I.D.E.A.S. FOR CREATING VIRAL VIDEOS
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My Short Story

I got introduced to the movie business in 1967 when my Mother woke us out of a dead sleep early one chilly Saturday morning, dragged us kicking and screaming two miles into the desert and shoved me and my brother into Clint Eastwood’s autograph line. United Artists was shooting scenes for “Hang ‘Um High” at White Sands National Monument where I lived. Wish I could find the autograph but I vaguely remember that crumpled up college ruled paper said something profound like, “To Mark, Best of Luck, Clint Eastwood.”

As an eight year old, I got inspired mainly because I enjoyed masquerading as a cowboy -- pistol, hat, sombrero, and of course a fake cigar. Being around movie productions planted my first seeds of cinematic creativity. When production companies came to town, while my friends were playing GI Joes and lobbing dirt clods at each other in the desert of New Mexico, I was sitting under a horse trailer watching movies being made. I attended Montana State University in the seventies, majoring in Film and TV but got distracted after a couple of years because I got to be a rock star and play my electric guitar on the weekends. The money was pretty good. About ten years past and I produced two too many wedding videos. I began writing and producing documentaries for non-profit organizations and producing commercial videos in the late 90s. I also developed a few successful business training and marketing systems for the direct sales/network marketing industry. I joined the Internet marketing revolution, around 2002 and began an interesting journey into cyberspace.

Effective marketing and communication on the web requires a diverse set of skill sets. I don’t pretend to have mastered every element that makes us successful as communicators and marketers. That’s why I depend on expert advisors that help me shorten my learning curve and give me the tools I need for the job.

I will be recommending products and services that I am currently using or have used in the past. I don’t endorse products I don’t use or strongly believe in. I am an affiliate with some of these people, products and services and will receive compensation if you click on my links and purchase them.

Now let’s talk about how YOU can be successful producing Viral Videos on the Internet. Enjoy Viral Video IDEAS and a successful business on the Internet. Mark
**Viral IDEAS: How to Spread a Virus**

**Is Your IDEA worth spreading?** Great IDEAS like viruses spread rapidly, person to person. Your idea in the form of a unique business proposition, product or service can create a contagious, viral buzz. A great idea passes from one person, who shares it with another, then another. Soon the idea is out of control and takes on a life of its own.

It’s difficult to stop a virus when it begins to multiply. Once it reaches the masses, it becomes unstoppable, a super bug. The person that spreads it becomes the carrier of the *Idea Virus*, a term coined by *Seth Godin* in his book *Unleashing The Idea Virus*, a necessary textbook for every Internet marketer. Just Google “Idea Virus” and you can download his book Free.

If your objective is to make money on the Internet, merely uploading a video on *YouTube* won’t produce results without a compelling IDEA with a relevant message and a specific Call-to-Action. Prior to producing your project, ask yourself: “what’s my objective?” What would you like someone to do after they watch it?

**A good example is of a viral phenomenon is “Where the hell is Matt?”** This guy is so popular, all you have to do is Google “Matt” and he dominates the first page. His video became so popular that *Stride Gum*, paid for Matt’s second trip around the world to showcase him traveling doing his silly jig. The first time, Matt wasn’t even trying to create a viral video, it just happened organically on the internet. People spread viruses and big companies like *Stride Gum* love to be positioned in front of the sneeze. Even with the best distribution methods, the most professional production skills, the best sales tactics and incredible sales copy, if your content is boring and predictable, no one will buy it or share it. It’s just that simple. *Stride Gum* associated its brand with the celebrity status of Matt for the same reason *Nike* used to associate with Tiger Woods.

Videos get watched and passed around for a variety of reasons. Someone laughs, cries, gets angry, gets disgusted or gets inspired. But as I will emphasize throughout this book, attracting a person to watch is only the
first step, especially if your purpose is to monetize your efforts through video marketing.

Matt’s silly dance has attracted millions of fans world-wide. A few months into his trip, a friend had an idea and suggested; "Hey, why don't you stand over there and do that dance. I'll record it." It turned out to be pretty good idea. There was no monetary motive until Stride Gum caught on to the frenzy and banking on massive exposure, sponsored his next trip.

It’s interesting to notice a person’s response during and after watching Matt’s video. [http://www.youtube.com/watch?v=zlfKdbWwruY](http://www.youtube.com/watch?v=zlfKdbWwruY) People draw their own deep philosophical conclusions as to what it means for them.

**The Gump Factor:** Matt’s influence reminds me of the scene in the feature film, *Forrest Gump*: “Why are you Running?” Here are actual script excerpts.

From Reporters: Why are you running? Are you doing this for world peace? Are you doing this for women's rights? For the environment? Or for animals? Or, for nuclear arms?

FORREST (V.O.) They just couldn't believe that somebody would do all that running for no particular reason. I just felt like running. Now, for some reason what I was doing seemed to make sense to people.

<A young man jogs behind Forrest> I mean, it was like an alarm went off in my head, you know. I said; here's a guy that's got his act together. Here's somebody who's got it all figured out. Here's somebody who has the answer. I'll follow you anywhere, Mr. Gump.

<Forrest Stops Running> The group stops behind him. Forrest stands and looks as the group waits expectantly. Forrest turns and looks.

<Someone in the crowd> Quiet, he's gonna say something.

<Forrest>I'm pretty tired. I think I'll go home now. Forrest walks toward the group. The group parts for Forrest as he walks down the middle of the road.

<Young Man> Now what are we supposed to do?
Yeah, what are we supposed to do? Someone just watched your video, now what? Good question. If you want them to take action, don’t just leave it up to interpretation. Be specific and meet a need, provide a solution for a problem, and initiate a call to action.

If you want to reach hundreds or even thousands that spread your video around, make sure your passion and content is contagious. If you are just trying to get someone to buy something, good luck. When starting out, you might not get millions of views like Matt, but a good idea presented with a compelling video message could get hundreds of views and become a starting point that turns your passion into profits.

When I get around to turning on the TV, I don’t know about you but I can’t even watch without a remote control in my right hand and my finger on MUTE. Avoid being muted, backspaced or ignored. Share an interesting story worth remarking about relating to your product or service.

Whether you own a brick and mortar business and need more local customers or you’re an affiliate marketer or a network marketer looking to increase internet traffic and business associates, you can benefit from communicating with a relevant video. If you’re a non-profit ministry or organization with a desire to reach the masses with your message, connecting with video will increase trust and build relationships a lot faster than a static website or email campaign.

Some Benefits of Marketing with Video:

- Video on your site will increase “time-on-page”, giving the search engine robots time to find you and increase your SEO Rankings.
- Video on your site will generate useful feedback and comments.
- Video on your site will capture more opt-ins.
- Video on your site will convert more visitors into PAYING customers.
- Video Will Catch Your Eye on Google Searches.
- Video will build rapport and trust with your prospects and customers.

Now, let’s talk about some great tips and IDEAS for producing your Videos.
IDEAS for Creating Viral Videos

IDEAS: Where Do You Find Great IDEAS?

DEMOGRAPHICS: Who’s Interested in Your IDEAS?

EXECUTION: How do You Execute Your IDEAS?

ATTRACTION: How do You Attract People to Your IDEAS?

SYSTEM: Systemize and Repeat Your IDEAS.
IDEAS: Where Do You Find Great IDEAS?

The first TV remote control, aptly named Lazy Bones, was developed in 1950 by Zenith Electronics Corporation. Lazy Bones used a cable that ran from the TV set to the viewer. The problem was people tripped over the unsightly cord that meandered across their living rooms. Introduced in 1955, Flashmatic was the industry’s first wireless TV remote, and so the revolution began.

