

A woman is seen from the side, looking through the viewfinder of a camera. The camera lens is prominent in the foreground, creating a circular frame. A clapperboard icon with a play button is positioned to the right of the word 'Video'. The background is dark with some colorful light flares.

# Video. Blogging -VLOGGING-

How to  
Dominate  
your **NICHE**  
Using Videos

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

niche  
MARKETING STRATEGIES

# Introduction

## What This Guide is Designed to Accomplish

Video Marketing is Hot! And while most online marketers are more proficient with words, video posts are a powerful way to connect with viewers while sharing valuable content.

So you want to start a video blog? Video blogging or Vlogging is a strategy that as a network marketer, internet marketer or affiliate marketers will help you set yourself apart in a unique and creative way from your industry peers.

My goal with this guide is to walk you through the super simple steps to creating your first video blog.

Video blogging is still in its infancy, but with the popularity and ease of pocket cameras and simple video sharing applications, more and more marketers are taking the leap to integrating video into their blogging platform. Video blogging, when done right, can absolutely explode your brand and business.

We know that video sharing is extremely popular – just look at YouTube, Vimeo and Viddler.

People actually prefer to watch videos to reading written content, and videos allow you to instantly pique the interest of your target prospect. Over 60% of marketing today is video marketing, so if you are not using video marketing your business will continue to be eaten up by your competitors who are.

Video allows you to brand yourself and promote yourself as a leader while providing you a more intimate platform on which to build trust and a relationship with your audience. Your viewer is able to experience your emotions, your personality and interact with you as you deliver your message to them.

Video marketing also allows you as a business owner to showcase your products, services, presentations, or tutorials with the click of a button.

Not a techie? No worries! You don't have to be tech savvy. An inexpensive pocket camera and a tripod will do the trick, as long as you are getting your content on the Internet!

This guide will be your roadmap to creating your first video blog. The steps include:

# Introduction to Video Blogging

Step #1: What is a Video Blog (vlog)

Step #2: Choosing Your Vlogging Theme

Step #3: Choosing Your Vlogging Platform

Step #4: Where To Host Your Video Blog

Step #5: Creating Quality Content For Your Video Blog

Step #6: How to Film a Video for your Vlog

Step #7: Editing Your Video

Step #8: Formatting Your Video Blog

Step #9: Promoting Your Video Blog

Step #10: Having Fun With Your Video Blog

So if you are ready to take the plunge into the world of video marketing, here is your complete guide to getting started with video blogging! Let's get started!!!



## What is Video Blogging?

A video blog, or vlog, is simply a collection of videos – your own or your favorites – posted on a blogging site. A video blog is easy to set-up, providing a fun, entertaining way to reach out to your target audiences and show off your work.

All you need is a flip-camera, editing software and an internet connection to create a successful video blog!

You can visit Amazon.com or Bestbuy.com to find affordable flip-cameras under \$200 and tripod for under \$15.

So as an online marketer, what should you vlog about? The topics are endless. You can talk about various marketing strategies, demonstrate how to use your favorite business building tools, or maybe you can talk about a review you've done on a new product or company. Share anything that's relevant to your target audience that will establish you as an expert in your field.

## Choosing Your Vlogging Theme

Once you know what topics you will talk about on your video blog, you'll need a name and theme.

Blogging, whether it's in written or video format, is all about showcasing your value, building your personal brand. Sharing information that is going to help other people.

Use a name that brands your personal brand or one that highlights your niche.

## Choosing Your Vlogging Platform

Before you shoot your first video, you must have a place online to share your content. This will be the hub for your video content.

I highly recommend you use a viral blogging platform which will embed with Wordpress. Why? With a viral blogging platform that will embed with WordPress you will own your own content. You can get a free blogger or wordpress.com blog, BUT this means that they can remove your video content if you violate any of their terms or policies or they just decide they don't like what you are posting.

The purpose of the Empower Network Viral Blogging System is to allow you to get more exposure for your ideas, brand, or website, utilizing this progressing concept will significantly contribute to your growth.

A viral blogging platform leverages the power of community blogging. Community blogging is when a collection of writers are all posting content on the same blogging platform, using the same domain name. The central purpose of viral blogging is to help bloggers, Internet marketers, affiliate marketers, and other e-commerce businesses adequately and rapidly advertise their products or services online. Traditional brick and mortar businesses can also leverage the power of a viral blog to promote their products or services locally, or to expand and reach a global audience.

Other benefits of the Empower Network Viral Blogging System include leveraging the power of domain recognition and authority. When a person comes online and starts a new blog, it normally takes them a while to start receiving traffic to their website. This is because their new domain name has no seniority or authority in the search engines. A new blogger would have to consistently post to their blog for at least ninety days to begin receiving their first streams of search engine traffic. To begin to get significant blog traffic, they would have to post consistently for six months to a year while doing an extensive amount of back-linking to gain site authority. This can prove to be an extreme amount of work for a new blogger and usually results in the person quitting.

