



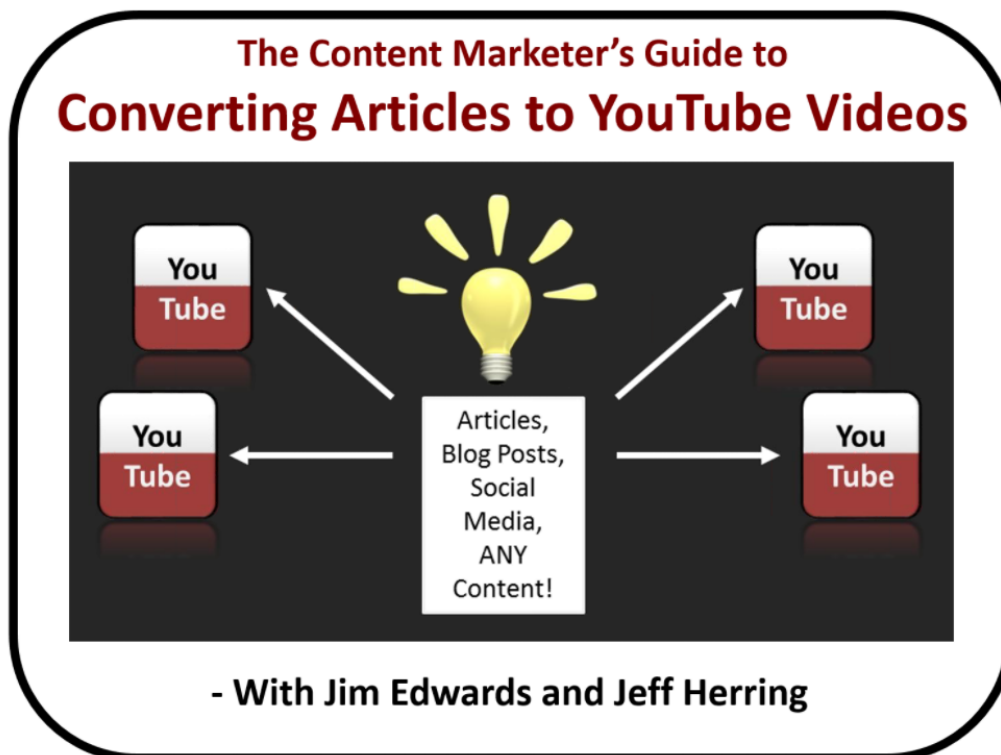
The Content Marketing Trifecta

“The Content Marketer’s Guide to Converting Article to YouTube Videos”

Executive Summary

This is webinar #1 in the 3-part series:

1. The Content Marketer's Guide to Converting Articles to YouTube Videos
2. The Content Marketer's Quick-Start Guide to Marketing with Articles on LinkedIn
3. The Content Marketer's Guide to Creating Money-Making Info-Graphics



Anatomy of a Great YouTube Video

These are what you need to make killer YouTube videos from articles:

- Great title
- Teaser
- Body
- Call to action
- Link at the top of the description



Note that this video got MORE than 34,603 views, since this was originally posted on the old YouTube (before it merged with Google) - it actually got over 80,000 views!

Point is, you can get traffic for years to come from a single video!

How to Create a Killer Title

Your titles can grab attention from viewers and search engines alike!!

Notes about Titles:

- Focus on a single Keyword Phrase
 - Should be the first words in the title if possible
- Other notes about that single keyword phrase
 - Should also be the first words in the description after the link

- Link, if possible, should contain the keyword phrase in it as well
- The first words out of your mouth on the video should be that keyword phrase (if possible)

That last point is because YouTube provides a transcript of your video and the keyword will help with SEO for the search engine from the transcript.

You want to provide a link so people can find you / contact you! (Others make a big mistake by not including a link in the description.

- Grab Attention (stop the scroll) - use the following:
 - Numbers (odd numbers work best)
 - Outlandish statements
 - Questions
 - Big promise (that you can back up)

Proven Video Title Templates

- KW Mistakes NICHE Make (and how to avoid them)
- KW Myths Every NICHE Needs to Know
- KW Skills Every NICHE Needs
- KW Problems Every NICHE Needs to Overcome
- KW Solutions Every NICHE Needs to Know
- ** Use the Title Tool in "[Custom Content Wizard](#)"

You can super-charge these titles by adding a number to the beginning, before the keyword (KW)

Example: "5 Mistakes Ebook Author Make (and how to avoid them)"

The real basic template for your title = KW + Rest of your title

The best YouTube description = KW + Rest of your description (The link is first)

How to Create Multiple Videos From a Single Article

Your video should be 3 minutes or less (content video) - people's attention span is very short!

