day 3: First Reminder Email is Sent

day 5: Second Reminder Email is Sent

Day 7: Third and Final Email is Sent

As you can see, this process is spread out over the course of 1 week (7 days). For the business owners who do not respond even after the Third and Final Email is sent, I

usually give them a call about 2-3 days later to make sure they are getting my emails.

At that point, you will know for sure whether they are interested. If they are not interested and are fed up with you bugging them, they will tell you. Some business owners will just not be interested period. It's not worth it for me to keep bugging business owners who are not interested in what I have to offer. If they are not interested at this point, I may ask them "why?". But I usually just move on to those business owners who are.

You will also get some who say "Yea...I got your email and I've been meaning to respond. I've just been so busy. Do you want to meet up sometime this week?"

Once you get an appointment with a business owner you will have less of a job educating them on the importance of online video for their business. You will convert most if not all business owners you meet with to paying clients because they have already pre qualified themselves by downloading the Free report and are now meeting with you.

They are interested and educated. This makes a business meeting like this go so much better.

Packages & Pricing:

There are a few different packages and pricing models that I follow so let's go over them here...

Monthly Web Commercial Packages (\$197 - \$497 /mo or more)

Offering these web commercials as a monthly package is my favorite thing to do. I like to compare this package to that of an SEO campaign because the concept is kind of similar yet completely different (did that make sense? ;P)

Basically what I do here is offer these Web Commercials at somewhat of a lower price if the business owner agrees to have me produce at least one per month for him/her. For one Web Commercial per month, I charge a measly \$197 per month! Which could easily command a much higher price point! But I want those monthly deals so that I know I

am making X number of dollars this month with my web commercial customers. So I keep the price low.

For the \$497 price point I give them 3 Web Commercials, which is almost the same price as one Web Commercial for the one time package we will talk about below. Again, I want those monthly deals for that residual income.

Think about this. Let's say you wanted to earn an extra \$2,000 per month in addition to the other income you are producing with other things in your offline consulting business. All you need is 4 customers paying you at the \$497 package price and you have it. If you had only business owners who are interested in the \$197 package, then yes you will need more to reach your \$2,000 per month goal. Right around 10 businesses...which is still very doable!

After you build your client base, you could spend just 3 solid days or so creating the videos and be done for the entire month.

One Time Web Commercial Packages (\$397 - \$997 one time fee)

Not all business owners will be willing to sign up for a monthly Web Commercial package right off the bat. They will want to “test the waters” a little before committing. Once they see results from the first round of videos you did for them, some will want to upgrade to the monthly package.

These are obviously priced much higher than the monthly package for obvious reasons. I want the monthly deals. However, nothing upsets me about getting a check for \$397 for shooting a 60 second video clip. The same goes for the \$997 for 3 videos.

The \$397 one time fee is good for one video. The \$997 one time fee gets them 3.

Now, these are the prices I charge. Feel free to raise or lower them to what you feel is right for your area.

Types of Web Commercials:

When it comes time to create these Web Commercials, business owners will sometimes be confused as to what to make the video about. You will also have business owners who will already have a well thought out plan in mind.

However, here are the basic types of Web Commercials you can create. Again, don't limit yourself to what I am about to describe. If you have a killer idea for a different type of web commercial not listed here, by all means do it!

These are just the common ones that I do:

Website Welcome/Introduction Video

For your customers who have a website, this is the perfect addition. I'm sure you've seen websites with a video on the homepage or sidebar which is basically an introduction or brief overview of the products and services that that business offers.

I don't recommend making these videos autoplay as that is too intrusive for the visitors of that website and it's just not good practice. Give the visitor the option to play the video if they want.

Remember how we talked about the statistics earlier? The statistics show that 50% of website visitors take the action that the video instructs them to do after watching. You could even use this Website Welcome/Introduction video to drive visitors to subscribe to your client's email newsletter. This would work great for restaurants or ANY business for that matter!

These videos should be no longer than 30-60 seconds in length.

How to or Educational Videos

Another way to pull in the eyeballs on your client's business is to have them create a series of videos explaining how to do something that his/her customer can do in between using their products or services.

