

# The Daily Video Challenge

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The challenge: To record one video a day... every... single... day.

To do this I recommend software like Camtasia to do screen captures because, in my opinion, that's the easiest way to do videos. The problem is, a lot of newbies - - and even non-newbies -- don't want to risk the \$300 Camtasia currently costs. Luckily, there's a 30-day trial period, but many people won't use that period to get anything done. They'll buy it, will let the trial period expire, or maybe they'll record one or two videos within that month, but they just won't get the hang of it.

## **The Beginning**

So the idea here is that you get started right away; you record stuff every day; and you record enough videos in that 30-day trial period to make it worthwhile for you to get the money. So you might earn all \$300 in that month, and then your Camtasia is free. Or maybe you earn \$100 in that month, and you say, "Okay. This will make me a little bit of money over time, and it's worth it to put down the whole entire amount to buy the software because I know that it's going to make my money back eventually."

What I do is I take Camtasia to do the actual video recording. I watch PowerPoint slides, like you see here, for the content; and I speak into a USB headset by Logitech to record the sound. Does it have to be Logitech? No. I just told you Logitech USB because that's the one I use and to save you time from researching this headset or that headset, just look for -- on Amazon.com look for the Logitech USB headset, and that will get you started.

Does it have to be USB? Yes, it has to be USB because many sound cards are just crappy, and the volume level leaves a lot to be desired. So by making it USB, the sound quality is much better, and it's just one less thing to worry about. You can just get started without having to fiddle with all the technical stuff, with trying to boost the audio, or whatever.

Or you can try to earn enough money for a flip camera. So you get Camtasia, you get the trial going, make some money with the videos; and then you can graduate to the live action videos, where you point this camera at yourself; you plug it in, and then you can upload to YouTube or make a private video quite easily.

And then the whole point of making a video in general is to get more traffic and customers. Any jerk can write a bunch of articles or anyone can put up a webpage, but to actually point a camera at yourself or record a screen capture of

you doing something, that's a more high-level skill and not everyone can do that. But at the same time, once you get good at it, it becomes easier to record videos than it is to write stuff. You could have a conversation with someone for 20 minutes and produce 20 pages worth of content, but you could not write 20 pages worth of content in 20 minutes. It's just not feasible.

So video is a lot easier than you think, and you don't have to be perfect. But you will never learn if you don't get started, so... just do it!

## **The Goal**

The whole goal of doing this Daily Video Challenge is so that you can create videos anytime you want. Anytime you have an idea for a product, sit down, record some videos, make a quick \$20 product, and move on to the next idea.

This first idea will make you money because you can get traffic and offers and affiliates and send your lists to it and get traffic going. You can just get all this stuff in motion and move on to your next idea before you get bored.

So you can sit down and sketch out your PowerPoint or make your mind maps or just write an outline and make these instant one-hour products. So you can make a product just to test the market; you can make a product just to be the first one to present an idea; you can make products to make them as bonuses. So you just made a product about how to make your car drive at 200 miles an hour. What better companion to such a book than a video showing how you did it? So how you reached under the hood or watching you speed down the street or something -- just anything to make it better.

Or maybe you didn't even make the product. Maybe you bought resell rights or private label rights to a product about how to make your car drive at 200 miles an hour, and you recorded the videos as your own bonus. So you said, "Here is this product that everyone else is selling, but these are my special videos that you will only get if you buy from me." It doesn't even have to be your product. It could be an affiliate product; so somebody else sells it, but you get money when you refer traffic their way. So you can say, "If you buy using my link, you can get my videos showing this stuff in action as a bonus." And many people will buy just for the videos.

I sell software, and I get people all the time asking for "Do you have videos explaining your installation instructions?" Some of these scripts are really simple. They're like 2- or 3-page manuals, and I still have people asking for videos because they don't want to be bothered to even read a page or two.

Or you could make the videos as ride-along products for someone else's stuff. So say this other guy had an affiliate program for how to make your car drive at 200 miles an hour, and you had a product that was how to make your car drive at 300 miles an hour. And this guy who had the 200 mile an hour product, he did the

more basic dumbed-down version of it, and you want to capitalize on his traffic and his sales. So you record some of these videos about how to make your car run at 300 miles an hour, and you give them a few things they could do but not everything. You can say in these videos, "To get the whole thing, go to my web site and buy this product."

So you give these videos that you made, these teaser videos, to the 200 mile an hour guy for free and you say, "I really liked your product, and it gave me some more ideas about how to make your car go even faster. If you want, I'm giving these videos to you for free, and you can bundle them with your product." And you can even be nice and make him an affiliate to your product so he makes money every time he refers someone to you.

## **The Value**

But the point is you're making the marketing process as easy as possible for this other guy. And not everyone's doing that. Most people just try to say, "I'll mail to my list if you mail to your list" -- totally uncreative. So by using videos you can make these quick products and use them as marketing weapons to get joint ventures. Or you can make videos as upsells.

So you have the make your car drive at 200 miles an hour report, and you sell that for \$7. Someone buys it, and you say, "Hey, guess what? For 20 more dollars, I'll give you these videos that go over the same information you just bought, but you can learn it in five times the time. Instead of taking a week, you can learn this tonight because you can watch videos, and you won't have to go through all the work of reading stuff." So that's your end game. You want to just be able to use videos to make products and make bonuses and make joint ventures and make upsells as quickly and easily as possible. So I'm going to give you a step-by-step plan to get used to recording one video every day.

For the first day, I want you to get Camtasia. Get a 30-day trial or get CamStudio, which is a free version. Or even go to the [Jingproject.com](http://Jingproject.com), and that last one allows you to record videos for free, but there's a time limit for five minutes. So there are some limitations, but if you do not know what to do, just get Camtasia. Get the free 30-day trial so that you can do something every day. And use it as your motivator because you only have 30 days to try this. If you wait longer, if you wait 31 days, you won't be able to do anything. If you procrastinate one day, that's one day you won't get back within that first 30 days.

So for the first day, just record yourself working. Resize your screen down to the lowest resolution, which should be 640 by 480, so that everything looks really big. Because the problem that most people have is they record their videos at the same size as the regular screen, which looks nice, but when you size it down to fit on a web page or on a DVD or something, it's going to look tiny. And no one's going to be able to read the text; no one's going to be able to see what you're doing.