Just MUTE-IT: The TV remote control in the mid 50s met consumer demand for convenience. Advertisers could no longer easily interrupt viewers with their shameless plugs and jack up the volume during commercials to follow viewers to the bathroom. Viewers conveniently muted commercials and flushed millions of dollars of ad revenue down the toilet.

In 1973, Burger King ran a series of successful television commercials with singing employees arrayed in Burger King blue and orange uniform garb. Maybe you can hear that obnoxious jingle in your head too; "Hold the pickles, hold the lettuce. Special orders don't upset us. All we ask is that you let us serve it your way! Have it YOUR way, Have it YOUR way...” Although McDonalds still dominates the drive-through burger industry, I’ll bet Burger King kicked their buns with that little song. Just like TV remote control, people want to choose where, how, when, and even why they want it and we want it our way. We want it NOW.

The Internet Never Closes. Needless to say, attention span is a critical issue in the 21st century. We are constantly interrupted, bombarded and bludgeoned by sales copy clichés and advertisements on television, radio, signs, bill-boards, magazines and on the Internet, 24/7. People are tired of the old interruption marketing techniques and can easily just mute-it. Getting permission works in an age of communication.
The Internet and the New Media Revolution is flooding the web with perpetual bits information overload-- Ad Nauseam! Millions of weary consumers are interrupted and pummeled every day. The Burger King, “Have it Your Way”, prophecy has been fulfilled. We can have it anyway we want it and as much as we want at breakneck speed and turn-key convenience. We’ve created cyber-monsters that lurk behind our little computer screens in our homes and businesses.

Invitation rather than Interruption: Here’s an idea. When you share an IDEA, why not ask for permission? Does your IDEA create value for your prospect or are you joining the ranks of millions of interruption marketing dive bomb kamikazes? Yes we’re in the Information Age but what about an Age of Communication? People choose their friends, venders, and business associates in real life. The same rules apply in cyberspace.

What is the Intent of Your Video?

- Are you promoting your personal brand to build your list?
- Are you a brick in mortar business owner looking for clients on-line?
- Are you a network marketer promoting your business or product?
- Are you an affiliate marketer selling products on Click Bank?
- Are you raising funds for a non-profit or political campaign?
- Are you a music band promoting on MySpace?
- Are you showcasing your creative skills?

Establish your objective or end result before you commit a lot of work producing a video. What would you like your prospect or customer to do?

Have Fun! Getting your message out can be a gratifying experience. Internet marketing is cheap. You don’t have to produce fancy brochures or expensive DVDs. You can test things and experiment.

It’s a good idea to produce a few videos with no profit motive in mind. Just give your perspective or opinion on something. Do a free “How to” video. Share your rants or raves. Have fun and upload a video on YouTube. Use the simple techniques I teach in this book to test your ideas. Watch and take note of how people respond. Watching someone’s response is valuable feedback and free market analysis.
I produced a video entitled Super Salsa Recipe. You can view it on my YouTube channel at http://www.youtube.com/watch?v=eOwQ28DUMtQ. Rather than explaining my recipe over and over, I send friends a link on YouTube. My corny long winded little video has received thousands of views and receiving comments from around the world.

**Is your Video IDEA interesting or funny?** My friends pass around humorous videos all the time. It’s a lot of fun and provides needed comic relief. Why not make a “How-To Video?” If your content connects with your niche market, it’s worth the effort.

**FIND UNIQUE TWIST ON YOUR IDEA**

**Is it Unique? Will your Idea hook your viewers?** Want to make a successful video that generates tons of traffic that translates into customers or prospects? Study your competition. Keep your eyes open and look for hot, interesting topics—they’re all over the Internet and television. One of the favorite past times for Super Bowl Sunday enthusiasts is watching and interacting with the advertisements. Did you know that a 30 second commercial during Super Bowl XLII cost advertisers over 2.8 million? Last year almost 100 million people watched in a 3 hour space of time. Maybe your little 30 second video could go viral, rivaling Super Bowl proportions!

Uploaded to YouTube in April 2006, the Evolution of Dance has millions upon millions of views. If you want add to the tally, watch it yourself at: http://www.youtube.com/watch?v=dMH0bHeiRNq. I’ll bet he could sell some Salsa Dance lessons on Click Bank if he wanted to.

The next time you’re sitting at home flipping through the channels or reading an interesting article on-line, take notes. You might see a similar concept or idea to showcase your product, service or business opportunity. But by all means, do not copy old school advertisers. Traditional marketing copy clichés like: “lowest price”, “best service”, “we won’t be undersold”, are predictable and flat out boring!
CATCH THE WAVE: The Trend is Your Friend

Paying attention to trends particularly on sites like YouTube and Google Video is paramount. The process of developing your IDEA starts with doing a little homework and demographic research. What do people want? What are they searching for on the internet? Before you pour your heart and soul into a promoting a product, service or business opportunity, find out what people are searching for.

A lot of the younger crowd gets their news from comedy shows like; the Jon Stewart show, Steven Colbert, and even Saturday Night Live. On a serious note, Oprah, Larry King, and Talk Radio are vying for time.

Talk with people and more importantly, listen to them. What are they talking about? What are they thinking about? What are they laughing or worrying about? Observe and write down a couple ideas a day. Become accustomed to noticing pop culture and trends. We’ll discuss a few more hot ideas on how to identify and reach your niche market in the next section, Demographics.

IDEAS : TO-DO Check List:

1. ENJOY yourself. Enjoy the process. Realize you’re creating something that could influence thousands of people.

2. Create a routine and study videos posted on YouTube. Check out videos that get five-million hits and the videos that only get one-hundred hits. Pay attention to the bad as much as the good videos. It’s valuable to learn what NOT to do too.

3. Watch the trends occurring in our popular culture by reading magazines, blogs and listen to Talk Radio. If you watch TV keep an eye out for witty advertisements or interesting programs. Find out what are people searching for on the Internet. Do your homework. This leads to our next topic, DEMOGRAPHICS.
IDEAS for Creating Viral Videos

**Ideas:** Where Do You Find Great IDEAS?

**Demographics:** Who’s Searching for Your IDEAS?

**Execution:** How Do You Execute Your IDEAS?

**Attraction:** How Do You Attract People to Your IDEAS?

**System:** Systemize and Repeat Your IDEAS.
DEMGRAPHICS: Who’s Searching for Your IDEA?

Did you know a squirt gun can pack more fire power than a hydroelectric dam? Speaking of dams, in the 70s, I occasionally skipped class with my friends and grabbed a Six Pack at the Dam Town Tavern in Hungry Horse, Montana. (Pictured)

If your marketing strategy is releasing a dam with torrents of information, good luck. Rather than assume that everyone wants your product or service, target your niche - get specific. Find out what they are searching for. Ask, how can I meet your needs? Identify WHO your prospect is by determining WHAT THEY WANT and help them find it (Your product or service.)

For the most part, my blog posts, articles, and video scripts, are always written with demographics in mind. You can use free SEO tools from Google, like www.googlekeywordtools.com and www.google.trends.com. Ask: What are people are talking about? What are their opinions? Identify and market products and opportunities that meet their needs and solve their problems.

Great resources that track pop culture on the Internet, print, and TV:

- Search Engine Spies
- Top 100 Visited Sites (Alexa)
- CNN Most Popular Videos
- Top 100 Blogs (Technorati)
- Most Popular Video Game Internet & Television Ads
- Most Popular Television Ads
- Most Popular NY Times E-Mailed Story in the last 24 Hours
*Google “Most Popular Google Searches” too

Identify Your Market Niche: Is Your Content Relevant?

- What age group(s) are you targeting?
- Does your product or service relate to a specific gender or race?
- People living in defined geographical areas.
- People who speak a certain language.
- Are they interested in health, relationships, technology?
- Get specific and make your content relevant for your niche.
SEO Crash Course: While you’re researching your target market it might be helpful to understand the basic mechanics of how search engines work and how to optimize your results with Search Engine Optimization (SEO).

