



Trent Duncan Productions

www.TrentDuncanVideo.com

5 steps to online video

Develop your message

Decide your target audience and cater your message to speak directly to them. When the camera starts recording, even the best speakers stumble and get nervous. So prepare your message as if you were giving an oral presentation to an audience. Remember, with a video message, you're selling yourself along with your product or service. You want your message to be an extension of your personality.

Choose your recording device

With today's technology, recording quality video is widely available. The trick is recording quality audio. Most digital cameras have a video feature that records good quality video and audio when placed several feet away from the individual being recorded. Other devices such as the Flip video camera provided High Definition quality video that easily uploads directly to your computer.

Choose your location

A good background can enhance your video message or distract your audience. Choose a location and background that best represents your business. At the very least, choose something neutral such as a wall or plant. Most importantly, choose a location that is QUIET!

Edit and Upload

With a Flip video camera, you can upload your footage directly to Youtube. If you would like to edit your video and add transitions and titles, there are several video editing software programs available such as Windows Movie Maker (free download), Power Director and iMovie (for MAC only). Once finished, export your video into a file format so it can be uploaded to a third party video hosting website such as Youtube.com, Vimeo, or Metacafe. Youtube is the second largest search engine on the World Wide Web, so uploading your video to Youtube makes it extremely available to thousands of viewers.

Promote

Once your video is uploaded to a video hosting site, you can email your friends, family, and clients the video link, share it on Facebook, embed the video to your website, and even pay to have your video featured first in search results.

As always, feel free to email me with any questions regarding your video needs.

Respectfully,
Trent Duncan
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