How Video is Doubling Conversions

"Here are my best thoughts on what's happening with video right now...today… and how you can use it in your business to turn more surfers into buyers, increase your customer value and boost the money you stick in your hip pocket national bank -- even if you aren't photogenic, don't look like an actor or actress and aren't all that crazy about doing video."

By Marlon Sanders

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www.marlonsnews.com/podcastnvideos

In this Issue:

- My conversation with a millionaire customer
- Lots of video examples
- What my take on video is
- Would video double your conversions?
- What if you aren't photogenic?
- Can you give me examples and samples?
- What about audio?
- Where does screen capture video fit in?

Yesterday I spent several hours on the phone with Joe Crump.

Joe is a customer from way back in the day. He bought Amazing Formula back in 1998 or something like that and says it's still one of the best things he's read on writing copy, even though that isn't the focus of it.

Joe has an amazing business where he sells to a very crowded market of "how to invest in real estate." What I love about Joe is he just does his thing and doesn't feel the need to jump on the speaking circuit and whore out his list to jv offers he doesn't believe in.

Here's an example of how he uses video:
http://joecrump.com/trenches/video1.html

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Way back in VblogSecrets.com we showed how to create videos like these. In fact, Joe's videos are what inspired me to create Vblog Secrets.

And everything in there we taught still applies. Joes uses audio, video, reports. He does everything from home and no employees other than family.

Anyway, Joe and I started talking about OTHER ways to use videos.

I pointed out what I call "The Frank Kern model" where Frank does slice of life videos where he gets in his car and goes to a location to shoot a video.

Now, actually, I was the first to use the technique in this market in the Red Factor videos, if you recall. But Frank has done a great job of almost branding the idea.

In one slick video, he drives in an old beat up beach van BUT shows his super fancy car in the background. So without SAYING "Hey, I got a hot car," he SHOWS it.

So I suggested that Joe try the same thing. Where he reads an email from a customer who is skeptical. Then hops in the car and sets out to prove the skeptic wrong by driving to an investment property or to interview a student.

My friend Daegan Smith at recruitylikecrazy.com does a video where he drives to the bank and makes a bank deposit.

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My friend Jason Fladlien recently did a video along the same lines for his up and coming seminar in Austin.

And just last week, Keith Wellman did a cool video he put up on Ustream where he got some guys in a room in comfy chairs and discussed Internet marketing. I thought it looked great.

You could just as easily get some testimonials in your living room or a hotel room and do a similar thing.

And just last week, Keith Wellman did a cool video he put up on Ustream where he got some guys in a room in comfy chairs and discussed Internet marketing. I thought it looked great.

You could just as easily get some testimonials in your living room or a hotel room and do a similar thing. It's one of the things I suggested to Joe and I'd recommend to you also.

Pushbuttonchannel.com shows you how to do stuff like that on Ustream. What it does is give you a tool for setting up your OWN Ustream channel. Cool stuff.

But what if you aren't photogenic or don't look good on video?

A lot of my customers are over 35 or 40 and up into their 50's, 60's, 70's.

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You might still be able to do video. But maybe you are shy about it. If so, there IS a plan B.

That Plan B is to do CAMTASIA or screen capture videos.

From what I've heard from a few friends, these really are doubling conversions in the moment.

Now, like anything else, once everybody jumps on the video bandwagon, the effectiveness WILL decrease.

Now, I still believe strongly in sales letters. And a Camtasia pitch is just the sales letter on video.

But just as I teach in Promo Dashboard, I believe you gotta use multiple media.

If you recall, in the past I've had the Starcast (podcast from Starbucks), botanicast (video from botanical gardens) and the pizza cast with Santos.

Here are a few I've done to give you a few ideas of what YOU can do. I led the market by doing this stuff back when hardly anyone did it.

Here are examples:

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http://www.pushbuttonletters.com/72hours/star.html

http://www.promodashboard.com/pizzacast/

In the past, I've also done screen videos using Mr. Stickman.

http://www.designdashboard.com/stickman/

http://www.promotemarlon.com/stickman.html

I've used audio postcards:

audio postcard
http://getitgoing.com/audiopostcard.html

big hitters audio postcard
http://getitgoing.com/bighitters.html

I've done creative sales:
SPOOKY HALLOWEEN SALE
http://www.actiongrid.com/spooky/

We were doing video back in 2004, even though the sound quality sucks:

VIDEO -- aug 17, 2004
big ticket breakthrough

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http://www.actiongrid.com/resellers/breakthrough.html

I've said over and over that Darwin didn't say the smartest species survived. He didn't say the fastest or the strongest.

He said that the species who survive are simply the ones that ADAPT to change.

Personally, I don't like doing audio or video as much as I like writing. But just like I teach in Promo Dashboard, you gotta use the full arsenal.

Now, if you're a NEWBIE and you're struggling just to get a squeeze page up, then probably worrying about video isn't something you should do.

But if you've already got some things going on and you're beyond first base, I think you've gotta look at using video.

Your options are:

1. Frank Kernesque slice of life videos with a pretty high production value, which likely means hiring some help shooting or editing the video.

2. Doing Joe Crump simple vidoes like I teach in Vblog Secrets. Almost ANYONE can do these, even if you aren't photogenic. Just get some decent lighting and a good mike.

3. Screen capture video can be used by ANYONE.

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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

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http://www.productdashboard.com

How I Got 1 in every 102 english speaking net users to my web sties!http://www.1in102.com

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http://www.marlonsnews.com/overwhelm

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