A viral blogging platform already has the authority of a seasoned domain name and naturally has recognition in the search engines. Its authority comes from a large number of backlinks, as a result of its many users, and the domain age. Whenever a person blogs on the platform using a specific keyword, it will quickly get ranked and indexed in the search engines – in some cases within twenty-four hours. On a new blog, it could take months for content to be ranked, and even longer to make it onto the first page of the search results.

This exhibits the power of the Empower Network Viral Blogging Platform. Getting content to rank on the first page of search engines is quicker and easier. The more users you blog on the platform the more authority and ranking power the domain has. Thus, the more traffic you will receive. This is basically applying the old phrase two heads are better than one, or in this case, thousands of bloggers on the same domain, is better than one blogger on one domain.

To sign up for a viral blogging platform

go here: <https://www.empowernetwork.com/join?id=herschelchalk>



## Where To Host Your Video Blog

If you are planning to take this seriously get a domain name from godaddy.com and set up web hosting through hostgator or bluehost.

There are many free web services that will host your videos such as YouTube or Vimeo, but I recommend using the Empower Network Video Hosting Option, VidHostingOnline or Amazon S3 so that you have complete control over your video content. God forbid you wake up one day and all of your videos have been wiped off the face of the planet, because you violated YouTube's video sharing policies.

## Creating Quality Content For Your Video Blog

What makes for a viral video blog? Great content. A great vlogger educates, engages and entertains its viewers so they keep coming back again and again.

So what do you vlog about?

Think about what your target market wants and needs? What problems or challenges do they face? What do you want to know as an online entrepreneur? What strategies and tips have you learned that you know other marketers would love to get their hands on so they can start seeing the results they want?

Your goal is to stay in tune to what people need to know and the solutions they are looking for. If you can do this through your videos, you will become a valuable resource

Always ask yourself, are my viewers gaining value from watching this video?

Use video to explain ideas or expand on a previous post. Use it to start a conversation with your readers or respond to comments. Use video to answer common questions your readers have or ask your readers questions. Present a quick problem and ask your viewers for their feedback or to suggest a solution.

Your ultimate goal is to make sure that your videos are giving value. They should be good enough to stand on their own, especially if you are considering a video-only blog.

## **How to film a Video for your Vlog**

A huge stumbling block for marketers looking to use video blogging is the technical set-up. Which camera should I buy? How do I upload my videos to the computer? What software do I need to edit my videos? What sites do I upload it to? How do I embed it.

Trust me, it sounds harder than it really is, but video blogging is easy. You don't need any fancy tools to get started.

## **There are three common ways to record videos for your vlog.**

### ***Which camera should you use?***

No need to run out and buy a new camera if you already have one sitting around your house.

#1: Use a FlipCam or handheld digital camera: With the click of a button you can record your videos from an inexpensive pocket cam.

#2: Use a Smartphone: If your cell phone has video capability, such as an iPhone, simply shoot your videos using your phone.

#3: Use a laptop or desktop: Many computers (both PCs and Macs) are equipped with software and a webcam (or iSight if a Mac) that comes with your laptop or desktop computer at home.

While you only need a few simple tools to create a video, there are some important things you should take into consideration to make your video the best it can be.

#1 Audio: Make sure people can hear you. If your video is inaudible, no one will watch your video.

To ensure the best audio quality you can buy a camera that comes with an external MIC-in

#2 Lighting: Whenever possible, take advantage of the natural light around you. Make sure your source of light (the sun, or light from a window) is always behind the camera.

Make sure you have light shining on your face. It makes your videos look professional and it allows you to shoot anytime of the day. You don't need light-boxes or any special equipment; just make sure lighting is good.



#3 Batteries: Some cams can only be charged via a USB or power cable while others allow for replacement batteries that are charged independently. Having a spare battery for extended shoots comes in handy. Nothing is worse than shooting a video and finding you're recording shut off half way through.

#4 Tripod: Look for a camera that can be mounted on a tripod in case you need that functionality (most video marketers will at some point).

Another way to produce your next video post is to use Screen Capture software.

To capture your computer screen, you can use software like Camtasia (for PC) and Screenflow (for Mac). There is an affordable version of Camtasia for Mac as well.

Screen capture software is great for recording tutorials, PowerPoint slides and for recording webinars.

## Editing Your Video

Once you have uploaded your video either through a USB port on the side of your camera or directly from your webcam, the next step is to edit your video.

Now some of the most viral videos are those that are spontaneous and have no edits at all. You want to be real, authentic and relatable so sometimes the less edits you do the better.

You can add titles, music and affects by using the video editing software that comes with most computers. For example, if you have Windows, you have Movie Maker. If you have a Mac, you have iMovie.

