"Cool Tools for Hot Videos" Resource Guide

Lon and Michelle's
Top Time Saving & Battle Tested Resources To Help You Get Your Screencast Video Projects DONE!

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Just so you know…

Screencast videos can be made with a variety of software on both Windows PC and Mac platforms. Most of the resources in this report are software and hardware "agnostic" but when it comes to tutorials, we use Camtasia Studio software on the Windows platform only… *sorry Mac users*.

Introduction

Welcome to this special **Screencast Coaching Video Resource Report!**

This report is a companion guide for the "Cool Tools for Hot Summer Videos" Webinar presentation.

You can watch the replay HERE:

http://learncamtasia.com/cooltools

Your Hosts:

Lon Naylor is a Camtasia video producer, trainer, coach and speaker. He's been creating and giving multimedia presentations since the early 1990's when he was a senior engineer with Microsoft Corp.

Since "retiring" from Microsoft in 1999 at age 41, Lon has stayed in touch with technology and developed several online businesses that have all focused on using screen capture videos ("screencasts") as a major traffic generator, squeeze/sales page converter, product content and you name it… screencast videos can do it!

In 2008 Lon decided to partner with **Michelle Schoen** of Screencast Consulting Services and they co-founded LearnCamtasia.com. Michelle is a full-time Multimedia Specialist with 15 years of experience in designing e-learning, creating video tutorials and coaching on Virtual Event creation (webinars and teleseminars).

Before becoming a multimedia Specialist, Michelle's career included six years as a Website Designer and E-learning Specialist with AT&T and four years as a Project Manager of an Instructional Technology team at IBM.

Through all of their years of creating videos, one thing they've come to realize is that they seem to constantly turn to a **few select tools in the 'ole toolbox** that help them tremendously in terms of productivity, creativity and efficiency.

Lon and Michelle also spend a TON of time looking for new stuff that will make their video production life easier and keep an eye on the trends of what's hot and what's not.

Based on feedback from their students, they decided that others could certainly benefit from their experience and research. Enjoy!

Hey! **Why not connect with us?** We would love to hear from you!

Music Resources

One of your best tools for providing emotion and impact in your videos? Music! Here are some top tips and resources.
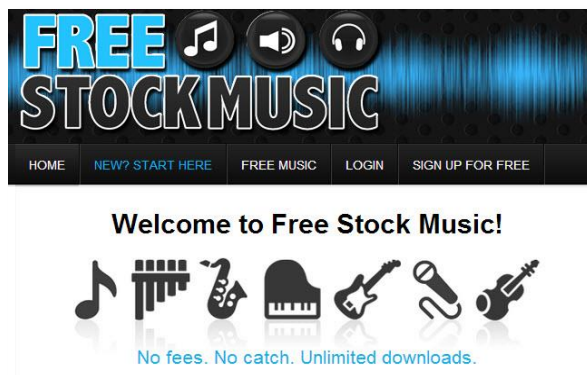
The Power of Sound & Music

In this clip of Lon Naylor presenting on stage, he talks about how music can instantly change the entire "feel" of a video.

Music Revolution

MusicRevolution provides royalty-free music at affordable prices. It has some really nice studio music tracks in the FREE Music section!

Free Stock Music

Royalty-free, no strings, no catches (including commercial use)…but always read the Terms of Use and licensing of ANY video asset!
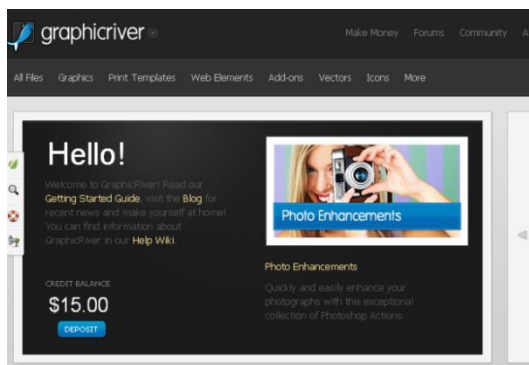
Video Resources