Take "chunks" of your article and use each one for a video

- For numbers articles, create a different video for each one (5 Mistakes Ebook Authors Make as an article would become 5 separate videos)
- When it's NOT a numbers article, use each main thought or subheading as a single video

You can use the same call to action for each video.

How to Crank Out Multiple Videos in One Sitting

If you have it, use the [Custom Content Wizard](#) (but you don't HAVE to have it), since that will save you time and make it easier.

- Put your article into a PowerPoint slide deck - generally one or two sentences per slide
- Instead of doing one video each day, record all your videos in one sitting.
- Record the first chunk, end it, save it, and then record the next one, and so on
- You can either record one common call to action that you can then add to the end of each video when you do the editing, or you can do the call to action while you are recording each video (either way works fine)
- OR you can record all the videos at once (one long video) and then chop them up in the video editing software. This is the way Jim prefers to do it. It helps you to keep your momentum going in the recording process.

Using this power recording method you could get all your videos for a week done in an hour!

Specific Tools We Use

These are the specific tools Jim and Jeff use to create videos fast and easy!

Then vs. Now

- 2003 video was really HARD
- 2007 video was still HARD
- Now, video is EASY
 - Better tools
 - Direct upload to YouTube
- There are really no excuses now NOT to do video!

Screen capture video = what you see on your computer screen

Full motion video = what you see wherever you are (people, places, etc) in the "real world"

For screen capture videos and editing...

- PC: Camtasia Studio
- MAC: Camtasia / Screenflow

Jim thinks Camtasia is so powerful that if he ever had to start all over from scratch, he would use this software to get his business re-built within 30 days. He has literally made millions of dollars using this software.

Full Motion Video

- Record with your iPad
- Edit with iMovie

IMPORTANT NOTE: Full motion video for demonstrations are VERY powerful!

Biggest challenge with full motion video is time

- The longer you go, the more boring it gets for the viewer
- Setting everything up takes work (look good, lighting, etc.)
- Editing is a lot more involved than screen capture

Upload: whichever solution you use, make sure it does direct upload of the video to YouTube. This makes your life A LOT easier.

Mechanics for How To Create Your Video

Step 1: Set up your PowerPoint OR get your script ready

Cool Tool: Cue Prompter - <http://www.cueprompter>

Jim demonstrated how to use a free teleprompter app that you can use to see your script when doing a full motion video.... And the pitfall of not looking at the camera, and how to mitigate that.

Step 2: Record your video to "good enough" level

Good enough is when you've said what you wanted to say and you got it done.

If you said what you wanted to say and got it done, that's good enough.

Jeff shared how he deals with mistakes while recording. He says if it is no big deal, he just makes fun of himself, and then keeps going. You don't have to worry about getting it perfect. Little mess ups make you sound human.

TIP: If you make a mistake and you don't want to leave it in, don't stop the recording and restart it. Just pause and then re-do that sentence or two. You can cut out the bad part in the editing process.

Step 3: Edit to "good enough"

Do NOT spend 2 hours editing a 2-minute video! Reshoot the video if you need to make more than one or two edits. That's how you get it done the fastest.

Step 4: Upload the video to YouTube

Do it from within the software

Step 5: check your title, description, link, tags, etc in YouTube

How to Put on a Super-Pro Appearance for Just \$5

You can have a standard intro and outro made for your videos

Go to Fiverr and search for "video intro" or "video outro"

- Intro and outro means music and video background going into your video and at the end going out

Demonstrated on the webinar how to do this.

It adds a professional look to your videos.

Fiverr TIP: Have 3-4 people do the same gig for you and you'll likely get at least one that's great!

How to Immediately Grab Attention

Our super secret "teaser" strategy to immediately grab your audience's attention in the first 5 seconds!

The TV show Breaking Bad did this to hook you in the first 5 seconds.

- Say something exciting about your article in the first 5 seconds that will hook them

- THEN do your intro
- This sucks people in AND adds a professional feel (that's how a lot of TV shows start)

If you do this, you'll stand out from the crowd because other marketers don't do this! You want to get them interested in the video, then run your intro (like a show theme) and then get into the rest of the article.

The nice thing with the intro / outro, you can use it over and over again.

