

# How to Produce Your First Product Step-By-Step In Detail With Complete Videos and Resources



By Marlon Sanders

### Subtitle: This is the whole ball of wax right here

#### IN THIS ISSUE:

- Videos on how to use Hyper cam software
- Videos on how to ftp
- Software for the MAC and video tutorials!
- How to record audio
- How to create a killer video intro
- How to save for the web
- How to host your videos
- Many videos on using Dreamweaver

In my new “whiteboard training” event, I’m going to lead people through creating their first product and promoting it.

But let’s say you aren’t in my class. Are you totally screwed?

NO!

I’m gonna give you an awesome cheat sheet here to get you going. Last week I published an article showing how a homeless person got off the streets by blogging at an Internet cafe.

If they can do that, YOU can create your first product!

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### 1. Software

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#### a. Camstudio

It’s here:

<http://sourceforge.net/projects/camstudio/>

The price or lack of a price will fit EVERYONE’S pocketbook.

#### b. Hypercam

Hypercam will produce HD quality video and it’s only \$40 USD. I like Camtasia better but this WILL do a very fine job on tutorials.

<http://www.hyperionics.com/hc/>

Here’s a video on how to create a video using Hypercam:

<http://www.youtube.com/watch?v=9nJ8Ux1QRrl>

Here’s how to get KILLER quality with hypercam:

<http://www.youtube.com/watch?v=ORTpobFAxcA&feature=related>

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How to use Hypercam properly:

<http://www.youtube.com/watch?v=8MpBAhGxRrM>

Good video on hypercam sound:

<http://www.youtube.com/watch?v=jM20vSSEyJo>

c. MAC users

Here's a program that's as cheap as \$29.95 for the Mac, with the pro version being about 60 bucks.

<http://www.shinywhitebox.com/>

Now, there is a new camtasia version for the Mac for around a hundred bucks.

<http://www.apple.com/downloads/macosx/video/screenium.html>

You can just search Google for "Screenium" if the above link changes.

I couldn't find a price so I'm not sure if there's a charge for it.

Here's a video on how to use it:

<http://www.youtube.com/watch?v=3uBHt6IOXws&feature=related>

There's also info there on how to get an

unlock code for it but I don't know if that's "kosher" or not.

d. Camtasia

This is the tool most people use. But it costs more.

There is a Mac version available now.

e. The "do-it-all" program

I'm revealing this in my "Produce and Promote" class.

Not only does it do trick video editing but it'll also do screen capture video AND audio editing.

All for 50 to 100 bucks. Now, if you have the funds, I DO recommend Camtasia since it's the most robust tool for screen captures.

But if you're on a limited budget, there ARE plenty of alternatives.

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### 2. Set Up Your Audio

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a. USB headset

My friends Jason Fladlien and Robert Plank use the Logitech USB Clearchat headset. I think it costs 40 bucks or something like that.

You plug this into your usb and you're recording. That simple. You may need to go into your control panel on the audio icon and select the headset name.

b. Pro mike and sound card

I use a pro mike and external sound card. Mike Stewart at [intermetaudioguy.com](http://intermetaudioguy.com) can get you all set up with the gear and training on how to use it.

In a pinch, you can use something cheaper.

I believe I have instructions on my gear in [Promo Dashboard](#) or [Product Dashboard](#). I can't remember which one I put it in. But if you have those products, I have the set up I use. It costs less than the one Mike sells BUT I don't provide support and training like Mike does.

This set up works on both Macs and PCs.

c. Sampson USB mike or Snowflake

These two run around \$100. I believe Ed Dale uses the Snowflake.

It's used more by Mac users I believe.

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### 3. Make your intro

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You're going to need a trick little intro for your videos.

Here's a tutorial if you want the cheapo way to do it and still get something cool:

<http://www.youtube.com/user/AceGamer445#play/uploads/12/xN8lCQ5etBl>

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### 4. Research and Outline your videos

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Research your video content. Then make notes of the topics for each video and bullet points for each topic.

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### 5. Record your video

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You have your bullet points for each video. So grab your first set of bullet points and fire away on your video.

If you have a 2-screen computer set up, you can put a little text file with your bullet points on one screen and record on the other.

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### 6. Add your intro, call outs and zooms

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Add the intro you created in #3 above. In Camtasia, you just “import media” and then drag the intro down to your timeline.