You don't want your business owner clients giving away their trade secrets and every piece of information that their customer needs to do the job on their own but you want them to be informative enough to be worth watching.

An Auto Detailing company would be the perfect example for this. In case you don't know what auto detailing is, it's basically paying someone to clean and wax your car very thoroughly. I actually had an auto detailing business a few years back which I quit after 3 days because...well I hated cleaning other people's cars!

Anyways, some of their common add on services include dog hair removal, carpet stain removal, paint sealant/protectant, headlight restoration and more.

A great how to video series for an auto detailing company would perhaps go something like this:

Video 1: Defensive Parking – How to Keep Your Car Protected in Between Details

Video 2: Spray on Carpet Protectant – An Easy Way to Protect Your Car's Interior in Between Details (*by the way we sell this....*)

Video 3: Avoid Automated Car Washes at All Costs! - The Right Way to Wash Your Car in Between Details.

You get my point right? The videos provide value but at the same time they remind the customer that they still need a professional detail!

These are usually a bit longer than the rest of the videos but never longer than 2 mins! Anything longer and the viewer may lose interest.

Commercial or Promotional Style

Another common video you may have seen online, especially by larger companies are those that are very similar to a TV commercial. Actually, they are practically the same concept as a TV commercial.

I like to keep these around 30-60 seconds in length, not long at all. Just enough for the business to get their sales message across and a call to action in there as well.

You may even want to add some background music to these types of videos to enhance

the commercial style theme. I get all of my background music from a site that offers Free downloads for royalty free music, most of which works great for this type of thing.

That site is: <http://incompetech.com/m/c/royalty-free/>

Tour of Facilities or Staff Highlights

Here is a video style that is very easy to pull off in regards to time spent and preparation on YOUR part.

For these types of videos I basically follow the owner on a tour throughout his place of business. Let's use a restaurant as an example for this one...

The video could start outside of the restaurant in front of the sign, the owner does a brief introduction and we make our way into the restaurant. He guides us through the dining area where customers are having lunch (with their permission obviously), his beautiful waitresses are kindly serving customers in the background it's a wonderful thing.

We then move into the kitchen because this is where all of the magic happens, right? He introduces all of his chefs and talks about how they are always cooking up something delicious..then the video ends with a "So come on in and join us all for a great time!"

Now the viewer of that video feels like they know the entire staff at his restaurant and they feel "at home". It's almost like they are invited to come have lunch among friends. It works wonderfully.

Slide Style Videos

Here is a video style that is very easy to pull off in regards to time spent and preparation on YOUR part.

For these types of videos you only need some images or photos of the place of business, or their products and you compile them all together into a video with text overlays and background music.

A pretty simple thing to accomplish with Windows Movie Maker, but we will talk about that in a few minutes.

Some business will have their own pictures already but most of the time I bring my digital camera and take about 15 photos which I will use for the slides in the video. One of their building, their products or food, their staff etc..

This is the simplest of videos to create and if you are looking to implement this method with little effort, this is your chance. How long does it take to snap 15 photos and then compile them in Windows Movie Maker? For me, and I'm guessing for most others that all can be accomplished in under 1 hour of actual work...and that includes publishing the video!

OK, so we have covered a few different styles of these Web Commercials that I create for local business owners. I'm sure there are many many more ways to create these videos but I cannot speak for them as I have not done anything else besides the ones we've just talked about!

Shooting/Creating Videos the DIY Way:

Let's cover the DIY (Do it Yourself) way to shoot, edit and create these videos. Like I said, I do these myself most of the time unless I just don't have the time or don't feel like doing them. Then I will partner with someone who will do them for me.

When I say we are creating "Web Commercials", I don't want you to think I mean we are creating some fancy web video that looks like it is a trailer for some upcoming Hollywood movie.

I personally use a Sony High Definition HandyCam camcorder to shoot all of my videos and they come out great. Here is the camcorder I have: [CLICK HERE](#)

Also, I opt to use a tripod in situations where I need to shoot someone talking or do a pan of a restaurant or something similar. I picked up my tripod at Wal Mart for under \$20. Here is a tripod for \$19 similar to the one I have: [CLICK HERE](#)

When you and your client decide on what style of video you want to shoot and set a date, all you need to do is show up with your camcorder and tripod and get 'er done.

