

<http://www.webhoster7.co.za/Website/index.htm>

<http://www.no5.co.za/traffic/index.html>

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The purpose of this ebook is to educate.

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Foreword

My aim with this tutorial is to illustrate that by using available resources from the PC or internet everyone can create a video at home and publish it online!

I know that like me there are many other self-doers out there that dream of having a self created video on YouTube, Google, or personal websites.

So, after a lot of homework and research and with the help of some background content I got from a well known expert, I am convinced that this guide will be of great help to all who want to learn how to create their own marketing videos at home.

Please use it as a reference and do it in your own style! To make it even more meaningful and usefull for you, I have included a few resources that will most certainly attribute to your success! That is just the tip of the iceberg and I urge you to indulge into some serious dedicated research yourself to utilize this marketing goldmine to your on success too!.

I wish you good luck and if you have any questions at all about this, please feel free to contact me at:

<http://ciskano1.com/contactme.html>

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Introduction

Are you a small business owner? If so, how is your business doing? Despite businesses that are a success, there are many business owners who want more. If you are one of those individuals, it is likely that you would do just about anything in your power to improve your business, especially if you sell a particular product or service. When working to improve their businesses, many business owners spend thousands, if not millions, of dollars on advertising. How would you feel if you learned that there was a free way that you could promote your business?

Unfortunately, many business owners believe that there is no such thing. If by chance it is believed, there are many who would automatically assume that it was a wasted effort. Although many free advertising methods can be deemed time consuming and not worth the effort, there is one that you should try. That method involves the internet and free online video websites.

Free online video websites.

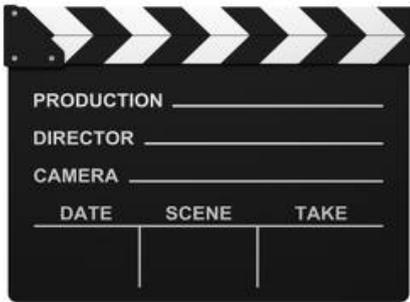
If you are an avid internet user, there is a good chance that you are fully aware of what free online video websites are and what they do. If not, you will want to learn. Free online video websites are websites that allow internet users to watch videos that are hosted on their website, free of charge. What is nice about free online video websites is that most will also allow internet users, just like you, to make, upload, and share their own videos. Depending on the type of business you own and operate, you may be able to use these websites to your advantage.

Make A Video Showcasting Your Web Site or Product



If you are an online business owner, especially one that sells a particular product, you could make a video Showcasting your product. For instance, if your specialty is photo blankets, you may want to show your samples or even go over the process of making them. It may also be a good idea to mention the overall cost of photo blankets and who should own them. If your product would make a great gift, it is also advised that you mentioned that. When doing your video, you will want to refrain from making your video seem like spam. Although you may want to mention the price, you will want to refrain from promoting your business too much. At the end of your video, you may want to offer directions on how to make a purchase or learn more information.

Making Your Own Videos



How you would like to make your own homemade movies? If you would, how would you feel if you could easily share those videos with the rest of the world?

Thanks to online video websites, you can.

If you are interested in creating your own video, on just about whatever you want, and share it with other internet users you can, by using video sharing websites.

YouTube is one of the most popular online video websites, and is most commonly known for its wide selection of available videos. These videos commonly include popular television shows, sports recaps, celebrity interviews, music videos, and homemade movies.

Although a large number of internet users visit video websites to watch fun videos, not everyone does. A large number of individuals head to video websites to look for more information on the features that allows them to make, upload, and share their own videos.

To upload a movie to online video websites, you will need to first make a movie.

There are a number of different things that you can use to do this. Perhaps, the best recording device to use is a camcorder. Camcorders are great because you should be able to make a video just about anywhere you want and at any time. If you are unable to use a camcorder, you should also be

able to use your webcam; however, you may be required to stay around your computer area. Many cell phones and digital cameras have video recording capabilities; however, the recordings tend to be short and without sound.