So just record your screen size to the smallest it can be -- just trust me on this -- but everything looks huge, and you can probably only fit one window on the screen at a time, but that's fine. You're going to make that window as big as possible.

## **The Process**

So for this first day you're just going to get yourself used to recording info. So get yourself used to saying, "All right. I'm working on this. I'm typing up this article on this. I'm answering e-mails about this." So you want to get used to documenting your stuff, because a lot of creating products is not about thinking up the cleverest way to do something. It's just about explaining what you're doing.

Doing this will help you stay on task. I used to have such a problem with procrastination. I used to make a whole info product, make a whole e-book and stuff, and I would write the sales letter but I just never liked setting up the web page. I never liked making that last step to put in the payment button and the thank you page and all that stuff. I hated it.

So to get myself to actually do it, I would record these Camtasia videos, and I would say, "All right. I've got the web page. All I've got left to do is add a payment button." Then since the video was recording I was like, "I might as well do it." So I went and recorded myself going into PayPal, grabbing the payment button, putting it on the web page, customizing the text on the thank you letter; and before I knew it, in just a few minutes it was done.

So having yourself being recorded has just this weird effect that it's like someone's watching you. You psyche yourself out into thinking that you're explaining stuff to someone even though it's just you and the computer. But you psyche yourself out, and you just get things to come out of you explaining stuff that you just would not get if you were all alone and unattended. It's the weirdest thing.

I know you think that you're self-motivated and that you can be your own boss and all that stuff, but sometimes you just need the video recording to be the boss for you.

Another good thing about recording this stuff is that you can't really record stuff for super long. It's not like you can record a six-hour video of you doing stuff. You would end up stopping the video at 30 minutes or 60 minutes. So this has the side effect that you end up cutting your tasks into small pieces. So if you had a whole day's worth of work to do, you'd say, "All right. For the first 30 minutes, I'm just going to write this one article." And then you say, "All right. For the next 30 minutes, I'm going to be formatting my e-book and uploading it and customizing the sales letter. And then for the next 30 minutes, I'm going to be

answering customer support e-mails. And for the next 30 minutes, I'm going to be working on my Google AdWords campaign," or something.

But you just break your time up into blocks, and because you can only fit one window in the screen at a time, you become super focused on these single tasks. Just try it. I know you think I'm full of crap if you haven't done this, but just having the video going while you work -- it does wonders.

So that was the first day. The next day you want to take that recording work one step further. So you already explained yourself doing maybe a little bit of this, maybe a little bit of that. Maybe just for five minutes out of your day you recorded yourself doing something. Or maybe you recorded stuff from the whole day, but you want to do now is make a list of stuff you've accomplished.

### **Writing The List**

So start the video recording, open up Notepad, and say, "All right. Let me think about what I accomplished today." You say, "No 1: I wrote some articles. No. 2: I made five forum posts. Step 3: I made some graphics. Step 4: I outsourced some more articles," and so on. So just by listing your day's work you'll get a better picture of what you've done and where you're going.

So many people -- they just sit at the computer all day, and they click around on forums and they answer some e-mails. And before they know it, the day's half gone and they haven't gotten anything accomplished. So by doing this accountability stuff, it really helps.

And if you can get an accountability partner, that's even better. So you have someone you can call on the phone every day, and at the beginning of the day you say, "I'm going to do this stuff. I'm going to do my articles. I'm going to do my forum posts. I'm going to do the outsourcing. I'm going to do the e-mails. I'm going to write another chapter of this book. I'm going to send an e-mail to my mailing list. I'm going to give another ad to affiliates."

Just list some stuff, and don't make it long. Make it like four items. I just threw out that number. I just said four just to make it easier for you, just to limit the amount of thinking. Just think of four things you're going to do today.

So at the beginning of the day say, "Today I'm going to do these four things," and list them out. And if you can get a buddy to call on the phone and send an e-mail to, that's even better.

One step above that is to record a video of you explaining this stuff to the buddy. I know I've tried this accountability stuff with several different people, and it's just so easy to get caught up on the phone and get all chatty; and the next thing you know you've wasted an hour or two.

So why now combine the boss looking over your shoulder thing with the accountability thing? So you record a video of you explaining the tasks you're going to do. You send it over to your friend; so you can upload it to YouTube or you can just put it to a private URL, upload it to Screencast.com, Jing.com, whatever. You just make this video showing what you're going to do at the beginning of the day, and maybe your partner -- maybe he'll do the same thing. Your business partner or just maybe someone who isn't even your business partner, just another internet marketer who has the same problems as you and the same goals as you, which is to get stuff actually launched.

So you both make the videos at the beginning of the day listing what you were going to do. Then you say, "All right. Goodbye. I'm going to go work on my stuff now." At the end of the day, you might record another video saying, "All right. Here's what I finished. Here's what I didn't finish." So you just go over that same list and you say next to it, "Done. Done. Not done. This is why. This is what I'll do better tomorrow," and so on. And just making yourself accountable makes you so laser focused and so on task. It's not like it doesn't give you a real boost in productivity, but those times when you normally slow down, you can continue at a constant pace all the time. Because if you don't do the things you promised you were going to do, you're letting someone down. Instead of letting yourself down, which is so easy to do, you're letting someone else down, which is very difficult.

So that's day 2 -- record the tasks you accomplished today. You don't need to make this a big grand event. Just make it a ten minute video. If you screw up and say "um," if you forget what you were going to say, so what? Just record it. Making a complete video is way more impressive than making a bunch of videos that were never complete. No one cares if you say "um," "ah," if you breathe into the microphone, if you speak too softly or too loudly or too fast or too slow. Just make a video. I wish someone had told me this in the beginning. It can be amateur; no one cares.

## **Recording Monthly Income**

So you've done that, and the next thing to do is to record your monthly income. So like before you were recording your actual tasks and you felt bad if you didn't complete them. Now you're going to train yourself to feel bad if you don't make enough money that month.

I know a lot of you have day jobs, and you're just trying to add a little bit extra to the bottom line every month, and that's fine. Maybe your goal is only 100 bucks, but this month you only made 50 bucks. So explain why that is. It's a lot easier to feel good or bad about the progress you've made or haven't made instead of these abstract things like articles or something.

It's easy to feel good about your progress because you can say, "My son really needs to start taking little league, and it costs 20 bucks a month in dues. I just don't have that money, so my goal for this month is to earn an extra \$20 in



addition to what I'm already making. If I earn that extra 20 bucks a month, then I can afford to send him into little league." I don't know, something like that.