Screencast videos are wonderfully versatile but to be effective, engaging and watchable, they need to be visual.
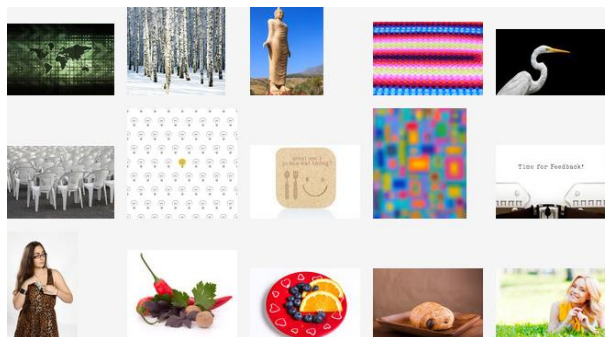
VideoHive

VideoHive is just one of the very useful and cost effective "marketplaces" in the Envato inventory. There is no cost to register for access to free resources every month.

Graphic River

A great source to find graphics, templates, vectors and more. Register for free and you can download an image every month to build your graphics library.
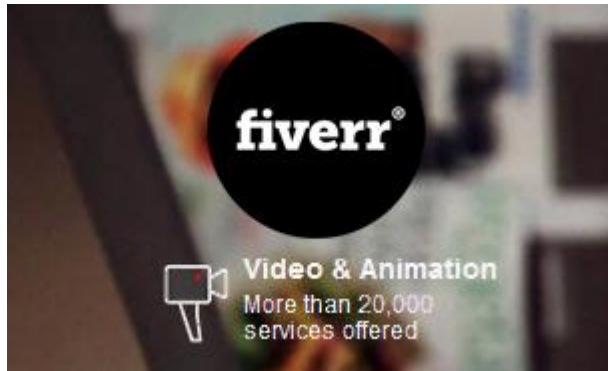
Photo Dune

Royalty free source of images that are organized by categories. Remember to download free file each month.
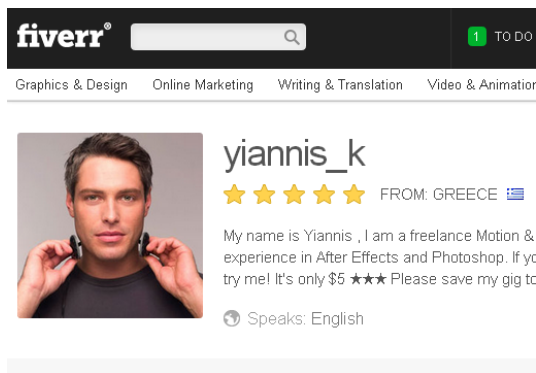
Outsourcing Resource
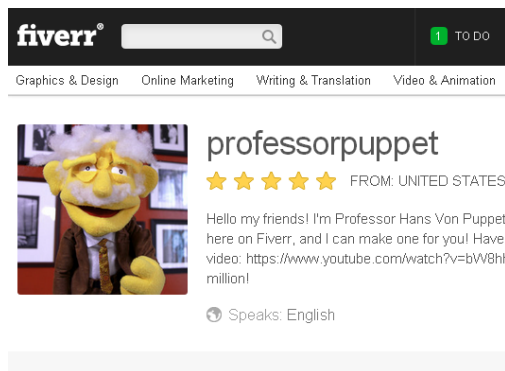*Finding some talent to supplement your efforts is a good thing.*

Fiverr

You can find TONS of useful folks here for everything from voice-overs to funny video clips. Check for people that have samples you can see and that have high ratings.

Fiverr After Effects Dude

Yiannis is a real professional who can take your VideoHive After Effects template purchases and modify them for you. Highly recommended. Tell him Lon Naylor sent you! :)
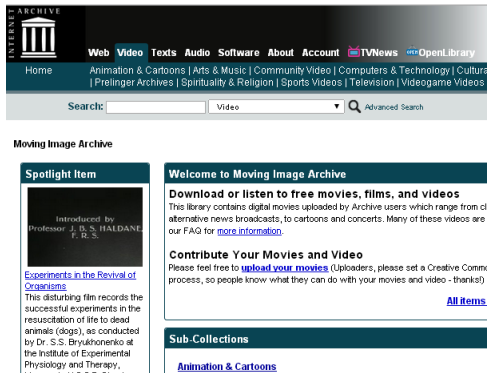
Professor Puppet

A professional voice-over AND a puppet show! Professor Puppet is a master at delivering qa uality, natural sounding acting performance that's fun and entertaining. Makes a great "pattern interrupt" for an intro, outro, or YouTube "Endcard".