Whether you make the decision to use your cell phone, digital camera, webcam, or camcorder, you will need to load your video onto your computer. Once this is done, it is likely that it will be recognized by a moving making software program. Most computers come equipped with these software programs; therefore, should not have to install any new programs on your computer. If your video is fine the way that it is, you will want to save it. If you want to edit your video, you should be able to, depending on the type of moving making software program your computer has. When saving your movies, you should save them as one of the most common movie formats. These formats commonly include .MPG, .AVI, .MOV.

How To Find Available Video Websites



When it comes to using free online video websites to your advantage, you will want to familiarize yourself with the websites that are currently available. You can easily do this by performing a standard internet search. Your search should produce a fairly large number of results, including Google Video and YouTube. Before making your video, you will want to examine any of the rules and restrictions that are set in place. When doing so, you will find that most video websites do not have any rules or restrictions concerning the use of online videos to promote your business; however, you will still want to make sure that your video is tactfully done.

When you think of online video websites, which websites come to mind? Google Video and YouTube are known as two of the most popular online video websites. Although they are great sites, they are not the only sites that are available. If you are looking for other alternatives, you will find that you have a number of different options.

Perhaps, a standard internet search is the best way to find suitable online video websites. In addition to being linked to those websites, you may also find online discussions that are centered on online video websites. If you have the time to read these discussions, you are advised to. They may help

to give you an idea as to which online video websites are worth your time and which ones are not.

As previously mentioned, you should be able to find a number of different online video websites by performing a standard internet search. Your search results will likely include - <http://vimeo.com/> . Vimeo is an online video website that is well known throughout the internet community. With Vimeo you can easily view a collection of different online videos. While their program is free to use, it is still advised that you register with them. Registration will make it easier for you to search for and find the videos that you want to watch. In addition to watching videos, you can also create, upload, and share your own.

Another online video website that you will likely come across is ClipShack - <http://www.clipshack.com/> . ClipShack is another popular online video website. In a way, their website is similar to YouTube's, which makes the website each to use and navigate. When at ClipShack's website, you can view a large collection of videos, free of charge. As with most other online video websites, ClipShack allows you to upload and share your own videos.

As you can easily see, Google Video and YouTube are not your only options when it comes to watching online videos. In addition to ClipShack and Vimeo, you should be able to find a number of other online movie websites. Many online websites post videos on a wide range of different topics, subjects, and issues. If you were looking for online video websites with a particular theme, you should be able to find them online. You may need to alter your search phrase, but it is possible to find them. Popular online video websites exist for those who love pets, follow a particular religion, or love politics.

The features and services offered by each online video website will vary; depending on the sites own rules and restrictions. Although you may be unable to create, upload, and share your own videos, you should be able to watch online videos on a wide variety of different websites, including the ones mentioned above.

What To Showcast With Your Video?



A particular service or goods

Although products are the easiest to showcast in an online video, you can also use your video to help promote a particular service or article you created. For instance, if you offer assistance to those that are indebt, you will want to provide an overview of what debt is, who it hurts, and how help can be obtained. Providing general information on debt is a great way to keep your video from appearing too pushy. As mentioned above, you may also want to include information on your business at the end of your video. This may help to increase the number of clients you receive, especially if you provide a service that is used and needed by many.

Your website

One way that you could promote your online website, to increase the number of page views it sees, is to take advantage of online video websites. Online video websites are rapidly increasing in popularity and that popularity may be able to help make your website a success. As you can easily tell by their name, online video websites are websites that host a wide

collection of different videos. Many of these videos are considered homemade because they are made by people just like you.

When it comes to promoting your website, with online video websites, there is one thing that you will want to keep in mind. Most internet users do not enjoy watching videos that appear as spam. This means that you will want to promote your online business to the best of your ability, without trying to appear too pushy. This can easily be done a number of different ways.