I also recommend shooting every scene at least 2-3 times in case there is some strange background noise or something crazy that you didn't notice while shooting the video such as someone in the background bending over perhaps. That doesn't make for good video! You want to leave yourself with enough choices to choose from when you get back to your home or office to edit the video.

You don't want to end up in a situation where you need to go back to the business and re-shoot a portion of the video. Business owners do not like being "inconvenienced"! Especially if they are extremely busy like most small business owners are and they need to shuffle their schedule just because you didn't get the 10 seconds of the video that mattered the most.

I've been in this situation and it was very uncomfortable to call the owner back up the next day and tell him that I needed to come back and re shoot the intro scene. He had to wear the same clothes as he did the other day just so it wouldn't look like he changed his clothes in between takes. Lol

Most people (including me) tend to get very nervous and start to trip over their own words as soon as you put them in front of a camera. It's a good thing to tell your client not to worry about messing up a line or two because you can always re-shoot the scene. This helps instill confidence in them knowing that they do not need to get it perfect the very first time around. It takes some of the pressure off.

Now I am no video shooting expert or camera man wiz by any means. Heck, I couldn't even tell you what a mega pixel is without looking it up on google. I don't make sure my lighting is just right and I don't bring fancy props or stage lights to any of my shootings. I just show up and film. Sorry if that disappoints you but that's how it is!

If you are an expert in video, great! Use that to your advantage by all means. If you are like me and just know how to run a camcorder like any other average person, great! You are going to be OK

After the rough footage is shot you will then need to take it home (or to the office) and edit the video. You'll need to cut out the bits of the footage that wont be in the final

version. Also, depending on the style of video you may want to add some transitions in between scenes, text overlays and maybe even some background music. All of this is very easily accomplished with a program such as Windows Movie Maker, which comes standard on all Windows computers. It is very easy to use and if you have never used it before it shouldn't take much time for you at all to get up to speed with the program enough to make the basic edits that we need to do for these Web Commercials.

I'm guessing if you bought this package that you may at least be somewhat familiar with video and may have used Windows Movie Maker in the past, so I do not want to waste your time creating an entire section devoted to this. However, if you haven't a clue about Windows Movie Maker don't worry. Just fire up the program and start experimenting. I think you'll get a grasp on it just fine.

If you need further assistance, there are a wealth of videos on youtube which will show you how to use this program and get up to speed very quickly so that you can start performing the basic tasks needed to create these Web Commercials.

If you have a Mac, you should also have some type of basic video editing program installed on your computer from the factory. I personally have never even used a Mac so I cannot speak for whatever program those come equipped with. However, I am willing to bet that since it's a Mac it's just as user friendly as Windows Movie Maker!

Another thing you may want to add to your videos to make them even better is a cool intro. You can buy stock animations and videos from <http://videohive.net/> for fairly cheap money. You can even charge your clients extra for such an intro so that there is no cost to you. You could even provide these at a significant markup, increasing your profits that much more.

Having Someone Shoot Videos for You:

So if you are one of those people who would rather not shoot these videos then I totally understand. In fact, it might be a better choice considering that it will be easier for you to scale this up and really start cranking these out.

For me, this is a side thing. My main business is website creation and offline website

flipping. The videos are just a fun way for me to earn some extra cash for the month. However, this could easily be a full time income for someone if they scaled it up. You might want to take this by the horns and do only these videos. If so, then by all means do it! Do what you like and want to do! That is the entrepreneurial way!

Now here is how I have found people to shoot these videos for me without any up front monetary investment on my part:

I use good ole' craigslist and any other local classifieds site I can find that is Free to post on. As I am sure you already know, craigslist is loaded with skilled people looking for work.

I use craigslist often to get writers for ebooks I create in other niches as well. I state in the ad that I am looking for local writers (or in this case cameramen) who are willing to complete a project for a set amount of money. This way they don't expect they are getting hired for a full time job with an hourly wage or expect to earn more for a specific job etc.

As we all know, there are some people out there that have gotten laid off from their jobs and don't have a clue what to do because they cannot find a new job. When they see an ad like this, they jump all over it. My inbox literally fills up with more emails than I can read. And I live in a very small state.