Search engines are robots that employ creepy crawly creatures called; bots, spiders, worms and ants. These bugs crawl around the web under the surface, unnoticed. A Google bot (robot) discovers content by harvesting all the links on web pages and follows these links to other web pages, creating back links.

New web pages must be linked to and from other known pages on the web in order to be crawled and indexed in the world of the Internet. Without it, you are lost in a sea of words and relegated to the lowest depths of search engine rankings.

Even after you identify your niche, it’s critical to write your ad copy or articles with words and phrases that people are searching for. If you are selling shoes, it’s not enough to use “shoes” as a keyword, with over 270,000,000 search results. But “dress shoes for wide feet” at the time of this writing, is fewer than 300,000. Find niches within your own product or service and then develop keywords and keyword phrases that people actually search for.

Identify a Niche within your product or service. Achieving optimal organic searches and high rankings for your website or article takes some planning. A first page or second page organic search placement on Google as opposed to “pay per click” is a goal for all Internet marketers. FYI: “Pay per Click” advertising on Google, appears on the right side of the page and in up to three of the first lines of the body. The rest of the Organic Search Results appear in the body.

Before you write a review or post a video, think in terms of keywords or keyword phrases. There are keywords and long tail keywords. The term “shoes” is too broad but using a long tail keyword phrase like “dress shoes for wide feet” is specific. Knowing your market and helping people find what they want is the key to “squirt gun” SEO. The right tools give you pinpoint accuracy and the probability of high SEO rankings.
Smaller is Better: Find niches that appeal to a smaller segment or group of people. As I mentioned, don’t just release the dam, take aim. Design your articles and video descriptions with targeted *keywords and key phrases* before you start your campaign. Create *keyword* rich domain names. Even *keyword* rich file names for your videos and pictures boost your SEO.

Three Power Points to consider when developing your customer/prospect profile:

Who Do You Want to Reach? Is your product a luxury item or a necessity? Are your prospects: business owners, blue collar workers, housewives, yuppies or dinks, (double income no kids)? Identify your niche and create a specific profile with the look, feel and message that ATTRACTS them.

What’s Their HOT Button? Find it and push it! What motivates people to take action is traced back to either pain, gain or both. As I mentioned, how would potential customers “Google” your product? Here’s a little tip: “How to” is a powerful search term — people are looking for answers and solutions to their problems. Does your product address their pain or motivate them to gain? What specific key words and long-tail key word phrases are your potential customers searching for to find what they are looking for?

Shift From Group Marketing to Individual Marketing: Business is personal. Over the years I’ve witnessed the “big hit” mentality. It’s true, if you find an entire group that loves your products, you can create fast results. But groups are accessed through the gatekeepers. Find the leader and the tribe will follow.

Purchase a Robot Slave to do your SEO work for you! I am not an expert. I depend on advisers to give me the best potential data to optimize my target marketing. There are just too many variables, and *Keyword* research is highly competitive. It’s important to have an advisor that you consult with 24 Hours a day!

I discovered an excellent program that does the work for me. What used to take me hours, takes only minutes. Free programs, while individual searches are easy to do manually, they’re time consuming. Using my
favorite SEO tool, **Micro Niche Finder**, I rapidly identify *keywords* and *key phrases* that are actually being searched for. The program quickly generates key words and phrases that rank well with little competition. *Micro Niche Finder* is the most useful tool in my Internet tool box.

**Niche marketing enables the needle in the haystack to find you.** That needle is the person you identified as one of your ideal prospects or customers. Once you know what they’re searching for, the best way to find them is make sure they find you.

As I mentioned, identify the *Key words and Long Tail Key Word Phases*. *Long Tail Keywords* comprise relatively smaller quantities, but a large number of variations. Now that you know the specific terms THEY are searching for in *Google*, either create a suitable product, or find existing products to market as a marketing affiliate with *Clickbank*.

*Micro Niche Finder* returns the *number of times* the term is searched for every month. A couple of clicks return the *exact phrase count* (the real number of competing websites), and a *strength of competition* (SOC) indicator. If this all sounds like Greek don’t worry, the program is extremely user friendly and there are a lot of great tutorials.

SEO is critical for getting your content found. As I mentioned, *Micro Niche Finder* saves hours and hours of time and most importantly your product or service gets found.

You might be thinking; “People watch videos, they don’t read them. How does a video’s audio track get found?” It’s a little known fact that *Google* has started transcribing the narratives of videos and rates them for relevancy. If you’re narrating a video, insert *keywords* into the audio script as well a *keyword rich* description. Most video sharing sites allow up to 200 characters in the description area. Write *Keyword* enhanced articles. Insert *keyword words* and *keyword phrases* into the title, description, and in the body of the article.

**TIP:** Always place an active domain link in front of your video description. This ensures that your prospect can be redirected to your landing page,
affiliate website, article or blog. An active domain looks like this: http://successmentor.com. Just type: http:// before your domain name and insert prior to the text on your description. You can see the example on one of my videos below. Also notice the long tail key word phrases “authentic Mexican salsa” and “easiest salsa recipes.” These are keywords that are actually searched to find a salsa recipe. If you do these things, you’ve got the competitive edge.

You might have also noticed that my domain name looks unusual. All I did was create a shortened domain name for use in my description, http://bit.ly/lmOoQ. You can create short domain names at www.bit.ly. shorten an affiliate link or shorten for a Twitter mini blog message. Just enter your link at www.bit.ly and it takes care of everything. Bit.ly does a nice job of tracking your Twitter clicks.

**Another excellent demographic technique is to simply test your ideas with friends and business associates.** Create a small sound bite or pitch that clearly and concisely conveys your idea. Test it on a few people. See how they respond. I can usually determine quickly if I have an idea worth talking about. I like to test Clickbank affiliate products as well by posting an article and landing page.

At the end of the day, the best recipe for Google success is relevant, quality content. Don’t just stuff a bunch of key words into poorly written and produced content. Provide remarkable value and people will participate and follow you.

We’ll go into detail on this in my section entitled ATTRACTION. Your IDEA and DEMOGRAPHIC research will ATTRACT prospects and customers using the MAP System. Before we effectively ATTRACT prospects, potential customers and business associates, learn how to EXECUTE your IDEA with some basic nuts and bolts of Video Production.
IDEAS for Creating Viral Videos

IDEAS: Where Do You Find Great IDEAS?

DEMOGRAPHICS: Who’s Interested in Your IDEAS?

Execution: How Do You Execute Your IDEAS?

Attraction: How Do You Attract People to Your IDEAS?

System: Systemize and Repeat Your IDEAS.
**EXECUTION: How Do You Execute Your IDEAS?**

Once you have an IDEA and have completed DEMOGRAPHICS research, now it’s time to EXECUTE or produce it. This creative part of the process is a lot of fun. Here are some simple skills that will make your videos get noticed.

**Four Video Production components for Executing Your Idea:**

1. **STORY SCRIPT:** Tips and Methods
2. **IMAGES AND SOUNDS:** Clips, Photos and Music
3. **EQUIPMENT:** Editing Software, Hardware and Cameras
4. **VIDEO PRODUCTION:** Meet DARLA

**EXECUTION: STORY SCRIPT**

In order to EXECUTE your IDEA, organize your thoughts in the form of a script. Your script should have a beginning, middle, and end -- creative writing 101. I found a fantastic script writing program: [www.celtx.com](http://www.celtx.com). You could invest hundreds of dollars for script writing programs. *Celtx* is not only a fantastic writing program but best of all, it’s free! Although it’s not absolutely necessary to use a script writing program, this program offers some powerful features including: Project templates and tutorials for Film, Audio/visual, Theatre, Storyboard, Narratives, Documentaries, and Comic Books. There are even sample projects that enable you to review projects formatted in script form. I personally do not use this program for my little marketing projects but *Celtx* is a great resource for script writing.