If you are the owner of an online website that sells a particular product or service, you may want to consider promoting or Showcasting that product or service. You can easily do this by showing samples of your work. It may also be a good idea to explain how long you have been making the products or offering the services that you currently offer. Although you will want to promote your online website and the products you are selling, you will also want to keep your video as general as it can be. This will help to keep it from looking like increasing your sales the only goal of your video. If you choose to do so, you will want to offer information on your business at the end of your video.

Although online website owners who are using their website to sell a product or service can benefit the most from the use of online video websites, everyone else can as well. If you are using your website to make money through online advertisements, such as Google AdSense or affiliate programs, it is likely that your website is content driven. This means that you may have a collection of articles on your website, often focused on a particular topic. It may be a good idea to create a video providing information and even interactive displays on the topic that your website covers, whether that topic be women's health issues, owning a pet, or something similar. At the end of your video, it may be a good idea to include the address of your online

website. Doing so may help to increase the number of visitors that your website gets.

When it comes to using online video websites to promote your online website, you will have a number of different options. There are a number of online video websites that will allow you to upload and share your videos, many free of charge. To make

the most out of the time spent making your video, you are advised to find an online video website that is popular, such as Google Video or YouTube. The more people that see your video, the better the chances are of them making their way to your online website.

Basic Equipment And Sources Needed



To make your video, you will need a few pieces of equipment. Perhaps, the most important is a recording device. For the best results, you can use a camcorder or a webcam. Movie making software is important, as well. Most computers already come equipped with movie making software, but there are many others that can be downloaded from the internet such as the free recording software device from Jing at <http://www.jingproject.com/>

To post your videos on web pages, blogs, videoblogs, MySpace, Craigslist, E-Bay, LiveJournal, Friendster and more, you “**embed**” a piece of simple code on your webpage!

First, get free video codes from FreeVideoCoding.com at <http://www.freevideocoding.com/> . Answer simple questions and they create custom html video codes based on your answers. Such free video codes are guaranteed by them to work with all your video clips and audio clips and works with all media: wmv, mov, swf, flv, rm, even mpeg and avi. Second, Change your video file to the flv (flash) format. It compresses the size of your file for faster browser loading, but maintaining good quality and display. All you require is efficient software to convert your file for upload to your server and to add a small amount of code into your web-page where you want your video to display! Get a glimpse of how it is being done on the Any-FLV-Player web site at <http://www.any-flv-player.com/> I found a list of top ten software on the “lifehacker” web site at: <http://lifehacker.com/316478/top-10-free-video-rippers-encoders-and-converters>

Safeguard Your Identity And Privacy!



In the recent years, the popularity of online video websites has skyrocketed. Online video websites are websites that not only allow internet users to watch the videos that are hosted on their site, but many also give internet users the opportunity to create their own videos. If you are interested in making your online video, like a large number of individuals are, there are some important factors that you should keep in mind. One of those factors is your safety.

What is nice about online video websites is that you can create just about any video you want. A number of popular video websites have rules and restrictions on the content that is allowed; however, it is understandable. These restrictions often prohibit videos with threats and pornographic materials. Even with these restrictions in place, there are still a wide variety of different videos that you can make, but you are still advised to be cautious when doing so.

As previously mentioned, most video sites allow you to make and share a video on just about whatever you want. Online, you will find videos that promote particular products, videos that are considered unscripted taping, how-to videos, and personal videos. When it comes to personal videos, internet users tend to include information about themselves or a funny story. Although this may make for an interesting video, for safety reasons, you need to be concerned with what you are recording and posting.

Video websites are video by millions of internet users, often on a daily basis. This means that there is a good chance that people that you do not even know will be able to find your video and watch it. Since you do not know who will be watching your video, you have no idea what they are like or what their mental status is. **You should treat your online videos as if you would when talking to a stranger; you need to be careful with how much information you provide.**

If you are making a homemade video, with a personal touch, there is a good chance that you will be the one in front of your camera. In most cases, it is safe to show your own face. Millions of internet video makers have done so, but it is a different story to include your personal information. In the event that you want to introduce yourself, you are advised only to use your first name. You may even want to think about creating another name to use just for your video, sort of like a pen name. **Depending on who watches your online video, it could be risky to put a name to your face.**

In addition to your full name, **you never should give your address out.** That also includes your city or your state. With motive and means, someone who watches your online video could easily obtain your full address just by knowing the city or the state in which you live in. The same should be said for your phone number. With a legitimate phone number, someone could

easily get your address online. Essentially, if there is something that you do not want a stranger to know about you, do not put it in your online video.