Here is a sample ad I've run in the past on craigslist:

Title: Local Marketer Seeking Local Cameraman

I am local internet marketer and web designer who creates websites for local businesses here in Maine. Most recently, I have begun to offer "Web Commercials" for local businesses here in Maine.

A Web Commercial is basically a 30-60 second simple filming of a place of business such as a local restaurant, limousine service, used car lot etc. After filming the quick video, I take them back to my office and edit them. After editing I optimize them for the search engines and deploy the videos throughout the internet.

I need someone who can run a camcorder fairly well who would be willing to film

these web commercials for me and possibly do some simple editing. I will then take things from there. Total time invested for you would be under 1 hr per video.

I would be willing to pay you \$100 for each video that you shoot and edit.

You must be local to the Greater Portland Maine area and be willing to do a couple of these per week during the day time. This is a new service I am offering so I expect to have a few jobs for you each week at this time. That could grow in time.

Anyways, I am a real person and I am local. Please give me a call or email me.

I am looking for 1 person at this time. But don't be afraid to respond to this ad as we all know the junk you get in your inbox as soon as you post something on craigslist nowadays.

Hope to talk to you soon! Thanks!

PLEASE NO SPAMMERS!

After posting that ad I usually get a steady stream of emails in my inbox from people wanting to work with me. At that point it will be up to you to wade through the sea of emails and find someone who is qualified to do the work...and most importantly a REAL PERSON!

Once I find someone to do the work I meet with them always in person in a Starbucks or something similar and go over what needs to be done. I explain to them that I will pay them AFTER they shoot each video. I will go with them on site during their first couple projects to make sure they get the hang of things and then grow the relationship from there.

This is how I find people in my local community to “JV” with me on projects like this. The selling point here is that you are going to pay them \$100 for about 1 hrs worth of work...which is good money.

Let's assume you are having them shoot a video for a one time purchase of a Web Commercial...you charge \$397 and you pay the Cameraman \$100. That is still \$197 profits for you and you only need to SEO the video and deploy it on the web. Not bad eh? You could even outsource that part for even cheaper on a place such as RentaCoder.com or Elance, making this whole system almost hands off for you.

SEO & Marketing / Video Deployment:

Great! We now have our videos completed and now need to optimize them for the search engines and deploy them on the web to begin getting views for our clients!

We are going to utilize a free service that you may or may not have heard of to deploy these videos throughout the web. This free service will allow us to publish our videos to multiple video sharing sites for optimum exposure!

That Free service is: <http://tubemogul.com/>

In case you don't know, tubemogul.com will allow us to log into one account (at tubemogul.com) and upload our videos to multiple sites such as youtube.com, metacafe.com, and lots more. You will need to create accounts on all of these other

video sharing sites before uploading to them through tubemogul.com. Usually, I create new accounts for every client that I work with. That is also another selling point that I use..."Includes youtube.com account creation..." etc.

So if you don't have an account at tubemogul.com yet, head over there and create one. It takes about 1 minute. Once you get inside, have a look at the different video sharing sites you can upload your videos to through tubemogul.com. Then head to each one of the video sharing sites that you choose to utilize and create accounts at each one.

The process is really simple and there are step by step instructions at every one of these video sharing sites to help you along the way.

Once all of your accounts are created, we can now upload our edited video to tubemogul.com for deployment.

We need to make sure that our videos are optimized for the search engines to increase the chance that they are found in the list of search engine results when someone does a search for a specific keyword.

So, before uploading to tubemogul.com, be sure to do some basic keyword research and work with your client to decide on which keywords you want to target. Here is how I SEO my Web Commercials, which has worked great for me and my clients.

To protect my client's privacy, I will use my own website as an example. This is my actual business website which I use in my offline consulting business. I will use the keywords which I am targeting for my business as an example and I will show you proof that my techniques work....