When you attach things you can accomplish with the money and things that you cannot accomplish without the money, you get emotional about it, which is good; because emotions will drive you and get you to do things and get you excited or depressed about stuff.

So just explain your monthly income. Explain what's different about this month. Did you make more money? Did you make less money? Did you work on writing articles, or did you do freelance stuff? Did this traffic method work? Is this way of posting on forums wasting a bunch of time? Break down what makes you the money. So the freelancing makes \$200 this month; the e-book only made me 50 bucks a month. Just break it down.

And the weird thing is that just like if you go to a therapist, they're mainly there just to listen to you. They give you advice, but their advice is wishy-washy. And a lot of your revelations are just going to come from you talking. You can't really talk to yourself because you're not going to take it seriously, but when you talk to a video, you are talking to yourself but you're taking it seriously. So you can record what's good and what's bad, what worked this month, what didn't, and most importantly, what you're going to do next month.

So you say that the e-book was nice, but it's not really making very much money so you're going to sell the resell rights. Or you've got some new idea to advertise it better, or you're going to take on one new freelance job next month so that you can pay for that little league.

So what's what you're going to do. You're going to talk about your progress, income this month compared to last month, activities this month compared to last month, where the money came from, and how you're going to move on to the next month.

### **Use Video To Promote**

All right. For day 4 you're actually going to do something useful. You're going to find an affiliate product that you want to promote, and I know there is one because you must have some niche that you're trying to sell in. There must be something you're an expert in.

The only guideline I have here is please do not make it "how to make money." Don't make it internet marketing; don't make it MLM; don't make it Forex. Make it some niche. So if you like dieting or exercise or raw foods or dog training or child development or just something -- whatever your niche is, if you have a blog about it, if that's the kind of freelance work you usually do, just find someone else's product that has an affiliate program.

And if you don't know what an affiliate program is, it's they sell something; you sign up under them; and you send traffic their way. If one of the people you send gets a sale, you get a commission. So you might get 50 percent commission; you might get a chunk of the money that made. That's not the easiest way to get started, but it's better than nothing.

So find somebody's site. If you don't know of anything, I recommend ClickBank. They have a big marketplace. They have all kinds of different categories. Go to ClickBank, click on the category you like, and they will sort them by the best selling products first; so that if you promote something near the top, you know that you're promoting something that's really good.

So you just choose one of the top level ones, and you read the sales letter, and you look at what benefits did they hit on. So what's in the headline? What's the biggest advantage to buying that e-book or that membership that appeals to you the most? And you record the Camtasia again, at the lowest possible screen resolution of you just reading it.

So you open up the sales letter and you say, "Here's the offer for such and such. Here's the offer for dog training, and here's how you will teach your dog how to play catch in seven minutes or less. So in seven minutes from now, you can be playing with your dog. You can throw the newspaper out into the park, and he'll pick it up and bring it right back to you; whereas if you didn't have this course, you'd throw the newspaper and he'd run off. And you'd get so frustrated and angry because you can't even do anything right, and you can't teach a simple dog to play fetch. But with this course, you'll be able to teach your dog how to play fetch.

And it's got these other modules like how to teach your dog to tell you when something's wrong. So your dog might be in serious pain. Most dogs, they'll just kind of stick it out; but using this method, you'll be able to pick up on his subtle hints and he'll explain to you why he doesn't like the food you're giving him. Or maybe he needs a trip to the vet; maybe he's hurt. Or maybe he's lonely and he needs more attention; but whatever your dog does, you'd be able to adapt to his behavior," and so on.

You just read what's on the sales letter. And I've seen people read the sales letter word for word. I don't really recommend you do that, but if you look at the sales letter and you have no ideas, just read it word for word. It's better than nothing.

### **Add Your Benefits**

But if you're more advanced, you can give your own unique benefits and have a call to action. So say, "If you like what you see here in this video, go to..." whatever this URL is and make sure your affiliate link is in there. If you have some way of making a redirect through your affiliate link so it's not as obvious that it's an affiliate link, then do that. Instead of making it



somedogtrainingsite.com/affiliate/12345, you make it tinyurl.com/678. And so people will think, "Oh, it's just a regular redirect from tinyurl," but it really goes through your affiliate link.

And if you're really good at this, you can practice adding watermarks to the videos. I don't really want to explain it now, but Camtasia will allow you to add a watermark at the bottom of your video. So just like you see this video here, it says "DailyVideoChallenge.com" at the bottom, you can make every single frame of your video show your URL. So if someone gets bored, they don't have to wait till the very end. They can just say, "Oh, look. There's that URL at the bottom. I've seen enough. I want to go there and order."

And you can practice uploading it to video sites like TubeMogul or YouTube or Revver or Google Videos; because that is a lot of what video marketing is. It's a numbers game, just like article marketing. You need a lot and a lot of them for people to find you.

Me, personally, when I got into video marketing, I had a hundred videos recorded before I even started, and I just queued them up so I could post one new video a day because I knew I wasn't going to get rich from posting one video. But you know what? That's how you get started. You make small steps.

### **Explain Something**

So for day 4, I want you to choose a random sales letter. It doesn't even have to be the best sales letter in the world. It can even be your own sales letter if you have one, but choose something that you're promoting and record a video about it. Look over the sales letter, list the benefit, the attention hooks, and end with a call to action.

Day 5 you're going to do a little more freestyle stuff. You're going to explain a simple task.

So before, you were reading someone's sales letter; you were explaining your tasks; you were doing real stuff that's hard to screw up. But this time you're going to do a task; so you're going to choose something you can do. You're going to say, "This is how you FTP." You open up such-and-such FTP program; you type in your web host domain name, your username, and your password; you log in, and you just drag files across.

And that can be a whole video. Videos don't have to be complicated. Videos that you submit to places like YouTube, they can be two minutes long; they can be five minutes long because there's a limit to ten minutes. You can't post a video that's longer than ten minutes, and most people's attention span will not go past three or four minutes.