**How do you want to communicate your IDEAS?** Create a compelling story that directly or indirectly relates to your product. You could conduct a video review and talk about personal experiences and the benefits. Genuine personal experience and testimonies are immensely effective. Create a video with a compelling message that gets watched and shared.

If you do your DEMOGRAPHIC research, people will find you, but ultimately the message should provoke a **Call to Action**. A **talking head** using all the best sales tactics and shameless plugs will not motivate a person to take action. Create a **benefit driven, irresistible offer**.
First, attract some attention. Humor has gotten a lot of mileage for Suburban Auto Group. Here’s a compilation of the Trunk Monkey commercials. [http://www.youtube.com/watch?v=RCUBxqdKZ_Y](http://www.youtube.com/watch?v=RCUBxqdKZ_Y)

Attracting attention with humor is common methodology for professional advertisers. Cavemen and talking lizards reinforce Geico’s name and brand. With Geico, it’s not just about humor. Their taglines explain how easy it is to get lower rate auto insurance. They say: "Fifteen minutes could save you fifteen percent or more on car insurance” and “It’s so easy a Caveman can do it”

If you’re attempting to monetize videos make sure and convey a relevant message or a clear call to action where your prospect can click on a link that directs them to a lead capture page with a benefit driven offer. Display your lead page or website URL on the video at all times and provide a clickable link in front of your video description.

In the ATTRACTION section I cover in more detail the importance of providing executable links in your keyword rich descriptions.

On a serious note, colored ribbons are associated with causes; Yellow - bring our troops home and pink- a cure for breast cancer. People use the ribbon symbol to show support and create awareness for an important cause. The ribbon idea was likely spawned from the 70s song by Tony Orlando and Dawn, *Tie a Yellow Ribbon*. No company owns the ribbon brand yet the practice has become universal and creates a viral response.

**Video Script Checklist:** If your motive is to market and sell something, these action points relate to the introduction video, follow-up videos, video descriptions and lead page sales copy.

1. **Who are You Targeting?** Create a unique twist or idea to convey within the target niche. Find out who your market is and talk with them. Notice I said “with.” Use a conversational style. The 21st century is the age of communication, not just information. Develop rapport and trust. Don’t use sales clichés, like: “lowest price”, “best quality”... etc. Make friends not customers. Business is relational.
2. **Be Personal and Authentic**: High pressure, car-salesman tactics don’t work. Find products, services or business opportunities that YOU love. Your love for what you do will be reflected in your body language, confidence and your passion about your topic. First and foremost sell YOU. The old adage says consumers and business prospects will be attracted if they *know, like*, and *trust* you. As I mentioned, develop interaction and avenues of communication. Business is personal in the communication age.

3. **Get to the Point**: The attention span for Internet video viewers is about ten seconds or less. If your video review or story is dull, cliché and uninteresting, you’re toast. My suggestion for “talking head videos” is to keep it at two minutes or less. If your video is fast paced with interesting pictures, video clips, graphics that visually convey your message, you can get away with three or four minutes.

4. **Emphasize Benefits, Big Time**: Convey confidence and show you’re an authority on your product, business or service. Your viewers rapidly form their first impressions and their fingers are ready to click away to another site. They gave you precious time and think: “What’s the point?” and “What’s in it for ME?” Emphasize how your product and service benefits THEM.

5. **Address Objections**: Know their objections. Let them know you relate and understand. People appreciate openness and candor. Address objections head-on and move those obstacles out of the way. Emphasize, WHY your product, service or opportunity is different.

6. **Reinforce What You Say**: Repeat and reinforce with examples or testimonies. Opinions of satisfied customers and authorities reinforce your marketing efforts. Highlight your own experience and the testimonies of satisfied customers, business associates and clients.

7. **Call to Action**: The young man asked Forrest Gump, “Now what are we supposed to do?” Your intent and call to action needs to be clear and concise. What’s the next step? Provide a link to your lead page, blog or website. Make it simple for someone to make a purchase decision or request more information.
EXECUTION: IMAGES AND SOUNDS

How Do You Want Your Video to Look? Are you going to be in front of the camera? Are you planning use stock photo images and video clips? Maybe you’ll create your entire video with stock footage. Stock footage is the cheapest, most convenient way to create great content for your video.

IMAGES: I use pictures and video clips to cut away to during talking head narratives. The more you peak your prospect’s interest, the more your video will stand out from the crowd.

Stock Footage is a massive time saver. Royalty free video clips and photos can tell the story for you. As you know, a picture is worth a 1000 words. If you’re telling a story or promoting a product with a two or three minutes time window, make it compelling. Visual impact is critical.

People have different learning styles. Your project should appeal to a broad array of individuals that search for products and solutions. We have all heard about the diverse styles of learning; Auditory, Visual, Kinesthetic. We gather information by hearing, seeing and feeling. There are sales types, scholastic types, technical, detail oriented people, and promoter, marketer types asking: Who, What, Why, How, and When.

Great Stock Footage Resources: If you’re interested in building a personal stock video and music library, there are excellent resources available. A lot of my library is composed of footage from a company called www.DigitalJuice.com. Digital Juice provides a wealth of great royalty free stock footage and theme focused backgrounds called Jump Backs. You won’t believe the cost.

**Important:** If the video footage, pictures, or music in your project is owned by someone else get written permission to use it. As your video grows in popularity it would be a shame to see it pulled by YouTube or other video sharing sites. To solve that problem here’s some free solutions.

[www.CreativeCommons.com](http://www.CreativeCommons.com) *Creative Commons* hosts a wealth of material that can be shared, remixed, or reused under certain conditions. You’re free to use and manipulate the video – free of charge – as long as you adhere to the *Creative Commons* guidelines.

Also, there’s [www.archives.org](http://www.archives.org), for accessing free footage called *Public Domain*. Download for free, old NASA clips and even old movie and television footage. Some of the clips are not allowed for commercial distribution.

If you find some great footage on *YouTube* and receive the author’s permission, there’s a website called: [http://vixy.net](http://vixy.net). *Vixy* enables you to upload and convert any video clip on the web. All you need to do is type in the source video URL and wait until it is completed. You don’t even have to watch the video while it’s uploading and trans-coding into your desired format. Once finished, just drop your clip on your editing software timeline and go to work.

**SOUNDS:** Royalty free music resources on the Internet are abundant. If you are creating videos for commercial use, copyright laws apply with music as well. Did you know there are about one-hundred royalty free music clips on *Microsoft Office 2007*?

Have a little cash on hand? Here’s some great quality royalty free music is available from [www.DigitalJuice.com](http://www.DigitalJuice.com) and [www.revostock.com](http://www.revostock.com). *Digital Juice* offers a unique music product. They’re customizable, multi-track, songs in a variety of genres’. *Digital Juice* also has several excellent, affordable sound effects libraries that will liven up any project.
EXECUTION: HARDWARE, SOFTWARE AND EQUIPMENT

Editing Software: Free programs like Windows Movie Maker and iMovie for the Mac are adequate editing platforms to cut your project, add music, titles and backgrounds.

There are also more expensive programs like Final Cut Pro, Sony Vegas, Adobe Premiere and Pinnacle. Each of these programs have reasonable entry level prices starting as low as $99 with top level retail prices in the $1000’s.

Although these are all great editing programs, I chose a different route with a company called Newtek, a pioneer of non-linear editing hardware and software. My non-linear editing journey started in 1997 with Video Toaster. My lowly $7,500 Video Toaster Card and software accomplished more than most of the competition for less money. Hollywood animators have been using Newtek’s Light Wave 3D software for many years.