1. Decide on ONE major keyword to target PER VIDEO (maine internet marketing). I have found best results when focusing on just one major keyword per video. If you try to rank for 4 different keywords your results will not be as fast or as good as if just targeting one.
2. **Create the Video Title with the major Keyword you are targeting plus the video topic and business name.**

3. Create the Video Description just as you would if you were creating a keyword rich blog post on your website. Include an active link back your client's website. The link should be the very first thing in the video description so that viewers see the link without the need to click for more information on the video.
4. Fill up the video tags with your major keyword plus any variations of it or other keywords you would like this video to be tagged with.

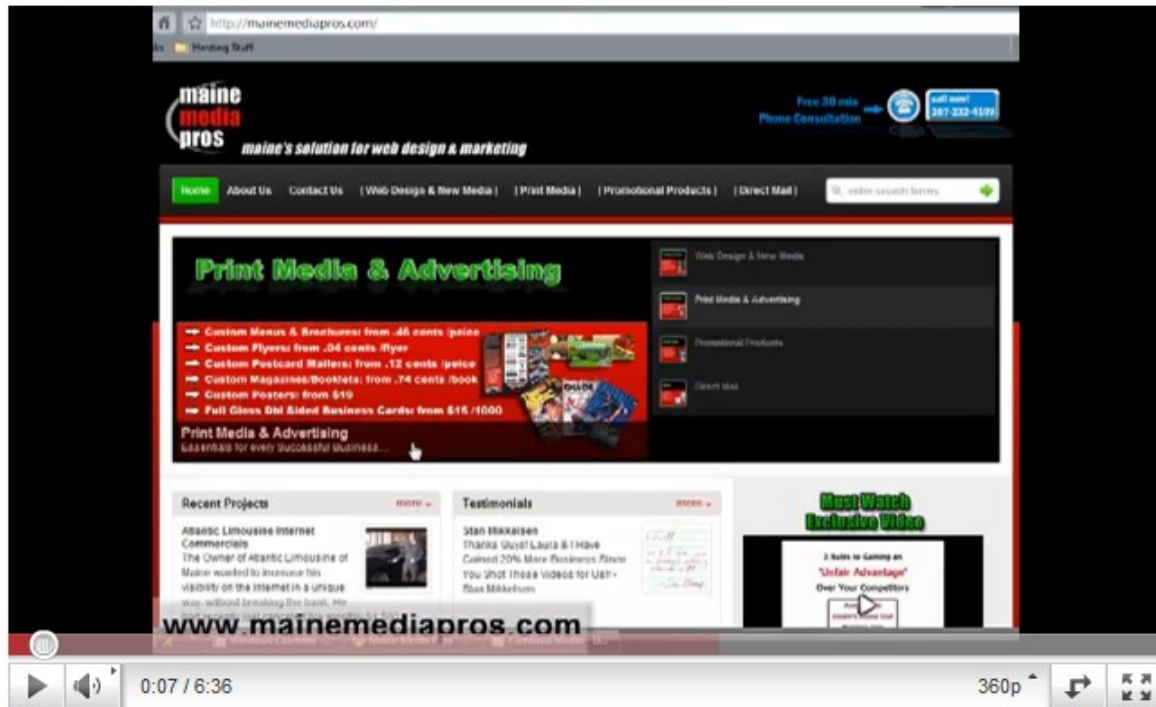
*****Example on next page...*****

Maine Internet Marketing - Internet Video | Maine Media Pros

MaineMediaPros

4 videos

Subscribe



MaineMediaPros — November 10, 2009 — <http://www.mainemediapro.com>

37 views

In this video we talk about how the internet commercials we created for one of our clients is helping them gain better exposure on the internet.

Internet video is huge and continues to grow! People remember more of what they see AND hear!

How to advertise my business online
How to advertise my business on youtube
Maine Internet Marketing
Maine Web Design

This video is brought to you by Maine Media Pros, a Maine Web Design and Internet Marketing Company.

Category:
Howto & Style

Tags:
maine internet marketing web design maine business advertising maine video marketing maine media pros peter beattie advertise my business online

Like



Save to

Share

<Embed>

Post a comment

Now, if you want to see my theories in action just head over to google and search for “maine internet marketing”. On the first page you will see 2 of my youtube videos and also my website.

It took me 6 months to get my website on the first page but those videos where there in 6 hours!! Talk about instant results! I did this last fall (around November 2009) and the videos haven't budged since!

