



**The Absolute Beginners  
Quick Start Guide To  
Making Money Fast  
With Online Video**

10 Top Tips For Getting Started  
with Video The RIGHT Way



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# **“The Absolute Beginners Quick Start Guide To Making Money Fast With Online Video”**

*“10 Top Tips For Getting Started With Video The RIGHT Way”*



# What You Will Discover

- 1. The Seven Reasons You Should Be Using Online Video**
- 2. The Four Biggest Myths About Online Video**
- 3. The Top Ten Tips For Getting Started**



# Seven Reasons Why

## 1. Increase Conversions

- Know, Like, Trust You

## 2. Increase Traffic

- No Competition

## 3. Easier To Create

## 4. Easier To Consume

## 5. Product Creation

## 6. Reverse Engineering

- Video > Podcast > Transcript

## 7. Become An Authority



# Four Biggest Myths Exposed

- 1. “It’s Too Technical – Takes Up Too Much Time & Effort”**
  - Takes less time and effort than blogging, articles
- 2. “It’s Too Expensive – I Can’t Afford It”**
  - \$10 webcam/free screen capture programs/microphone
- 3. “It’s Too Scary – I Can’t Present On Camera”**
  - There are ways around this and I’ll address them
- 4. “You Need To Produce High Quality Shows”**
  - Online Video Is NOT The Same As Regular TV
  - You can work in ANY niche
  - Doesn’t have to be perfect



# Ten Tips For Getting Started

*“Even If You’ve NEVER Been In Front  
Of The Camera Before!”*



# 1. Don't Be On Camera

- **ScreenCasts**
  - Screenflow/Camtasia (Paid)
  - Jing/Camstudio (Free)
  - Build Confidence, Multi-Modal, Easy to Edit
- **Get Someone Else To Do It!**
  - Find a star presenter to work with
    - Eg JJ – Gideon Shalwick



## 2. Do An Interview

- **Interview An Expert**
  - Takes the focus off you
  - Experience in front of camera
  - Builds up your authority
- **Be Interviewed By A Friend**
  - Focus on your friend
  - Makes it more conversational





# 3. Breathe!

- **Breathe Properly**
  - Breathe From Your Diaphragm NOT Chest
- **Count Your Breathes**
  - *Breathe In* For Four
  - *Breathe Out* For Eight



# 4. Watch Yourself

- **You Look Different On Camera**
  - “True Image” VS “Reflection”
- **You Sound Different On Camera**
  - “True Voice” VS “Voice You Hear”
- **Watch Yourself On Video Over & Over & Over & Over...**
  - Get Used To Your “True Self”



# 5. Chat To A Friend

- **Get A Friend To Film You**
  - Pretend You Are Talking To Your Friend/Cameraman
- **Learn To Connect With Viewers**
  - Develop “One-On-One” Chatting Ability



# Advanced Tips

*“Now You Have The Confidence,  
Here’s How To Connect With The  
Viewers & Get Them To Take Action”*



# 6. Consuming Passions

- **Find Your Passion**
  - Work out what you REALLY like
- **Just “Let It Rip!”**
  - It will be effortless
- **Believe**
  - There are more than enough people/niches



# 7. Prepare

- **Remove Excuses**
  - Camera, Lighting, Appearance, Mood etc
- **Set Up A Camera**
  - Camera, Lighting, Backdrop
  - Camera in pocket/bag
- **Make Yourself Presentable**
  - First thing every morning – Set the intention
- **Shoot!**



# 8. Get Inspired

- **Peak State**
  - Get inspired, confident... on fire!
- **Find Inspiration**
  - Learn, personal development, movie, music
- **Shoot!**
  - Eg “I just watched...!”



# 9. Make Mistakes

- **It's OK Not To Be Perfect!**
  - People expect you to make mistakes
- **Don't Worry About Mistakes**
  - Feel comfortable in front of camera





# 10. JUST DO IT!

- **The Only Way To Get Better!**
  - Get out of your comfort zone!
- **Keep At It**
  - Persistence & Improvement Are Key



# Summary

- **You Need To Use Video**
  - Only thing that BOTH drives traffic & increases conversions
- **The 4 Biggest Barriers To Getting Started Are Myths**
  - Not Expensive
  - Not Technical
  - Doesn't Have To Be Fancy & Perfect
  - Don't Have To Be Good In Front Of Camera



# Summary

## *Ten Tips To Get Started*

### 1. Don't Be On Camera

- ScreenCast
- Find A Presenter

### 2. Do An Interview

- Interview An Expert
- Be Interviewed By A Friend

### 3. Breathe!

- *IN* For Four, *OUT* for Eight

### 4. Watch Yourself

- Get Used To Your “True” Image & Sound



# Summary

## *Ten Tips To Get Started (cont.)*

### **5. Chat To A Friend**

- Find A To Film You

### **6. Consuming Passions**

- Find Your Passion

### **7. Prepare**

- Set Up Camera > Get Dressed > Be Ready

### **8. Get Inspired**

- Use Movies, Music, Personal Development to get into a Peak State



# Summary

## *Ten Tips To Get Started (cont.)*

### 9. Make Mistakes

- Just let go & become comfortable

### 10. JUST DO IT!

- How Else Are You Going To Get Started?!
- Breakthrough That Barrier, EVEN IF You Need To Break The “Rules”



# Resources

- <http://SneakyVideoMarketingSecrets.com>
- <http://JustinTeoh.com>