By the way, linear editing in the 80’s and 90’s involved the arduous task of editing from video deck to deck. Non linear is computer/software based editing.

The buzz in the video industry in the late 90s was “Real-Time”. In other words, you could play-back and review your project without “rendering” or compositing the clips, transitions, titles, backgrounds and audio. At that time, believe it or not my Video Toaster video-card and software ran off an Amiga computer. I edited in Real-Time without the need to render to review my work. In addition, the Video Toaster Flyer was a television studio in a box, capable of switching multiple sources simultaneously, in Real-Time. Amazing!

Now, networks like FOX and ESPN use Newtek’s Tricaster, a powerful TV studio in a box. This little black box, switches, edits and streams broadcast quality, on-location news feeds and events directly to the web or to a live television station in Real-Time. Newtek began transitioning into PC based editing systems around the turn of the century with versions VT 1.0 to VT
5.0 systems. About ten years ago Newtek introduced SpeedEdit™ editing software for PC’s. SpeedEdit™ does not require an expensive video card, I still use it. But there are a lot of great programs now. I use Camtasia and Video scribing programs more than video production software now.

I edit primarily on a monster computer, optimized for video editing. All video editing software runs more efficiently on a computer, optimized for speed. Even if you own a gaming computer with a fast video card, lots of RAM and hard drive space most of the newer software like Premier, Sony Vegas and many others run effortlessly.

With the lower prices, simplicity and incredible technological advances in the video industry, your timing is perfect. I paid the price as technology rapidly advanced. My studio is pictured here. Humor me for a moment and let’s look at the technological advances in the last twenty years.

I got killed! I spent over $20K (K = $1000 or Killed on Price!) on my first turn-key, non-linear editing system with a RAID system back in 1997. One 9 GIG Seagate 10,000 RPM hard drive cost $4K. I purchased two of them. That’s $8000 for a whopping 18 GIGS not including the enclosure. The Video Card and Software cost $7K. The computer with a huge 1 GIG of RAM was only $3K. Then I purchased high resolution monitors, DV, SVHS, and DVD decks for around $12K.

This doesn’t even include another $30K on camera equipment and accessories, tripods, lighting equipment, field monitors, Jibs and chroma-key, equipment. My $50K investment twelve years ago was cheap in comparison to the half million dollar investments made by video pioneers in the last century. Glad I didn’t jump in too soon!

I use a great little program called Camtasia., a graphic based presentation software that allows you record your computer screen and integrate very cool editing functions into your videos. Here is a great overview of Camtasia along with a training program.
Now with an Internet connection, a $150 Flip Video camera, and free editing software on your PC or MAC, you’re in business.

Technology has increased exponentially with prices dropping to a fraction of the cost. A Flip Video Camera and free editing programs like Windows Movie Maker and iMovie will not produce broadcast quality video but that’s no problem for Internet video. When uploading to the Internet, video is compressed and loses its original resolution although rapid advancements of increased storage and bandwidth are increasing the quality immensely. In the late 90s, I paid thousands to encode video for editing on a computer; now you just flip out the USB plug adapter and push it into your USB port and now simply upload to WIFI. It’s Plug and Play technology.

The Flip Video and the Kodak Zi8 cameras upload via USB, making it real simple to get your clips into your computer for editing. The greatest benefit is instant encoding. Just shoot and upload and your clips are ready for editing. Transfer media files to your computer desktop via USB. The Kodak Zi8 also has the ability to receive an external microphone, a huge advantage if you are using small, portable HD cameras.

The big difference in SD and HD is resolution and screen size. The standard TV Screen is 4/3 as compared to 16/9 with wide screen. On the internet, because of compression ratios, SD works fine but the transition to wide screen and HQ resolution is already happening with video sharing sites like YouTube.

I like the Canon Vixia models and their wide array of HD Cameras. Models are priced between $500 and $1400. There are flash memory card, HD Cameras that require a slot on your computer to upload the saved clips. Many of the new HD cameras conform to a format called AVCHD. If you are looking for editing software that will support importing, and editing any AVCHD file, Pinnacle Studio 11 Ultimate works well. SpeedEdit 2.0 will support this format too. Just do your homework before purchasing a camera. Now Apple IPHones and Android phones are equipped with sophisticated HD video cameras. Your phone is all you need to produce a great looking video for YouTube. Here’s a fantastic training program for creating mobile videos.
EXECUTION: VIDEO PRODUCTION

It’s a great time to communicate your IDEAS with Video. EXECUTE these production basics and your videos will ATTRACT.

Composition, Depth of Field, Lighting, and Audio, are the building blocks for great looking video. These principles cost me a film school education, time, money, hard knocks and trial and error. Over the years, I’ve learned a few tricks and short cuts. Employ these simple techniques, and people will notice that your video looks remarkably better than the majority of amateur videos on the web.

My wife knows about my mistress DARLA! My affair with video production is not too far from the truth. For many years, I’ve been having affairs with multiple video production projects relating to my businesses and some non-profit work. Prior to some of the technological advances, video consumed a lot of time. So much so my wife Diane actually told people she was my “Video Widow!”

Meet DARLA

DEPTH: Depth of Field Creates Space Behind Your subject.

ANGLES: Shooting at an Angle, Creates Depth, Separation.


LIGHTING: Use Simple, Affordable Lighting Techniques.

AUDIO: Microphone Usage Techniques and Equipment Options.

There’s a lot more to video production than my short explanation of DARLA. My objective is to take complex film making principles, condense them and keep it simple and affordable. Do some research and just Google it. The Internet provides a wealth of information on these topics.
DEPTH OF FIELD: Depth of Field Creates Space Behind Your Subject

Separate the subject of your video from the background as much as possible. Avoid shooting up against a wall or a crammed up against a busy back drop. If possible shoot in a larger space. Create as much separation between you and the background as possible.

This is a screen capture from one of my videos. The equipment behind me is about eight feet back. Notice again how an out of focus background creates depth. My old Canon XL DV cam is about three feet away, on a tripod. In the pictures above, I use natural light from my office windows. In this picture, I light the shot a Key-light and a Back-light. You can achieve the same results on a shoestring budget. See LIGHTING for information on lighting on a budget.

ANGLES: Shooting at an Angle, Creates Depth and Separation.

This is a typical “Up Against the Wall” shot. I’m just another boring, talking head, shot straight on and centered. Also notice the natural window light on my left side. Video saturates easily. In this case, it’s a touch too bright. Adjusting the blinds would have softened the light more. We’ll cover more detail on this in my section on LIGHTING.

In the picture on the right, I’m positioned at a slight ANGLE. Not only is the background slightly out of focus but shooting at an ANGLE creates DEPTH. Also the computer screen and equipment in the frame creates a lot more interest for the viewer. FYI: I am lighting the lower shot with a Lowel, Tota Light and Umbrella and a small 100 Watt Pepper Fresnel light, highlighting my shoulders.
Expensive lights are not necessary. You can easily achieve the same quality using natural light from windows or some very inexpensive lights from Home-Depot. I will cover this in the LIGHTING section, coming up after, RULE OF THIRDS.

**RULE OF THIRDS:** Compose and Position your Subjects in your Shots.

I drew a makeshift grid over these screen shots to illustrate the RULE OF THIRDS, a standard photography, film and video technique used professional photographers and videographers. My picture on the left is centered, shot straight on against a wall. This is all too common and boring! The picture on the right offset using the RULE OF THIRDS.

**Simply put, RULE OF THIRDS means:** Move your subject off center to the right or left. This rule applies whether your subject is sitting, standing or walking and to group shots and landscapes. It’s ok to cut off part of the subjects head with a tighter shot. Watch a documentary and notice how pros frame their subjects. Make an effort to notice RULE OF THIRDS in television, film, and photography.