Even though you should not include your personal information in one of your online videos, there are still a number of individuals who do. These individuals do this for different reasons, but many are looking for **online friends or someone to date.. You are advised against using online video websites, such as Google Video or YouTube, for those purposes.** If you are looking to find a new friend or a partner, you are advised to rely on online dating websites. Many of those websites have special security measures in place that are designed to keep you safe. Online video websites do not.

By keeping the above mentioned points in mind, you should be able to use online video websites without any problem. As long as you are cautious about the videos you post, the experience should be a pleasurable one.

Why has YouTube become popular?

YouTube is one of the most popular online video websites. In fact, it is so popular that when asked about video sites many individuals automatically respond with YouTube. Whether you have used the services offered by YouTube or not, you may be wondering what is so great about the site. What is it that makes millions of internet users view it, some on a daily basis. The answer isn't as simple as you may think. This is because there are a number of different reasons why YouTube has become so popular.

One of those is, online video websites give internet users the ability to make, load, and share their own videos with the rest of the world. Millions of individuals have a good idea or thought that they would like to document or share, but many are unable to do so without the assistance of YouTube. After you have created your own video, you can easily have it uploaded, often in as little as a few minutes.

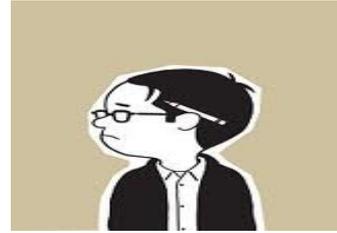
In addition to being able to create your own online videos, you can also view those that others have created. What is nice about YouTube is that they accept a wide variety of different videos, all on different topics, issues, and subjects. On YouTube, you can find videos focusing on pets, entertainment, sports, cars, and comedy. One of the few restrictions that YouTube has is that videos must be no longer than ten minutes. This means that you could enjoy a video while taking a short break at home or at work. It is also nice that you are not required to listen to boring advertisements, as many other online video websites require you to do.

Perhaps, the greatest reason why YouTube is so popular is because it is free.

Yes, free. This means that you can not only watch as many videos as you want, without having to pay a thing, but you can also make and share your own. Although YouTube is free to use, they do request that you register with them. This registration is also free. Despite being optional, the registration will give you access to other YouTube features, including the ability to rate videos that you have recently watched.

In addition to being free, YouTube is also popular because it is easy to use. You do not have to be an experienced internet user to enjoy online entertainment. With easy to use categories and search features, you should be able to find and watch online videos that peak your interest, without having to spending hours or even days familiarizing yourself with the website.

Additional Resources



Tutorials:

<http://www.bob-baker.com/buzz/music-video-promotion.html>

<http://dvr.about.com/od/tvcapturemethods/ht/ht1.htm>

Free Video Editing Software :

<http://www.internetvideomag.com/Articles/FreeVideoEditingSoftware.htm>

Wax is a high performance and flexible video compositing and special effects software :

The idea for Wax is to be very general purpose and flexible in video compositing and effects, so that you can compose your dream video sequence with ease everytime.

<http://www.debugmode.com/wax/download.htm>

Free Video Submitting Software

From ZacWare : Upload to YouTube and MySpace super fast. !SMACK! compresses before the upload. Select the thumbnail image of your video. Simple drag and drop editing. !SMACK! makes uploading video fun! Upload to many SMACKB!Z video library sites <http://www.bsi.com.au/smackbiz-press-release.html>. Choose your skin: <http://www.brothersoft.com/smack-63541.html>