So you have a limited amount of time, and you only can really explain one simple task. So maybe you'll say, "Here's how to burn a CD. You stick a CD in your drive, and you drag the files over, and you click on the burn CD link." Or "Here's how you burn a CD using the Nero program. Here's how you burn a CD using Roxio program." You can explain how to use these different programs, and you get viewers that way. Because people buy this software -- they buy stuff like Nero or Roxio -- and they'll have no idea. So what do they do? They go to Google; they search for it. And videos rank very high on the search engines; so your video might rank higher than someone who's taken an hour or two to write a very well thought out article with screenshots and everything. You might outrank him even though you only spent five minutes on it. He spent an hour or two.

## **Be Creative**

You don't have to limit it to technical stuff. You can say, "Here's how to draw a logo." So if you had a flip camera or something, you could point it at your desk and show yourself drawing. Or if you had a graphics program like Photoshop or Paintshop Pro, you could have the Camtasia show "All right. Here's how you add text. Here's how you add a drop shadow. Here's how you emboss. Here's how you add shapes or add stock photos."

Or you could even use your PowerPoint to explain a simple task. Like right here what I'm doing now, I'm explaining a simple -- well, maybe not a simple task -- but I'm explaining a step-by-step task. You could make a PowerPoint, and the first slide says "Here's how you mix raw dog food. Ingredient No. 1: You add the rice. Ingredient No. 2: You add the beans. Ingredient No. 3: You add the kibble." I don't know. I don't even know what's in dog food, but you see the point. You can put every single step on a different PowerPoint slide that will guide you. And you can just record a video saying "Here's how you mix dog food. Step 1, step 2, step 3."

It should be something you're good at, because that means you can record the video without any kind of research or usually without any kind of retakes. You can just do it all in one take.

And the thing I need to tell you right now is who cares if the same info is out there. You can go to YouTube and find videos for every single FTP program out there I bet. Or every single piece of software -- there's at least one video showing how to do it.

Who cares if the same info is out there? You have your own unique spin on it. Maybe the videos that are out there are outdated, or the guy takes too long to explain things. Or maybe people just want a different perspective. Or maybe you get lucky and people end up watching your video instead of this other guy's because yours is newer. I don't know.

But for now, ignore the fact that the same info is out there, because that's one of the most common sticking points that people have. They're like, "I don't know if I'll be unique." Who cares? You're recording a three to five minute video. It doesn't have to be the best video out there; it just has to be a simple video. Something is better than nothing.

## **Refine Your Voice Technique**

The next day you're going to record to figure out what part of your speech needs work. So you're going to record another how-to, and you're just going to do it normally. But this time you're going to watch it afterwards. I know it's real tough to watch videos. I don't even watch half the videos I create because I just feel like I'm going to cringe. Yeah, you're going to cringe, but you're going to figure out the stuff that makes other people cringe.

You're going to figure out if you use too many "um's" or if you pause in weird places or if you move your mouse cursor around too much or if you meander off topic, if you talk too fast or slow, if you're too quiet or too loud. You're going to figure these things out.

So day 6 is going to be your audition tape, and if you have an accountability partner send it to him. If you can post it online, send a YouTube to get some affiliate traffic, to get some opt-in subscribers, just do it. But the day 6 video is going to be just so you can figure out where you screw up on video. So many of us, including me, are bad at this. And if you think I'm bad now, I was horrible a long time ago. But I didn't realize it, and I put the videos up anyway and they still made money.

So you're going to need to make a video and just watch it to see where you're going wrong. You're going to put it out there anyway, because I don't want you to be in that habit of recording these videos and not doing anything with them.

So record the video and put it out there and use it to figure out where you're going wrong. And ask your accountability partner "How am I screwing up my videos? What could I improve on?" Post to whatever forum you hang out on and say "This is me trying out video. What could I improve on?" And lots of people will tell you "you did great" and "nothing's wrong" and "everything's fine." Pay attention to the people who say "You suck. I couldn't understand you." Or "You don't explain stuff enough," and use that to improve your form.

## **Review A Product**

Day 7: Review a product. What I want you to do here is I don't want you to go and buy something expensive. But if you have an e-book that you've already bought -- even if it's from a while ago -- record a video of your review of it.

So start the video, open up the PDF or something, and say, "Here's such and such product on how to home school your kid and teach him or her everything they need to know for the entire year in just eight weeks. I liked it or I didn't like it. So I liked it because it actually gave me a plan, unlike a lot of other books" -- that could be filler. "I liked that it had its own grading system and it made sure to include the stuff that they need to pass the tests. But one thing I didn't like was that it assumed my child was a male, and my child was a girl. And you teach boys and girls slightly differently, and everything was just geared towards sports or towards male-oriented TV shows, and I didn't like it.

So that's the only thing about the product that I didn't like. So my honest review is that if you have a boy in the house and you want to home school him, that's great. You actually can use this in eight weeks, and I tried this with my own kid" - - blah, blah, blah -- "But if you have a girl, you might want to do this. You might want to adjust the course to do this and this, or maybe you want to hold off on the course or not buy it." I don't know.

You just want to open up something you've bought. It could be downloadable. It could be a membership site; so you'd show yourself logging in to the membership site. It could be a physical product, but you just want to honestly show how it works.

You aren't necessarily hyping it, and you know what? I'll give you a secret: You don't have to hype stuff as an affiliate. You can give reviews that are both good and bad and send it to an affiliate link and you'll still get traffic. People just search around, and they want to know the good and the bad.

So you adjust the common sticking points. You might turn it into a good thing; so you might say, "If you have a daughter and you're trying to use this product, you might get hung up on the sports analogy. So instead you might want to use the magazine or the fashion analogies instead." I don't know. You just want to give people something that they'll come up against that you came up against yourself and offer your own unique solution. That's how you're going to make your product review different from everybody else, because everybody else is saying how great it is. And you're going to say, "It's great, but it only gets you 80 percent of the way there. Here's how I would adjust, but you can still do it."

I would boil this down to 30 to 60 seconds because that will get you used to giving a bunch of content in a short amount of time. Let's face it -- when people are looking for these reviews, they only have a few minutes, they only have a few seconds to figure out if it's good or bad because they're looking at lots and lots of different opinions. So by making your review short, you can capitalize on these short attention span people and you can tell yourself that you actually can do it. Your videos don't have to be long; they don't have to be complicated. The shorter the better usually.

## **Review Yourself**

Now that you can give an honest review about something, review yourself. Make a squeeze page video. So maybe you have a page where people can opt in to your e-mail newsletter, and it's just text. Record a video convincing them to opt in. So make a PowerPoint listing the benefits, and just record it and go over it and then output it to a web format and upload it and put it right next to the forum. And at the end, tell them "If you like all the stuff I've explained to you in the last two minutes, you should definitely opt in."