Live Demo

On the webinar Jim demonstrated actually making a video from an article that was made using the [Custom Content Wizard](#), and then how to prep it to send to YouTube from within Camtasia.

To prepare the PowerPoint, there are two ways to do it:

- Use the [Custom Content Wizard](#) to create the PowerPoint for you
- Use an existing article and convert it to a PowerPoint
 - Easiest way to do that is to make each sentence into a slide

Jim also demonstrated a cool trick with your text editor (Jim uses Note Tab Light) - works with all text editors (not sure if it works on a Mac though)

NOTE: This is how you can use a whole bunch of OLD articles that you have to convert to video quickly.

- Highlight the text and paste into your text editor
- Ctrl + J - joins all paragraphs to a single line - removes hard returns
- Take out the spaces between lines
 - (Optional) When you add tabs to the content it will turn each of those tabs into bullet points when you send it to PowerPoint
- Save the file where you can find it
- Open PowerPoint and open the file, choosing the "All Outlines" type
- It will open a new PowerPoint with one slide per sentence.
- Hit Ctrl + A to select all slides and change them to title slides

Some clean up will be required, but this gets the conversion done A LOT faster.

To make the video, you can just read it after cleaning it up... Or add some graphics

- Jim uses PresenterMedia.com and uses the add-on that works inside of PowerPoint

After uploaded, you want to edit the video in YouTube...

- YouTube will provide 3 screenshots from your video, and you can pick one

- Double check that your description and link look the way they should
- DO NOT take the tag suggestions YouTube gives you. ONLY use your one single keyword phrase (Jim's recommendation)

What it took to make the video that Jim used for this presentation:

- Made the video in 20 minutes
 - Used PowerPoint and Custom Content Wizard software
 - Edited the PowerPoint file
 - Added graphics
 - Recorded the video using Camtasia
- Uploaded the video from Camtasia directly to YouTube

Got ranked in YouTube immediately for the keyword.

Also made it to #2 on Google immediately thereafter.

Jim posted it on his Facebook page and boosted the post (but as of this webinar, it was still waiting to be approved)

Importance and Future of Online Video

- It's not about the view counts, but about the views by the right people
- People want to watch short videos
- Videos are spread all around on social media
 - Takes 30 seconds to upload your videos to these sites
 - You're reaching a different audience than the people who go straight to YouTube
- Keep your videos under 3 minutes for best results

TIP: Upload the video to Facebook rather than just having it linked to Facebook from YouTube, since Facebook won't show it as often (the two companies are in competition)

Q & A

Can you use the same videos on LinkedIn as on Facebook?

Yes.

Does Facebook host your video?

Yes.

What's a tracking pixel?

Facebook gives you a little piece of code you can put on your website to know if someone bought your products so you can measure conversions.

Do you add a call to action in the video as well as the description, or only the description?

Yes, do it on both. You can also add clickable links in your YouTube videos, as an advanced option.

NOTE: You want your link BEFORE the "more" divider of the description on YouTube below the video (at the very beginning of the description)

How do you pick the images for your PowerPoint?

Just do a keyword search on the site where you get your graphics (NOT Google) for the main idea of the slide.

Your Action Steps

- Get the [Custom Content Wizard](#) if you don't already have it to save time
- Output your articles to a PPTX file
- Make a video
- Upload it to YouTube (no matter how bad you think it is)
- Wash - Rinse - Repeat

Why YouTube is So Important

- YouTube has more than 1 billion users
- Every day people watch hundreds of millions of hours on YouTube and generate billions of views
- The number of hours people are watching YouTube each month is up 50% year over year
- 300 Hours of video are uploaded to YouTube every minute
- 60% of a creator's views come from outside their home country
- YouTube is located in 75 countries and available in 61 languages
- Half of YouTube views are on mobile devices
- Mobile revenue on YouTube is up over 100% year over year

This means YouTube is the biggest search engine in the world and because it's owned by Google it also gets you ranked well on Google immediately!

Final Thoughts

- Version one is better than version NONE!
- What if the "News" had stayed in the papers and not gone to TV?
- The more you do it the better you'll get and the more audiences you'll build up
- Video is what people want to watch!
- The key is to get the right people to watch YOUR videos and take the action you want them to take!

You don't need to be good to start, but you need to start to be good!

Consistently leverage your content into video that will pull eyeballs and clicks.

Watch the Replay

<http://thejimwardsmethod.com/trifecta-dashboard/>