Easy!

The call outs and zooms are also very easy in Camtasia.

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### 7. Save for the web

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In general, your videos as 5-10 frames per second.

Audio can go from 32 kbps up to 96.

If you’re using hypercam, there are tons of tutorials on youtube on how to best save it for the web.

There are also plenty of tutorials on the Camtasia website.

In the old days everything was saved as flv. Now, everything is going to mp4 since that is what Iphones and all the appliances are using.

In Camtasia, I prefer the custom settings but if you’re a newbie, just use their default web settings.

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### 8. Upload to hosting

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If you’re using a screen capture tutorial, you should be able to serve this off regular hosting fine. I don’t feel you need Amazon Aws for it because the file sizes are small.

The program to use is FILEZILLA. They have Mac and PC versions:

<http://filezilla-project.org/>

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Just go to youtube and type in filezilla and you'll get plenty of videos on how to FTP using it.

Here is one I grabbed fast:

<http://www.youtube.com/watch?v=O3DudpEMPIY>

For hosting, I recommend an inexpensive Hostgator account.

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### 9. Link to your video

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The GREAT thing about Camtasia is it saves your video as an html page if you want it to.

That way you just upload the whole little folder Camtasia gives you and you're good to go.

Other than that, if you're a newbie, upload to Viddler.com or Youtube.com and they'll give you copy and paste code to "embed" the video on your web site.

And if you don't know how to do THAT, there are plenty of videos on that also.

Here's a slick video on how to do it using Dreamweaver:

<http://www.youtube.com/watch?v=x3LVTu5kEOE>

Don't know HOW to use Dreamweaver?

The videos on that are here also:  
<http://www.youtube.com/user/DreamWeaverTutorial>

Here's a good tutorial on embedding custom players for your youtube videos:

[http://www.youtube.com/watch?v=25J-Jj\\_CJOc&feature=related](http://www.youtube.com/watch?v=25J-Jj_CJOc&feature=related)

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### Wrap up

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These are ALL the resources you need to produce your FIRST info product consisting of 4-6 videos.

Now, in my Whiteboard training, I'll give some more advanced resources. But seriously, this is ALL you need to get started.

When are you going to create your first product?

See, it's one thing to be an information junkie and glutton.

And quite another to set a goal to create

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your first 4 videos in the next 7 days.

If you'll commit to doing that, go to my blog and tell me so. Better yet, join me in my whiteboard training and have accountability to get it done AND promote your product.

Is anyone else really teaching you this stuff and pushing you to create and promote your own products?

Or are they just trying to suck you into their coaching program with tidbits of information?

That's a good sales tactic on their part. And I probably shoot myself in the foot by just GIVING you these resources without even asking a penny.

But here's the thing:

I KNOW in my heart that if you start producing and promoting, you'll realize you CAN do this and it isn't as hard or complicated as your mind made it out to be.

And then you WILL join my Ateam or other training classes and you will snag my other products.

### **Marlon Sanders**

The King of Step-By-Step Internet Marketing and  
"The Ambassador of Old School Marketing"

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### Resources

FREE podcasts, videos, PDFS

<http://www.marlonsnews.com/podcastnvideo/>

"Point and Click" Your Way To Create Amazing Web Pages That Sell Your Products Like Crazy!

<http://www.designdashboard.com>

The Only Point-And-Click System That Turns Internet Marketing And Promotion Into A Virtual No-Brainer

<http://www.promodashboard.com>

Discover the Amazing Formula That Sells Products Like Crazy!

<http://www.amazingformula.com>

On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now!

<http://www.thewriterssecret.com>

Just Fill In The Blanks, Click a Button And Out Pops a Potent, Targeted Sales Letter Ready To Sell Your Products or Services!

<http://www.pushbuttonletters.com>

Step-By-Step. Point-And-Click To Your Own Product.... or quadruple your money back !

<http://www.productdashboard.com>

How I Got 1 in every 102 english speaking net users to my web sties!

<http://www.1in102.com>

How to create products fast and roll them out successfully using simple 2-page web sites

<http://www.gimmesecrets.com>

Exactly how to vanquish overwhelm, delete your "to do" list, get unstuck, and gain crystal clarity -- all within 4 weeks

<http://www.marlonsnews.com/overwhelm>

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