So do you have special bonuses or bribes for signing up? Do you give repeat weekly content? Do you do call-in days, webinars? Do you have a guarantee; so you guarantee that they'll learn stuff even though it's free? Do you guarantee that they can easily unsubscribe? Do you guarantee that just the time they put in to reading your stuff will be worthwhile?

A cool thing about video is you can look at your own e-mails and explain stuff and scroll through stuff without people copying stuff. So you can scroll through a month's worth of e-mails and say, in issue #1 you learned this. Issue #2 you learned that. And because it's on a video, people can't copy and paste it and look at it later. They have to make the decision now.

And eventually what you're going to want to do is make a squeeze page that gets people to give people their e-mail address before they even read a sales letter. But don't get ahead of yourself. Just have your newsletter and record a video convincing people to opt in. And if you don't have a newsletter, record a video convincing people to opt in to someone else's newsletter. Record your video and a testimonial for someone else's weekly e-zine, and then give it to that person as kind of a suck-up gift and say, "Here's this video I just wrote for you for your newsletter. If you want to use it, great. If not, no hard feelings. I just really liked it, and I just wanted to show you how much I liked it."

And if you're really sneaky, you could put a URL back to your site in there so that people will watch this video of you endorsing his newsletter, and they'll also get reminded that you have a web site as well.

## **Create a YouTube Video**

**Day 9:** Post a YouTube video. Hopefully you've been posting some of these videos on sites like YouTube anyway just to see what happens, just to get the traffic; but the thing that makes YouTube so awesome is that you add in your own little keyword tags.

So if you were talking about Barack Obama or something or George W. Bush, you could put that in the tag. And when people search for Barack Obama or George W. Bush or Hillary Clinton, your video would show up in the results. You wouldn't want to target someone who's that high-profile because I'm sure

thousands of other videos would outrank you, but you would connect yourself to another guru in your industry.

So let's say John Doe was a genius as far as making dog food, making homemade dog food. And you're like, "Man, I was just learning about this guy John Doe. He made this really awesome dog food, and I really recommend everything he puts out. So if you want somebody who knows his stuff about dog food, I highly recommend you contact John Doe."

And you might realize that this sounds a lot like the affiliate review thing, but you're doing this video to connect and target a specific person. So instead of targeting a specific product or a site, you're targeting a person.

So a personal story of mine is that years ago this guy Yanik Silver contacted me -- actually his secretary did -- over e-mail and said "Yanik's making a new book. Could you answer these interview questions, and we'll give you a page of the book?" I'm like, "Sure." So I told my little story, answered all the questions, sent it back, and forgot about it for a year. So a year later, this package arrives at my doorstep. I came home from work one day, and there's this yellow package on my doorstep. I open it up, and it's his print book.

I flip around -- actually, I'm in the appendix at the end -- and I find my name. I flip to the page, and there's the exact same thing I sent in e-mail a year ago in a print book. I was so excited I went down to the bookstore, and I found my book on the shelf.

I recorded a video of myself going down to the bookstore and finding that book. I recorded a video of myself flipping through the page and finding my little story in there. I'm like, "This guy Yanik Silver, he mentioned me in his new book, so you should check out his new book. It has stories not only from me, but from other people." I just explained in the video how much of a trip it was to see my book in print.

Well, guess what? Yanik Silver noticed the YouTube and left me a comment and reposted the video on his blog because that's what YouTube is all about. It's about reposting videos elsewhere. So he posted the video on his blog, which gave people more traffic into my video. So now a bunch of Yanik's followers now knew who I was.

So just by mentioning someone in a video and then making sure that you add their name in the description and in the keyword tags, you can capitalize. You can ride their coattails and capitalize on some of their traffic and their success.

Someone did this to me once, also. He recorded a video, and he was like "My two favorite marketers are Don Lapre and Robert Plank." Don Lapre was like this really famous guy who was on TV, and he's a real controversial figure and lots of people hate him; but a couple of his books were not bad. This guy is holding up



one of his print books that's now out of print, and it's really expensive and really hard to get.

So this guy's holding up this Don Lapre book and he's like, "So there's Don Lapre, and there's Robert Plank is my other favorite guru." So people would be searching for Don Lapre stuff, they would come upon his video, and then they would see a mention of me. Or they would be searching for me and then find this guy's video.

So just by mentioning someone else, and then when people search for that person they will find you. So that's a good strategy to have, and I just want you to try that today. Just mention one popular person in your industry and record a video and upload it. And if you want to score brownie points, contact that person and tell them you posted the video. Who cares if they don't reply? Just take ten seconds, write them an e-mail, and if they don't reply, so what?

### **Post a Video Blog Entry**

Day 10: Post a video blog. Blogging's pretty easy. Half the people who blog, they're just commenting on somebody else's stuff. So before you were giving a review about a product; before you were giving a review about a person; now you're giving a review about a web page.

So you can just record a video blog, and again, if you have a web camera you can go to YouTube and record directly from the web camera onto YouTube. And you can just point it at yourself and say, "I went to this site. It's pretty awesome. He mentioned some stuff I hadn't thought about talking about new ways to make dog food or how to survive a recession or how to survive a nuclear bomb blast." Whatever. It doesn't matter what it is. Just comment on someone else's cool idea. Give your own unique opinion or how-to, so it's like, "He gave his information. Here's how to use this information. So he gave you the ingredients on how to buy raw dog food. You can buy this ingredient at this health food store and this ingredient at Wal-Mart and this ingredient at some other store."

So you just take his ideas one more level. Or you can post your opinion, so you can say, "He was totally wrong about how to mix dog food. The real way is to do this and this and this."

The thing to remember about blogging is you give lists, so you say, "He explained the preparation and the temperature and the cooking and this presentation of how to make raw dog food." You don't really want to go into a big long story that lasts half an hour about "Oh, I walked to the store one day, and I couldn't how to make the dog food. And I went home and I searched and searched for it. I finally found this guy's blog post, but he sucked. I went to someone else's blog post, but he sucked."

No. Just give people a list. Say "I found this site. He explained this one point; he explained this other point; and he explained this last point, and here's what I thought of it." It doesn't have to be complicated. Just like all the other videos, just take a few minutes to record this stuff and then post it -- the most important thing. I didn't say record and save a video blog. I said post a video blog.

