

Chapter 1: Video Marketing Blueprint

- Why Video Marketing?
 - Visuals work better than text
 - Why tell when you can show
 - Creates an experience
- What You Need To Start
 - Niche
 - AutoResponder
 - Squeeze Page
 - Free Report
 - Download Page
 - Generate Traffic with Videos
- Niche Research
 - Active niche
 - Targeted audience
- Squeeze Page
 - Straight to the point
 - Focus on features and benefits
- Free Offer
 - E-book
 - Video courses
 - Report
 - PLR content
- Download Page
- Generating Traffic
- Types of Videos
 - Screencast
 - PowerPoint / Keynote slides
 - On-screen talking

Chapter 2: How To Find Profitable Products To Promote

- Specificity is Key
 - Narrow your target market
 - Make sure the market is highly competitive
- Make Sure The Niche is Active
 - Monitoring their online activities
- Is The Niche Profitable?
 - Find niche in popular marketplaces
 - o WarriorPlus
 - o ClickBank
 - o JVZoo
- Find a Niche That You Like
 - Motivated
 - But, profitability still come first
- Customer Avatar

Chapter 3: How To Create Your Giveaway Offer

- Types of Give Away Content
 - E-books
 - Audiobooks
 - Videos
- Finding a Hot Topic
 - Customer feedback
 - Survey
 - Evergreen topic for past 1-2 years minimum
- Source For Existing Content
 - Private Label Rights
 - Public Domain
- Squeeze Page Creation
 - Attention seeking headline
 - Call to Action: Sign Up Now
- Building Your Squeeze Page
 - OptimizePress
 - WP Profit Builder
- Autoresponder To Capture Leads
 - Aweber
 - GetResponse

Chapter 4: Creating Videos The Easy Way

- How To Create Videos
 - Camtasia Studio
 - VideoMakerFX
 - Explaindio
- Video Outsource Option
 - Fiverr.com
 - Upwork.com
- What To Have In Your Video
 - Preparing script, storyboard
 - Production
 - Post-production
 - Editing the video
- Branding Your Video
 - Include text and images in your video
 - Watermark your video
- Elements In Your Video
 - Short i.e. 30 seconds to 3 minutes long
 - Start with attention grabbing opener
 - Address an immediate problem
 - Announce a solution
 - Call To Action: link to your Squeeze Page

Chapter 6: Marketing Your Video Part 2

- How it Works
 - Standout in search results
 - Bring video to first page of search results
 - You paid only Cost-per-view
 - Advertising in other people's video page
- Adwords Campaign
 - Create Adwords account
 - Choose video campaign
 - Select daily budget
 - Choose delivery method
 - Choose the type of advertisement (in-stream or in-display)
- Ad Rank
 - Competition in Adwords
 - Auction for views
- Ad Rank Formula
 - Bid
 - Relevancy of video
 - Performance factors
- Google Adwords Dimension Tab
 - Time Analysis
 - Geographic Analysis
 - Search Terms

Chapter 7: How To Increase Your Sales

- Follow-Up Emails
 - Promotion email
 - Link to blog post or other content
 - Affiliate offers
- Sending The Emails
 - Include link to Facebook group in your emails
 - Send link to your blog via emails
- Affiliate Program
 - Popular marketplaces
 - o JVZoo
 - o WarriorPlus
 - o ClickBank



Chapter 5: Marketing Your Video Part 1

- YouTube Advertising
 - Select the video you're looking to promote
 - Set up your daily or campaign budget
 - Set up target audience definition
 - Design your advertisement
- Google Adwords Advertising
 - Set up target audience definition
 - Set up target keyword
- Why Adwords?
 - Recognized paid advertising platform
 - Advertise with SEO
 - Controllable budget