

# EASY VIDEO PAYDAY



## Module 2 - Make Your Video

- Slideshow with music
- Slideshow with voice over
- Use existing videos about your product

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## How to Make a Slideshow

- Windows Movie Maker
- Screencast-O-Matic.com (free)
- Camtasia
  - [www.techsmith.com/camtasia.html](http://www.techsmith.com/camtasia.html)

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## Images

- Sales page for your product or offer
- [www.sxc.hu](http://www.sxc.hu) (royalty free)

## Royalty Free Music

- [jamendo.com](http://jamendo.com)

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## How to Find Videos That Are Already Made:

- Search communities like howstuffworks.com, cnet.com or amazon.com (give credit)
- Or find videos from the sales page

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Save your video as: **Keyword.mp4**

Then upload to YouTube

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## Optimize Your Video

Make sure you keyword is included in:

- Title (1-2x)
- URL
- Description
- Tags

Include LSI Keywords in tags, description, and title if possible.

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Buy a domain or use 1 domain with a redirect plugin for multiple videos.

<http://wordpress.org/extend/plugins/redirection>

`yoursite.com/product1`

`yoursite.com/product2`

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## Create Your Account

Try getting an exact match YouTube account name.

If none are available select:

- Keywordreview
- Keywords (or any other letter)



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I would suggest building an account for each main keyword you are targeting.

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## **This Will Help in Several Ways:**

- Your competitors won't see all your keywords
- Your keywords will be easier to rank
- Your income streams will be diversified so that if the account gets banned you will not lose all of your income producing videos.

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**MOST IMPORTANT STEP – TAKE ACTION!**

You can make the best converting video in the world

BUT it's better to have a C quality video out there and ranked than it is to spend all week on getting an A+ quality video that doesn't get seen.

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I've seen some stupid videos make a lot of money!

[www.EasyVideoPayday.com](http://www.EasyVideoPayday.com)

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Perfect the system, not the video!

This is the system you want to have in place to make money.

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Once you have the system down and you've made some money then it will motivate you more.

Then you can spend a little extra time on your next videos and focus on the conversions.

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When starting how I would suggest targeting the low-hanging fruit.

Those are product name keywords with low competition.

There are PLENTY out there!

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It's better to have 5 videos out there that each make \$200 per month, than having 1 video that makes \$1,000 per month.

That way if 1 video gets taken down by the YouTube community, you will still have other videos that make money.

It wont seem as bad as having your 1 and only video taken down and all of your money gone.

[www.EasyVideoPayday.com](http://www.EasyVideoPayday.com)