If you have a blog of your own, even if it's like a Blogspot or a Blogger blog, post a video on that. Or if all you have is YouTube, just put it on there. But the important thing is that you're posting stuff.

### **Enhance Someone Else's Sales Letter**

Day 11: Enhance someone else's sales letter. This is like the affiliate promotion thing where you read someone else's sales letter, and you look at their headline, and you read some of their benefits, and you just enhance stuff.

You look at the things that the skimmers would normally read, and you just do the job for them. On the internet, people are so lazy and people are so short on attention that they will do anything just to get the work done for them.

So you want to record the two or three minute summary that's as clear and as simple as possible explaining to people why they would want this product and how to get it. Most important -- how to click on the button and all that good stuff. This could be someone else's sales letter, and you could record it and you could post it on YouTube and promote it as an affiliate. And then you can e-mail that person and say "Here, I recorded this video. Maybe it'll help you get some more sales. I don't know. Something to test." Give it to them. If it's your own sales letter, record it for yourself and add it to the web page to bring in more buyers. Not rocket science, not at all.

### **Build Video Portfolio**

Day 12. Today you're going to build your portfolio of videos. Now hopefully you have been posting some to YouTube or to your own site; so you should have at minimum four or five different videos if you've been following along every day. You've been talking about what you got accomplished on a certain day. You've been mentioning someone in your industry, promoting a site, promoting a product.

So now it's time to build your portfolio as a guy who makes videos. So what you can do is contact people and say "I liked your site. I liked your sales letter. How about I give you a critique? Normally I would charge \$97 for that, but I'll do it for free. Just tell me that you will look at it. Just make the promise to me that you will look at this video, and I'll do it for free. I'll record a ten-minute video of me looking at your site for free."

And you don't have to know anything about advertising or about writing or anything to record this video. You just say, "I'm going to test stuff."

So you go to their site and you say, "All right. Here's my first thought when I came to your site. I immediately was drawn to this header graphic, and it kind of distracted me from the rest of the copy." Or "I read to this point, and then I got bored, and then I wanted to quit." Or "I got to the end, and I felt like I was missing something. I didn't really know what you were just explaining; so maybe you could adjust that." You just give them some kind of feedback.

So after you give it to them you say "What did you think of my reviewing style? Was it good? Would people like it? Should I improve on stuff?" So you get this review, and then you can use it later as a testimonial. So if you do stuff as a freelancer and you want to broaden your skill set and be known as "the video guy" or something, then you have this testimonial. And if somebody asks you later to do video recording services you can say, "All right. I reviewed this guy's web site, and here's what he had to say."

Maybe the guy said "You were very thorough. I didn't like what you had to say, but you told me what I needed to know. All my friends, they were trying to be nice and say 'Oh yeah, that page looks great,' but you gave me the harsh reality. I liked it, and you did it for me for free, but I would've paid you \$500 to do it. That's how valuable that was to me."

Or someone else reviews and says, "You were really quick. I asked you for a quick review, and you recorded that video that same night. I was really impressed with your turnaround time, and it was just awesome." So you just record one free video for a guy looking at his site. You poke around. You tell him what drew your attention, what you liked, what you didn't like; and in return you get a review. You're just building your portfolio.

## **Record a Testimonial**

Day 13: Record a testimonial. Now you are combining the product review and the enhancing the sales letter because you are taking someone's product that you bought, and you tell them what you personally got out of it.

This is like a review, but it's directed to the product owner. So you're saying, "Dear John, I just bought your 'how to make your own hot dogs' product. I tried it, and you know what? I made the best hot dogs I've ever had in my entire life. The hot dogs that I buy on the street didn't taste nearly as good. The hot dogs that I buy at the grocery store and cook weren't nearly as good. I've never had a better hot dog than this. I just want you to know that, and I want you to know that you didn't ask for this testimonial. I'm coming right out and giving it to you. If you wanted to share this with your customers then go for it."

And that's a real big booster to that because a lot of people are skeptical about reviews and testimonials because they're thinking, "Oh, he just asked for them," or "He gave them a bribe in return." But you are going out of your way to record this video, and you don't even know if he'll like it or not. You just go out of your way to record this video, and you hope that he'll use it.

If he doesn't use it, guess what? You've got more YouTube videos; you've got a bigger portfolio; and you've got more experience on how to record stuff. As a bonus you could show proof the product works. You could hold up your hot dog and say, "Look at this delicious-looking thing. I just made this using your step-by-step guide on how to make your own hot dogs."

### **Add a Bonus Video Chapter**

Day 14. So you've been at this for two weeks, and I hope that you're following along and you're still doing this. For day 14, I want you to add a bonus video chapter.

So if you have an e-book that either you're promoting as an affiliate or that you sell yourself, I want you to add one video to it. I've gone back and added videos to my products. Even I was daunted by all the work I'd have to do. I'm like, "Aw, man. I'm going to have to record four hours of video. I'm going to have to go through every single little page and every single little detail and every chapter."

Don't do that. Just pick the one chapter that you liked the most, the one chapter that your customers liked the most. And for every page in that chapter make a PowerPoint slide. So if the chapter is ten pages, all you need are ten PowerPoint slides.

And for every chapter, just put out a title and maybe a bullet point or two. No long sentences. Just a title and a couple bullet points, like three words.

My formula is one slide equals three bullets and three words each. It's kind of like on this page. I know I always go over, but my goal is three words each.

Then, you don't have to think of your own stuff. You don't have to add any bonus content or try to be clever. Just read the chapter aloud and record the PowerPoint.

So you print out the pages for that chapter -- those ten pages -- and you bring up the PowerPoint, start the video recording, and you say blah, blah, blah. Read it word for word. Then hit the enter button. Move to the next slide and read it word for word. Blah, blah, blah. And before you know it, you've recorded a ten-minute video that you can add as a bonus to your product.

What's it going to do? It's going to hurt sales to say you've added this bonus? It's going to hurt your customer loyalty because you gave them more content and

made it easier for them to take in that content? No. It's going to help. You can't hurt yourself by adding a little bit of video to just one chapter.

### **Answer A Question With Video**

Day 15. We're halfway through to your 30 days, but almost all the way through the Daily Video Challenge.