Another option for editing your videos is by using editing software such as Camtasia or ScreenFlow.

You can also edit your videos on YouTube. Simply login to your YouTube (Google account), upload your video and edit directly from this popular video-sharing site.

If you are posting your video to your blog as well as to a video sharing site, make sure you put the URL to your blog in the first line of the description of the video. This will make it easy for people to locate and visit your blog where they can find more of your content.

## Formatting Your Video Blog

As with a written blog post, your video blog should have a Targeted Headline with target keywords that pique interest and make your visitors want to learn more.

Keywords are words or phrases that people use when searching for information online. They do this when searching for content on Google and on YouTube. It is important that you research specific keywords using a keyword tool such as Market Samurai or Google Keyword Tool. Find out what people are searching for and use those keywords or phrases in the title of your video, in the description and in your tags, so that you get higher rankings.

Your Video should start with a brief introduction as to what the video is about (you only have about 15-30 seconds to grab your viewers attention and make a good impression so they keep watching). In the first 15-30 seconds give them the benefit, “here is what I am going to give you”. Show them how the information you provide can help them solve their problems.

Pack your videos with valuable content that is beneficial and gets them one step closer to where they want to be. Outline what you are going to say before you start filming, or write down your entire spiel if it helps you remember what you want to say.

While spontaneity is good, you don't just want to ramble on. Get to the point, articulate clearly, and be concise!

Also make sure you always close with a strong call to action.

If your viewer watched the entire video, then it must have been good, so tell your visitors where to go to get more valuable tips and videos from you.

Telling the viewers what to do next is one of the most important things you can do. At the end of each video encourage them to do any or all the following:

- 1) Rate your video
- 2) Leave a comment
- 3) Share the video with their friends on the social media outlets
- 4) Connect with you on Facebook or Twitter
- 5) Visit you at your website or blog

You want to do this at the end of each video. You have to tell people exactly what you want them to do. If you don't they probably won't do it.

For example: If you've done a video make sure to say the following to close your video out: "If you liked the video please leave me a comment. I'd love to hear from you. For more valuable tips make sure to sign up for my newsletter or RSS feed."

Also encourage them to share your video with their friends if they got value out of it.



## Promoting Your Video Blog

What good is it to shoot a video jam packed with valuable nuggets if no one is there to see it? To gain an audience for your blog, you'll need to let the world know that it exists! You can create buzz by sharing it. Use social media, blog carnivals, vlog sites, bookmarking sites, forums, and other sites to drive traffic to your blog. You can share your videos on Facebook, YouTube, Twitter, LinkedIn and social bookmarking sites such as Digg, Stumbleupon and Delicious.

There are a couple of automated sharing sites on the market that you can post the link to your video in these sites and members will share your link for backlinks which will help your rankings in the search engines. This is a powerful tool. Examples : Social Adr and Tribe Pro

YouTube is the second largest search engine and third most trafficked site on the planet. That should speak volumes in terms of the importance of having a presence on YouTube. Keep in mind that YouTube is also a social networking site. You can make connections on YouTube by subscribing to "friends" channels and people can connect with you by subscribing to your channel.

YouTube allows you to share your videos easily on other social networking sites such as Google, Twitter, Facebook, and more!

Facebook, the largest social networking site on the planet (yes even larger than YouTube), is another great place to distribute your videos. Use the Facebook video uploader to easily share your video. Make sure you use the tagging feature to create buzz; and a link back to your blog, so all your friends can get access to the rest of your content.

According to Wikipedia, Vimeo, Blip.tv, and Viddler are additional video sharing sites you want to make sure you get your video content on.

Want to distribute your videos to multiple sites with one click of a button? Traffic Geyser and PixelPipe are sites that can syndicate your videos across the web to other video distribution hubs like YouTube, Viddler, Vimeo, etc.

### Have Fun and Be Consistent

Maybe the most important step to a successful video blog is being consistent with your content.

The more videos you make the better you'll become and the more comfortable you'll be in front of a camera. Always remember to be confident, authentic and real.

### Conclusion

Congratulations! You now know all the steps to get started on your first Video Blog (vlog).

## Let's recap what you learned:

Step #1: What is a Video Blog (vlog)

Step #2: Choosing Your Vlogging Theme

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Video Blogging is one of the fastest ways to build a strong presence for yourself online. Implement the tips outlined in this guide and you'll be well on your way to becoming the next video rockstar!

### Resources:

Viral Blogging Platform – Empower Network

(<https://www.empowernetwork.com/join?id=herschelchalk>)

Video Distribution Software – Traffic Geysers

Keyword Research Tool – Market Samurai

Camera Options – Flip Cam Options

Blog / Website Hosting – HostGator

Blog / Web Hosting – BlueHost

Blog / Website Hosting – GoDaddy

Social Sharing of Videos – Tribe Pro or Social Adr