**Rules are meant to be broken:** When I was at film school in the late 70s, dramatic angles and shot placement was used to illustrate a mood or create a chaotic look to the film. Study films and television programs and notice the pace and rhythm of the shots and how they’re edited. What used to be regarded as techniques for creating tension or chaos has become standard practice. TV shows like CSI, Law and Order and 24, use aggressive camera movements and camera composition.

**Be a student: Observe what the professionals do. Notice scene lighting, composition, angles, and listen the sound tracks. IDEAS are everywhere.**
LIGHTING: Employ Simple, Affordable Lighting Techniques.

Professionals use key-lights, fill-lights, back-lights, diffusion filters, scrims, cookies, and gobos to achieve great lighting. If you go to www.Lowell.com there are excellent free tutorials on three point lighting system basics.

Lighting video for the internet is not complicated but here’s how to avoid some common mistakes and you don’t need a $2000 light kit. First of all, pay attention to your shooting environment. Where is the light coming from? How intense is it? Can you position your subject and use natural, window light? Can you use blinds to diffuse the light? Can you backlight the subject? Ask these questions whether shooting outside or inside.

Exteriors: If you choose to shoot outside, be aware that too much light will degrade the quality too. It’s easy to over light and over saturate a shot. Don’t point the camera into the sun. Also, try not to shoot during “high noon” on a bright sunny day when the sun is pointing straight down on your head unless you want to look like a Neanderthal with furled brows. A cloudy day acts as a perfect diffusion filter. You can use cardboard covered with aluminum foil to create a reflector for outside or inside to brighten up a shot.

Interiors: Great results can be achieved indoors using natural light from windows or light fixtures. Avoid positioning yourself directly under ceiling lights to avoid the Neanderthal effect. Conversely, if you shine light up at your face, you will look like Lon Chaney in Phantom of the Opera. Don’t sit in front of a window or with the Sun behind you. Unless you are attempting to disguise your identity, just turn the camera around and work with the existing window light and the blinds. You will see what I’m referring to in these next examples.

An all too common mistake is when people point the camera at a bright window. In the picture here, all I can see is my boat. This is obviously exaggerated, but I see this all the time on YouTube -- people shooting videos up against windows or into the Sun. Don’t do that!

Also, avoid white shirts. Bright red can be a challenge as well but manageable.
In this picture the same window provided me with an adequate natural source of key light. All I did was flip the camera around and use the windows for light rather than shooting toward them.

**What you see, is not what you get.** Our eyes can adjust and compensate for the dark or bright lights, but camera apertures, which mimic our eye’s iris are dramatically inferior. There are ways avoid problems and control the lighting environment. A piece of cardboard works well to shade an over saturated, bright shot and cardboard and foil works wonders to reflect light.

Internet video doesn’t require perfect color balance. Window light or outdoor light works well. *Home Depot* to the rescue! Experiment with a couple of the $9 dollar incandescent lamp holder/reflectors with clamps and 100-watt light bulbs. A few lights are more than adequate to provide a key-light and fill-light pointing at the subject and a backlight to highlight the shoulders and back of the head.

Try using a $40 quartz work light set. Point them up at the ceiling and reflect the light down on your subject. Bouncing light off a white ceiling is a great technique for creating an even, soft looking light.

Good lighting is achieved when it looks natural. My rule of thumb is: If it looks like you’ve used lighting, it’s probably overdone. Be careful not to over light shots whether you are using natural light or light bulbs.

It’s not necessary to do a fancy three-point light setup for the Internet videos but try to incorporate at least a key-light and a backlight for your shots. You can use a window for your key light and an incandescent reflector light to separate your subject from the background. Just experiment and notice the differences. Visit [www.Lowel.com](http://www.Lowel.com) and get a lot of free tips on lighting and learn about their light equipment as well.
**AUDIO:** Microphone Usage Techniques and Equipment Options.

**Get close: Move the microphone.** Audio quality is often overlooked with most of the promo and infomercial videos I see on YouTube. If a voice sounds like a tunnel recording it distracts from the message. First of all, if you have a headphone jack use it. Listen for buzzes and background noise. If your camera is plugged in, office equipment or fluorescent lights can buzz. To avoid buzz, use camera batteries or turn off the equipment.

Digital video cameras have an *Omni Directional Microphone* built into the camera. “OMNI” directional microphones are designed to pick up sound from all directions. When the camera is too far away not only does a voice sound distant and impersonal it will record all the room noise. **It’s easy to solve your audio problems:**

**Move close to the camera when you talk.** If you don’t own an external microphone simply move the camera close to your mouth. Don’t worry, it won’t bite! People, “Zoom in” to get a tighter shot but the microphone does not zoom with the picture! Keep your finger off the ZOOM, stay close to your subject by moving the camera.

**Lapel Microphone – Wired or Wireless:** Check if your digital camera has an external microphone jack. You can purchase a wired, hands-free tie-clip microphone at Radio Shack 33-013 for about $40. Don’t purchase a cheap single channel wireless microphone. You will have nothing but audio glitches and headaches! Professional microphones will require you to adapt from your camera mini jack to ¼ or an XLR jack. The Radio Shack Lapel and the Sony shotgun microphones have mini jacks.

**Shotgun Microphone:** A *Shotgun* is a *unidirectional microphone* that mounts on top of the camera. *Unidirectional* microphones are designed to pickup what you point at with minimal background noise. A good quality but inexpensive model is the Sony ECM-HGZ1 costs about $50.

Note: *Flip Video Cameras* don't have an external mike jack. If you want the convenience of a *Flip Video* camera, there’s an alternative -- Kodak’s Zi8 HD, Pocket Cam will receive an external microphone. Yeah!
IDEAS for Creating Viral Videos

Ideas: Where Do You Find Great IDEAS?

Demographics: Who’s Interested in Your IDEAS?

Execution: How Do You Execute Your IDEAS?

Attraction: How Do You Attract People to Your IDEAS?

System: Systemize and Repeat Your IDEAS.
**Attraction:** How Do You Attract People to Your IDEAS?

**Attract customers and prospects, don’t sell.** The term *Attraction Marketing* is used all the time in the affiliate and network marketing world. The premise of *Attraction Marketing* is enticing or attracting customers and prospects to take a look at your business, product or service and asking for permission to carry on a conversation and ultimately build a relationship. The traditional hard-sell approach has never been attractive to anyone, and the competition of limitless products and services offered on the Internet requires marketers to be attractive, not ugly hard-sellers. You create an honest compelling story around a product, service or business that ATTRACTS people to you. If they like what they read, hear and see they might even give you permission to market to them.

There’s a big difference between *attracting* and *selling*. People do business with those they *know, like and trust*. You only get one shot at making a good impression, especially online.

**Headlines Attract:** Brand your video by creating an interesting, compelling headline. Here’s one I borrowed for an article I wrote a while back. *More Doctors Smoke Camels than Any Other Cigarette*

A catchy well written thought provoking or humorous headline will create interest and generate a lot more clicks. You can get away with using a headline relating to a big celebrity incident like Tiger Woods but if it’s not in any way related to your article, unless you’re selling Golf Clubs, isn’t that just legal spamming? Our objective should be to develop trust and long-term relationships with our niche market not to get thousands of worthless clicks. Creating value for your niche is about quality not quantity.

It’s not enough to just talk about your product, service or opportunity. YOU have to believe in what you are marketing. Although the *Trunk Monkey* videos are a huge viral success, it’s still important to attract a solid prospect or customer not just tire kicking fans looking for entertainment.
Motivate People to TAKE ACTION: What They SEE is what YOU Get.