Go to a forum -- hopefully you hang out on at least one -- and find somebody's unanswered burning question. So you go to your constipation forum, and somebody says "I have the worst constipation in the world. I've tried drinking water. I've tried taking these pills. I've tried exercising. I've tried sitting on the toilet for hours on end, and nothing works."

As it happens with forums, you have lots of people who don't know a lot but they talk a lot -- or rather they type a lot. And they're going to say things like, "Oh, well just keep drinking more water. Or just do more exercise. Or try buying this pill or that pill." And you're going to say, "Dude, I know the real reason." Hopefully because it's a forum you hang out with you're an expert. You can say, "I know the real reason. You're sitting on the toilet way too long, and it's giving you a hemorrhoid, and it's not allowing you to use the bathroom property." Or whatever the problem is. Hopefully you're an expert so you know the exact thing to tell him.

But you're going to reply in a video. And many of these new forums now allow you to post a video right into your reply. And even if they don't, you can record the video, put it on YouTube and say, "Here's the YouTube link of how I solved this."

And most of the time you're going to realize that when you record these videos, you're going to be a real person. Everyone else is just text on a screen. You're a real person with a voice, and your opinion is going to mean more than these other people, or so it should be.

So you're going to record this video, upload it to YouTube, post it as a reply, and figure out if adding video gives you more attention or less. And if it gives you more attention, then that means you can keep replying to these forum posts and keep building up subscribers and traffic and stuff by responding to things as videos. If you notice that people always ignore you for posting videos, maybe your niche is not as accustomed to video and you should make products with both video and text.

It doesn't even have to be a forum problem. You can search on YouTube and find people with these problems. So if you search for things like -- whatever your specialty, your niche is -- and then add the word "help" at the end. So you could say "constipation help" or "constipation problem" or "constipation mad," like they're angry at something. I don't know. But you find people with these

problems, and you can just post a video reply to them. So other people view their video, and at the bottom there's a list of video replies. Below that there's the text comments. People tend to ignore the text comments and click on the other videos because they've already been watching videos. Now they're going to watch some more.

So day 15. Find a problem on a forum. Find a good question. Find someone's burning question that they just need help with right now, and record a video about it and reply using that video instead of text. And that will get you in the hang of replying to things by recording video instead of typing out text. And it's a very good thing to get used to doing.

### **Record a User Testing Video**

Day 16: Record a user testing video. So this is like when you built your portfolio and you were reading the sales letters and you said, "Here's what happened when I landed on this page. I saw this. I saw that." But you can use this on any kind of site.

So if you go to someone's Web 2.0 site where they host videos of kangaroos, you could say, "All right. I went to the site, and I just wanted to see the top video on kangaroos today. So maybe you can think about adding that." Or you said, "I went to the site, and there was just too much stuff to click on. I want you to remove this side bar. That's just what I think." Or "I went to the site, and I wanted to know how I could get updates on more videos." So you just be honest, be casual. You can make jokes. You can be silly or stupid. It doesn't matter; just be honest.

Tell them what you thought of their membership site even if it's a paid membership site. You say, "When I went to the site and I logged in, I really want to know who has made the most recent forum replies. That's just my thinking."

Or if they have a software program you say, "All right. I opened up the software, which calculates your diabetes, and I think that it should have a smiley face that tell me my insulin level is doing better or that I need to change something in my diet."

So you just be casual; you be honest; and you just record a user testing video for someone.

And you're going to be surprised at how many people would just really like just the feedback and to see how different parts of the page appear on someone else's screen or how a program appears on someone else's screen. If a handful of my customers did this for my products, I would be very happy because it means that I don't have to guess things. I don't have to do a lot of extra research. They're doing the work for me.



## **Mail a Video To Your List**

Day 17: Contact your mailing list. I'm hoping you run a mailing list. If not, partner up with someone who does. If you were going to say something to your list and you were going to spend half an hour typing it out, instead of doing that record it in video form.

You can make a PowerPoint slide or point the camera at yourself and just say what you were going to say. So say "I was checking my e-mail today, and I got this offer from this guy. He's really stupid, and I can't believe he actually makes a living promoting this way. I just really don't like him, and that's my personal opinion on such and such guy."

If you're partnering up with someone you say, "All right. How about you show me your newsletter a day in advance, and I will read it aloud and record it for your subscribers so that they can get the same information in less time and in easier fashion so that you'll get more readership."

If you have a list and you don't have any ideas about what to say, just poll them. Send them an e-mail saying "What's your problem lately? Tell me what your biggest question is." And if you see a question that gets repeated or you just see a question that pops out at you, type up the answer in three or four PowerPoint slides, start up Camtasia, and just answer it like you would as a person. It builds personality. Instead of being text behind a screen -- are you seeing a theme here? -- instead of being text behind a screen, you're a person who has a voice and who shows pretty pictures of stuff, like mountaintops in the sunset -- hint, hint.

## **Create an Elevator Pitch**

Day 18: Elevator pitch. All right, this is good. If you ever plan on talking to people on the phone or getting any kind of partners or going to seminars or just any kind of meeting face to face, you're going to need an elevator pitch.

So if someone meets you, you meet someone, you've got 60 seconds to less to explain to them what you do in such a way that gets them interested in what you're doing. So in 60 seconds or less, explain your hook and your profession.

The best hook I've ever heard was -- actually I didn't hear it from the guy himself -- but there was a guy who does pay per click advertising, and his hook was "Google makes my house payment; Yahoo makes my car payment." So just by that sentence it explains that he does some kind of pay per click advertising, and he makes enough money that it pays all of his bills.

You don't have to be that fancy. You can be the guy who teaches people how to write articles in seven minutes or less. You can be the guy who teaches people how to set up Work Press in seven minutes or less. You can be the guy who

teaches people how to be a virtual assistant for less than two hours a day and make more than he used to make as a school teacher.

So just write down what you do, and try to word it in a way that doesn't make sense or makes people want to know more and gives a benefit. So if you're the guy who can teach people how to install a blog in less than seven minutes, that's a benefit because many people think of things like installing software as something that takes half an hour to an hour. So you say "Seven minutes and you're done, and you don't have to worry about it ever again."

Explain why the person meeting you would do business with you. So if you are the guy who can explain how to write an article in less than seven minutes, you could say, "Do business with me because I have a very unique system, and I'm not teaching the same thing everyone else is teaching. I make it interesting." And maybe you have some kind of proof to explain why you've had such good success, like you learned from doing hours of ghostwriting and you were sick of it. Maybe you just did a launch that made \$4,000, explaining this and people loved it and you get all kinds of reviews.