Below is a google screen shot as of today. In case you are wondering, I have since redesigned my website since I shot those videos. So my website will look much different now if you check it out.

It should also be noted that I have done nothing at all to promote these videos (or even my website for that matter) since last November.

maine internet marketing

Se

About 2,330,000 results (0.19 seconds)

[Advance](#)

[Advertising.com Ad Desk](#)

Sponsor

[AdDesk.Advertising.com](#)

Reach 90% of online users. Maximize your Reach with Ad Desk.

[#1 Performance Marketing](#)

[Adknowledge.com/Effective_Marketing](#)

Reach Only Consumers Most Likely to Respond to Your Ad Today. Ti

[Maine High Speed Internet](#)

[www.GWI.net](#)

Special Offer: 2 Months Free. Get Phone Too. Sign Up Now!

[Maine Web Services, Internet Marketing Tools, Internet Marketing ...](#) ☆

Offers web, flash, and wireless browser design, hosting, **marketing**, and e-commerce solutions. Located in Scarborough, **Maine**, United States.

[About](#) - [Blog](#) - [Site Management Tools](#) - [Web Strategy Consultation](#)

[www.hallme.com/](#) - [Cached](#) - [Similar](#)

[Maine Internet Marketing - SEO, Link Building, PPC](#) ☆

Internet marketing strategies including SEO, link building, SMO (web 2.0 optimization), PPC and more from Hall Web Services of Portland, **Maine**.

[www.hallme.com/internet-marketing.php](#) - [Cached](#)

[Maine Web Design & Development and Internet Marketing for Small...](#) ☆

flyte new media's integrated approach to Web design and **Internet marketing** will help you rank higher, attract more traffic, and grow your business.

[Contact](#) - [Web Sites](#) - [Crew](#) - [Internet marketing](#)

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[Internet Video ...](#)

7 min - Nov 10, 2009

[www.youtube.com](#)



[Maine Internet Marketing -](#)

[Internet Video ...](#)

7 min - Nov 10, 2009

[www.metacafe.com](#)

[Maine Internet Marketing Services & Consulting](#) ☆

Provides web site development and search engine optimization services.

[mainetservices.com/](#) - [Cached](#)

[Portland Maine Internet Marketing Services, Graphic Design, Web ...](#) ☆

Marketing services, web development, graphic design and more from Portland **Maine's** Spire Express, the one stop shop for your **marketing** needs.

[www.spireexpress.com/](#) - [Cached](#) - [Similar](#)

[Maine Internet Marketing Maine Internet Advertising Agencies Maine ...](#) ☆

A guide to **Internet Advertising** and web site **marketing** from meliving.com **Maine's Internet Magazine**.

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[Maine Internet Marketing Services & Maine Consulting Company ...](#) ☆

Maine internet marketing services and Maine consulting company in Poland Maine.

[www.usarabbest.com/](#) - [Cached](#)

[Maine Internet Marketing & Web Design for Small Business | Maine ...](#) ☆

Hey, it's a **Maine Internet Marketing** & Web Design company. How are we different? We ensure Maine small business owners are a success on the web and look ...

[mainemediapros.com/](#) - [Cached](#)

[WSI Internet Marketing | Portland Maine | Lake View Chicago IL ...](#) ☆

Portland, **Maine** Web Design & **Internet Marketing** Firm - Chicago, Illinois Web Design & **Internet Marketing** WSI - Ranked #1 by Entrepreneur Magazine in its ...

[www.wsipremieresolutions.com/](#) - [Cached](#) - [Similar](#)



Conclusion:

I hope you enjoyed this guide and the entire Local Internet Video Tycoon package. I have tried to keep these guide fairly short and to the point to make the most of your time.

I want to thank you again for your purchase and if there is anything I can help you with, please just email me. As a customer of mine, I will personally respond to all of your emails (it may take a couple days so please be patient!) and I will do whatever I can to help you along the way!

I'll talk to you soon!

Thanks!

Peter Beattie

www.PeterBeattie.com

www.OfflineLiveWire.com

www.LocalVideoTycoon.com

PS:

Don't forget to head over to my blogs (above) and download more money making reports for Free. :)