Headlines and Thumbnails: Make a good first impression. There are thousands of videos on YouTube and other video sites that don’t get watched because the headline or thumbnail is boring or totally irrelevant. You become unique and noticed more than others with an interesting headline and thumbnail picture. As I mentioned; make sure your content is relevant -- people are tired of sales hype. Provide an honest and informative review of a product if you’re selling something.

Your Video Thumbnail: YouTube randomly selects a thumbnail screen shot of for your video. In the “Edit Video” section you have three options to choose from. YouTube thumbnail depictions, default to the middle thumbnail which displays the ½ way point. In order to ensure your thumbnail image gets displayed, insert a clever picture or video clip segment you want people to see at the half way point of your video. For example, if it’s 90 seconds, edit the clip in at 45 Seconds.

Your Video Description: As I mentioned in the last sections, always put your URL http://www.Successmentor.com first, then write a keyword rich description. On YouTube, using http:// before “www” will create a hyperlink that will direct your prospect to your website or lead capture page.

Creating Your BRAND is HOT: Why do you think Hollywood movies spend millions on posters and trailers? On YouTube and other video sharing sites, the first thing people see is NOT the video itself. They see the headline and the thumbnail that REPRESENTS the video.

Remember, you have just few seconds to entice your prospect. Headlines and Thumbnails are their first impression. If your thumbnail looks dull, people will assume you and your video are dull too.

After writing a compelling headline and choosing a thumbnail, chart your course and get ready to blast your video into Cyberspace with Power Distribution. Here’s a great training course on marketing on YouTube if you’re interested in learning from a real expert on the topic.
USE A MAP

My Success MAP covers three effective distribution techniques to attract raving fans. ATTRACTING others to your IDEA, requires a MAP that contains progressive milestones that guide your marketing journey. Here’s an outline of the MAP System.

Marketing Master Mind: Link up with objective friends and business associates and even strangers to test your IDEA.

Associate with Others with Similar Products: Find videos with similar topics or advertisements then associate your video.

Promote with Power Distribution: Blast your video out to multiple hosting sources simultaneously.

Marketing Mastermind:

Two or three times a year I get an email from Microsoft to participate in a usability study. Being a grossly opinionated person, I enjoy providing them with feedback. During a recent study, I sat around a large conference table with eleven other middle-aged men. It was a lot of fun and comical at times interacting with a diverse group as the moderator recorded our responses and reactions to Microsoft’s new gaming product. Bouncing your ideas off people from different occupations, backgrounds, and opinions is extremely valuable and best of all it’s free market research. What do consumers in the real world think? Your idea could be brilliant, but how do you package it and communicate it? Feedback from friends, Internet marketing peers and even strangers give you a competitive edge. Find out what people want and create a product they would buy.

How to CREATE a Marketing Mastermind: There is power in numbers. Once you’ve been around the Internet marketing community for a while you
will notice that a lot of marketers work together to promote each other’s products and services. Create reciprocal relationships with other marketers and Internet mentors by commenting, recommending and subscribing to their blogs. Interact and comment often and you will be rewarded with more traffic to your blog. The new media model is reciprocal and thrives on interaction. Google search bots love interaction!

Here’s a great technique that will increase your exposure on YouTube. Ask people to visit your YouTube channel, watch and interact with your videos by rating them and commenting on them.

Ask your friends and marketing peers to do FIVE things:

1. Give your video(s) a FIVE STAR RATING – assuming they like it!
2. Post a positive comment, either a text post or a video post.
3. Add it to their favorites.
4. Subscribe to your videos.
5. Forward it on to everyone THEY know.

IMPORTANT: Start right away and develop your Marketing Mastermind Group. In order to rate and comment on your videos, a person has to have a YouTube Account. If they don’t have an account, show them how to create one. Send them a direct link (URL Link- right side of page) to one of your videos with a brief message explaining what you’re doing and ask for their feedback on your video. Once they arrive at your YouTube channel, they can click on the “Create an Account” link at the top right side of the page and create their own free channel in minutes.
Associate with Similar Products

In the book “Art of War”, Sun Tzu said: "Keep your friends close and your enemies closer." I embrace and learn from all my marketing friends as well as my competitors. Here’s a great strategy that enables you to link your video to topically related content on YouTube.

**Associate with Success: Why reinvent the wheel?**

It’s true in any marketing endeavor, the power of association is crucial. Rub elbows with those successful people. Even the animal kingdom understands this principle. Small Remora fish congregate around whale sharks to catch the fallout when the whale sucks up plankton. Associate with the whales of the industry with your product, service or opportunity.

You can even associate your video with competitors with the same products. Most of the time those selling products using Clickbank or affiliate programs will choose to block video responses because they don’t want the competition, but post your response with your competitive product offer. Sometimes it works if they haven’t blocked video responses.

**Contribute Your Comments and Content**

Associating your content with others is often overlooked yet one of the most powerful techniques for increasing your traffic. Remember this: “Help people get what THEY want and YOU will get what you want.”

**Support other Social Networkers:** As I mentioned, become a frequent contributor on your favorite video channels and blogs. Participate with subscribers of Digg and Twitter. The cross pollination and the exchange of comments and ideas will definitely boost your exposure and ratings.
Exchange links with other YouTube users and bloggers in your niche.
If you like their content, make a comment and support them. Eventually, they will notice and reciprocate. Don’t under estimate the power asking for friends and associates to rate your video, subscribe to your videos, and post comments. If you want a lot of friends in and higher search engine rankings, make a lot of friends.

The principles are the same in the cyber world and the real world. People love to talk about themselves and they’re especially drawn to people that are genuine and interact with them. Make a lot of friends and you will find that there will be opportunities to co-brand your content and create joint ventures with other successful marketers online. This creates synergy and a lot more traffic for your videos and blogs.

Note: Twitter has become increasingly popular in the social networking arena. But my opinion is that Twitter has become in many cases legalized micro spamming. I don’t care what someone had for lunch! Relevancy is critical in today’s market place. Don’t waste peoples’ time with useless dribble. Build a Twitter following of like-minded marketers that are actually interested in reading your tweets because you have a loyal friend or a fan.

Choose Twitter friends based on a common interest. It’s not about quantity. The quality of contacts is a key to your success. As always, creating benefits and value for others creates a win/win in the age of communication.

Promote with Power Distribution

All three components of the MAP System can be used to maximize your results for getting noticed. You can fire up your efforts and fan the flames significantly by using video distribution services. Your goal is to get your videos seen by as many people as possible in the shortest amount of time. You can build a video presence with multiple hosting services. It’s kind of like having your movie in theatres around the world,
simultaneously. While YouTube continues to be the most popular sharing destination, it’s not the only destination.

**NOTE:** Although Power Distribution fans the flames and creates impressions on multiple sharing sites, make sure that your crap doesn’t hit the fan! Although mass distribution can give you massive exposure, if your headline is boring and your content stinks, people won’t watch it. You might as well flush it!

While there a hundreds of social networking and video sharing sites, depending on your content none of them will give you as many potential views as YouTube. Some sharing sites are more focused on entertainment or creative content and some are more commercially oriented. You can use the shotgun approach with video distribution, but understand that some sites will give you a lot more views depending on the relevancy of your content to the actual site.

**www.OneLoad.com** is a great online program. According to their own words, Oneload: 1. allows you to deploy your videos to multiple sites with no additional effort. Boost your video SEO and manage all your metadata in one place. 2. See all of your video views across all sites in one place. 3. Stay on top of spikes in viewership for visibility in where your marketing efforts gain traction. Keep an eye on any YouTube Channel and get daily email reports on daily trends and performance.
IDEAS for Creating Viral Videos

IDEAS: Where Do You Find Great IDEAS?

DEMOGRAPHICS: Who’s Interested in Your IDEAS?

EXECUTION: How Do You Execute Your IDEAS?