Don't be too braggy, but just explain how you'd be a value.

And what's really cool is if you can get this down and you meet somebody at these seminars who has a special skill, you can match that up to them.

Let's say you meet someone who owns a bookstore, and you want to explain why he should do business with you. You say, "All right. Do you have a section for people who want to write stuff?" He says, "Yeah." Then you say, "All right. I can give you this report on how to write an article in seven minutes or less, totally free. You can make it a hook for your store and get people in the door. I normally sell this online for 20 bucks, but you can make printed copies and give it away at your store if people buy two books."

And, of course, the book that the guy prints would have your URL on it, which would get people to your site. So you both win: He gets more book sales, and you get more traffic.

So you explain to him, "I believe in this," but you word it in such a way that you say, "I believe in this book so much that I'm willing to put it in your store for free just to get more exposure, just to help you out and get more sales. If it helps you out and if people like it, maybe we can do even more business together because I've earned your trust."

And make sure that you're unique. Be the guy who can teach article writing in 7 minutes, now the guy who teaches article writing. Who wants to know about that? That's boring.

So if you can, make it unique. So add some kind of number figure. Add in some kind of result like "I can get your page to #1 in Google in 45 minutes" or "I can get you the top 5 spots in Google."

Just by adding a number, which could be a time or a result or an amount saved or something, whatever -- just by adding a number it makes you unique and makes your offer very specific.

So try to compress that -- your hook, your profession, why would I do business with you, and what makes you unique -- compress that into 60 seconds and record a video of it.

So that way if you meet people face to face, they will know exactly what you do.

### **Create a Personal Video Upsell**

Day 19: A personal video upsell. I've done this for a recent launch, where I made a quick \$7 report. I didn't really like the niche too much, but I just wanted to get my ideas out there. And I wanted to make some extra money on the back end, but I didn't want to go to all the trouble of making a humongous product in a niche I hated just to get a few more sales.

So I promoted an affiliate product. And this is where a lot of people screw up, because they'll get that one sale, and then that will be the end of it.

But what if you got that one sale about how to feed your dog the raw food diet, and then you joined an affiliate program that paid every month, and it was a membership on more raw food diet strategies, and you promoted that.

But instead of promoting to thin air like most of the other idiots, you promoted it after people bought your original book. Not just that, but you would record a personal video that said, "All right. Thanks so much for buying this product. I want to give you the whole package so now that you've got the basics down, I want you to check out this membership site. Once you have your first dog food recipe done, I want you to check out this membership site that will give you new recipes every week. And they'll give you the latest tips about if you want your dog to grow up big and strong or if you want your dog to grow up to have lots of energy or to have a nice coat. You get access to all this."

You combine the sales letter review thing, and you just try to sell them on the sales letter itself.

Or you could recommend complementary services. So if you sold software you could say, "All right. You've bought the software. Now here's this guy -- you can pay him 20 bucks, and he will install it for you within 24 hours. You don't have to worry about anything. He'll get it all working and get it fine-tuned perfectly and everything."

And you recommend someone, and hopefully they'll have an affiliate program or some way of tracking that you sent stuff their way. Or maybe you just recommended your own complementary services. There's no law against that. And you can do this for stuff like copywriting. So you sold a basic copywriting guide, and then you record a video saying, "All right. You got the basics. Now how about getting the newest strategies every single week?"

Or you sell someone a how to write an e-book system where you say, "If you want to make it a print book, here's this other site that will print your book for a very low cost."

So the point is you get people sold on one sale, and then you recommend them other stuff using video.

### **Craft a Ride Along Video**

Day 20: A ride-along video. Again, this is a product review, but you word this video as if the person you're targeting to is also seeing your product. So you're like, "All right. Now that you've gotten all these techniques about how to make your horse run faster, here's my biggest takeaways. The horses need the right kind of shoes, and the horses need the right kind of training with this certain baton and this certain saddle and all kinds of stuff."

You say, "The very first thing I'm going to do after learning about this horse training stuff is I'm going to go out to the horse range," -- I don't even know what it's called -- "I'm going to go to my horse, and I'm going to try this certain method with him to see if it improves the steering or if this method improves the speed."

So you just try to compress all the info down into a quick-start guide. So what can you do next? Or a checklist. So "I'm going to try this technique, that technique, that technique." Or a worksheet, like "Once I know that technique works, then I can move on to the next thing."

A lot of these info product guys, they'll just give you the information. They won't give you the step-by-step. So you can add the step-by-step yourself and then make it a ride-along. So you give it to the person who made the product, and then you say, "You can add this to your thing for free," but the stipulation is that on all the videos and the content it has your URL to get people coming back to you.

That's the deal. You give the product to that product creator. You give this bonus to the product creator for free and they can bundle it for free, but your URL is at the end.

So many of these people, they will get through the whole entire product, and then they'll want more. They'll want to know what can they do next. And then that's where you come in. You say, "This is what I would do next. I would do the quick-

start stuff, this checklist. And by the way, if you want to know how to make your horse do tricks, how to make your horse jump over stuff, try out this other product."

And the question is what now? Hopefully you have maybe 10 or 20 videos. Maybe you've used them to get traffic, used them to get extra sales, used them to get joint ventures, used them for freelance purposes.

Hopefully you've earned enough money for the Camtasia, for the full version. Or maybe you earned enough money for a flip camera.

Or maybe you need this extra ten days to get it right. So for the next ten days, I don't want you to stop. The worst thing you could possibly do is stop at this point.

So go back and think about all the different styles we had. So we had the elevator pitch; we had the affiliate promotion; we had the ride-along bonus; we had the squeeze page. Just think about all those videos you recorded, and for day 21 record your favorite style.

For day 22 record your favorite style again. Just keep recording your favorite style because you want to have fun recording videos -- most important.

Who wants to kill themselves doing something they hate? Videos are really fun if you get the hang of it. I know it sucks to do the learning process and to make all the mistakes, but once you get past that it's a lot of fun. It's a lot easier than doing all this writing and all this marketing like everyone else does who doesn't use video.

Just keep recording your favorite style every single day because you want to get the consistency, and you want to always be in the habit of recording videos each and every day.