

Video Marketing is possibly the best way to promote yourself and make money online with your business. However, you need to think about a few things before you start.

It is one of the most basic things to master but you should make sure that you know your recording equipment and how to use it properly. You would be surprised at the number of stories I have heard where people have spend hours filming only to discover that there is no picture. After hours more of trying to figure out why the thing will not play properly they find out that they have left on the lens cap.

The place that you record your video is very important. Make sure that the backdrop to the video is suitable and clean and tidy. You do not want to have any outside noise or disturbances. The camera should be mounted on a tripod if possible, if not then it should be on a firm flat surface. Keep the filming at around head height for a facial shot if that is your preference and make sure that the camera is positioned the correct distance for the best shot.

To make money online these days, you need to use video marketing. However, it always makes sense to do a quick practice video just to make sure that you have everything looking good.

Use this to check the sound level and the positioning of the subject matter. The sound level is something that often gets forgotten about but it is crucial to the end result, if they can not hear you they will go elsewhere.

Make sure that your video is well lit. You should always have your light source behind the camera. If you are outside make sure that the sun is behind the camera when filming. If you are inside, move any lamps from the shot and see if there is a way of shining more light onto your subject. Use the test shoot to make sure that it is not too dark and that your face can be seen.

When you make a video you should think about the length of the film. you should really look to keep them around the 2 or 3 minute mark as people are often short of time and like to look at as many as they can in a short space of time. Keep the longer videos for when you have an email list and you can then send them to your subscribers.

Get straight to the point. By this I mean try not to waffle on about insignificant things. If you say what you wanted to say and it takes less than a minute that is fine. Do not try to fill the void by describing the weather unless it means something to the video.

If you are going to make a series of videos in the same session I would offer this advice. Change the location for each one, even if it is only a slight angle change and change your shirt or something else about your appearance. You do not want it to be too obvious that they were all shot at the same time.

If you film all the videos at the same time in the same location wearing the same clothes and then upload them all on the same day, they will all look pretty much the same when someone goes to view them. This is far less effective than all looking different and being release over a period of time. It is because or that that I would upload the series of videos every couple of days to ensure maximum exposure.

The real importance of a video is the message you are trying to deliver to the viewer, but if they can not hear or see you properly the watcher will never know what you are trying to tell them. First impressions last a long time, get it right in the first place and you will reap the rewards for a long time to come.

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