ATTRACTION: How Do You Attract People to Your IDEAS?

SYSTEM: Systematize and Repeat Your IDEAS.
SYSTEM: Systematize and Repeat Your IDEAS

The System - 21 Video Strategy:
Success in any venture requires a systematic approach. It requires organization, preparation, and consistence. To get consistent results it’s important to follow a system. Once the system is in place you can use it over and over again with any marketing campaign.

The 2008 movie, entitled “21”, starring Kevin Spacey is based on a true story about a college professor and his rigid, systemized approach to beating Vegas at the Black Jack tables. How do professional gamblers win? I have a hunch, inspired by the movie, that professional gamblers don’t gamble or take uncalculated risks. I know from my own experience in business that in order to produce consistent results, successful business owners, internet marketers and entrepreneurs don’t leave things to chance. They follow systems and use the power of leverage.

Leverage is simply getting a positional advantage that gives you the power to act effectively thus multiplying your results. Good fortune rewards those that plan or position themselves for success. They research and produce quality, relevant content and promote through effective channels. Successful marketers don’t just guess or speculate with their marketing budgets, they use specific methods that they know will get consistent results. Results of course will always vary based on your content or how compelling your offer is.

If you want more bang for your buck, whether you’re qualifying or identifying leaders for your business or affiliate program or you’re selling a product or service through a brick and mortar business, the power of leverage is critical for creating a constant flow of customers.

Here’s a review of Viral Video IDEAS System, thus far: Start with great Idea for your niche. Do the Demographic research, Execute your ideas by producing a video and Attract new clients. From a creative, organizational, and systematic standpoint you are now light years ahead of the average Internet marketer. Now let’s pull it all together with the System.
Would You like to be Omnipresent?  Obviously, being everywhere at the same time is an exaggeration but with this system your video tips and ideas will be showcased multiple times in multiple locations thereby increasing your visibility to your prospects and customers.

The System 21 Video Strategy can easily be adapted for your product or service and is designed to optimize your visibility. You can provide value without hard selling your potential clients, customers or business prospects because you focus on developing rapport and trust.

Remember: It’s all about leverage! Getting a positional advantage that gives you the power to act effectively thus multiplying your results.

The System 21 Video Strategy in a nutshell: You create benefit driven information conduits that provide niche focused Hot Video Tips featuring your product or business. In short, you will be producing (1) Introduction and (20) Informational Videos for a total of 21 IDEAS optimized videos.

Multiplication System: Upload your videos to multiple video hosting sites, using programs like Hey!Spread or TubeMogal

Using www.OneLoad.com, with 21 videos posted to 30 sites, your videos will show up 630 times. If you multiply that by 4, that’s 2520 impressions.

FOUR STEPS: The System 21 Video Strategy

1. Produce ONE Introduction/Landing Page Video: In this video you introduce yourself and provide a brief overview of your topic. Use the tips and techniques we have already covered.

2. Produce a combination of TWENTY Hot Video Tips: These include FAQ videos and Informational videos about your business, product or service. Each should be video is approximately, one to three minutes. The FAQ videos address your specific product, service or your, “how too.” Address the prospective objections, be honest and candid. This is your opportunity to connect, develop trust and build rapport.

Each of your FAQ’s and Common Objections Videos should display your lead page domain name. http://yourdomainname.com Your viewers will know where to subscribe to all of your Hot Video Tips. Because you posted all 21 videos to several video sharing sites simultaneously, your customers and prospects might watch any one of your Hot Video Tips on
a variety of video sharing sites. No matter which Hot Video Tip they watch or where they view it, each video description contains a link that redirects your prospects back to the main lead that hosts your introduction video that contains an invitation to register for all your free Hot Video Tips.

Also, make sure to your domain name is displayed on your videos. You can include your domain name when you edit your videos. Even free editing programs like Apple iMovie or Windows Movie Maker will create an overlay that will display the title/domain name of your website.

3. Set-Up Your AWeber Account. Years ago, I thought I was getting emails from a guy named A. Weber before I realized AWeber is a list management program. AWeber has been a trusted source for list management and content distribution for over ten years. There are many programs to choose from like GetResponse and Constant Contact, but I prefer the power and simplicity of AWeber.

AWeber has a simple user friendly interface and live support calls Monday through Saturday. Getting a real person on the phone when you have a question is a huge benefit. Their service team is extremely responsive and knowledgeable for customer and tech support. With AWeber, you can easily create a web-form box like mine pictured to the right. The web-form is placed (embedded) into your lead page. When a prospect or subscriber opts-in to your Hot Video Tips campaign via the web form, AWeber will distribute follow-up emails at whatever time interval you choose.

AWeber is a foundational component for your marketing campaigns with the functionality to manage an unlimited number of lists Check it out here.

4. Create Your Lead Pages to Host Your Videos: If you’re building a subscriber list for your product or service, lead pages or squeeze pages are simply web pages that share your product offer and the benefits with
your prospect. You ask them to *take action* by providing their name, email address, and other contact information if applicable.

There’s a disadvantage of using the embed code from your *YouTube* video for your *lead pages*. Your video becomes a portal or gateway into the entire *YouTube* community. All someone has to do is click on the *YouTube* Logo and they are redirected to the *YouTube* page the video is hosted on. Even if it’s your *YouTube* channel, you could lose your contacts.

**Developing your personal brand is paramount to building long-term success on the Internet.**

Dave Kaminski, creator of *Web Video University* is the one of the top video marketers on the Internet in my humble opinion. It would take me a couple of years to compile the kind of training resources he has made available through his membership site. So why try to reinvent the wheel? I’d rather partner with him and refer others to his amazing, turnkey video production training and marketing system then try to recreate it.

If you would like to know how to start a brand-new business built around web video, without having to struggle for months and months trying to turn a profit, Dave is a no nonsense guy. He will teach you the proven techniques that help you achieve video marketing success. The *Web Video University* system is designed to walk you (regardless of your experience level)...step by step...through the entire process creating killer web videos and marketing yourself on the Internet.

Dave is an excellent teacher and communicator. He hands you a fool-proof, paint-by-the-numbers blueprint on how to quickly and efficiently profit from web video. [Click here to review all Dave’s courses.](#)

You’ll gain tons of value and lot’s of great IDEAS on how to create your own personal brand through video production, mobile digital video, pod casting and blogging. Not only that, but you learn tips and the actual hands-on techniques for producing professional videos reserved for the professionals.
Final IDEAS

I am fortunate for great mentors over the years. In this fast paced business world, entrepreneurs are required to adapt quickly and take action in a marketing environment that’s continually changing.

I hope you gleaned some valuable marketing insights that help create your unique brand and produce effective videos that **Attract, Inspire, and Motivate** your customers and prospects!

We all know, there’s no such thing as fast money and easy success but I am confident that the IDEAS I’ve presented along with the tools and systems highlighted in this eBook will help lay your foundations for success. Take **AIM** and make your marketing IDEAS go Viral!

*Mark*

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Mark Petticord  is the author of the RESIDUAL Effect™ For more information about hiring Mark for speaking, training and seminars contact mark@successmentor.com

[www.SuccessMentor.com](http://www.SuccessMentor.com)
Viral Video IDEAS Resources:

Video Production and Marketing Training:

Web Video University

SEO Key Word Research Tools:

Micro Niche finder
www.adwords.google.com

Lead Management Programs:

AWeber

Video Stock Footage and Music:

www.creativecommons.org
www.revostock.com
www.archive.org
www.digitaljuice.com

Video Distribution Programs:

www.OneLoad.com

Editing, FLV Players and Converters:

www.LongTailVideo.com
www.NewTek.com
www.Camtasia.com
www.vixy.net

Web Hosting:

www.hostgator.com

Free Script Writing Program:

www.celtx.com