Public Domain Video Clips

A lot of video content exists in what's called the "public domain" which means that you can use it without any copyright concerns. Nice!
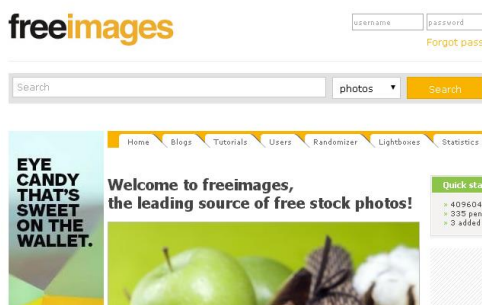
Archive.org

This library contains digital movies uploaded by Archive users which range from classic full-length films, to daily alternative news broadcasts, to cartoons and concerts. Many of these videos are available for free download. Fun and creative stuff by the TON that you can freely use. Make sure you see the "No Rights Reserved" emblem.

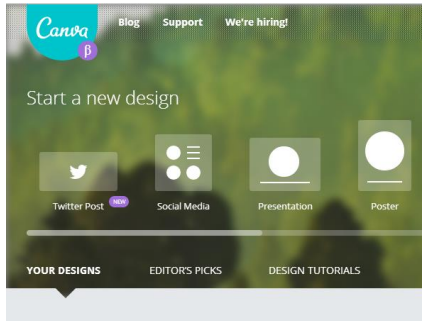
Graphics and Images

Images and photos can add visual impact and interest to all you video projects.
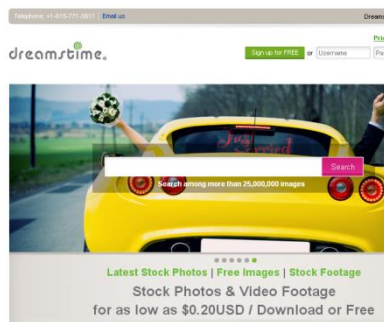
Free Stock Images

A nice image search engine that provides results for both free and low-cost images to use in your video and PowerPoint projects. Always be sure to read the Terms of Use and licensing for each and every image!!
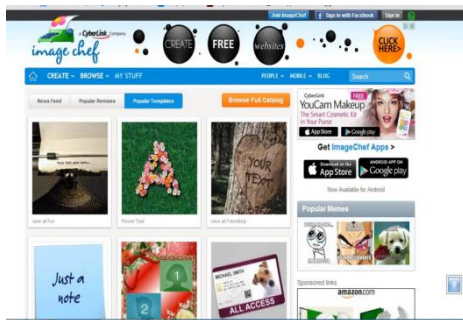
Canva

Design and create your own custom graphics right online using beautiful layouts and design elements. Useful for lots of graphics needs like social media posts, blog graphics, thumbnails, etc.

DreamsTime

Another stock photo site that we use quite a bit. Highly searchable to let you find and acquire the perfect image for your project quickly at a reasonable price.

ImageChef

Quickly crank out super fun custom graphics! Lots of templates where you can modify text, add your own images, and just go to town. Check out the Pro level to remove the image watermark and get larger sizes.

Design Inspiration

Looking at other presentation and video examples helps to inspire you with creating your own design.

SlideShare

SlideShare is a great site to visit when you need some inspiration for design. This site has become the largest community for sharing presentations, infographics, videos and webinars.

SlideShare Blog

The SlideShare Blog is a space for SlideShare users and fans to discuss and share best practices on the site, favorite presentations and new features.

Pinterest

There are several boards on Pinterest that provide graphic inspiration. One really great board is by Jackie Van Nice, an independent instructional designer.

Video Topic Inspiration & Titles

When you've run out of ideas, it helps to have a tool that will inspire you with topic ideas.

HubSpot

This nifty tool helps when writer's block strikes. Enter some key words into the form and this generator comes up with topic ideas and titles for your videos.

E-Learning Course Design Tools & Examples

Make your video training courses funner, cooler and professional using tools found online for E-Learning courses. Check out other people's examples for inspiration when creating your own presentations.

Articulate

Articulate provides documentation, templates and guides to help you build and manange e-learning courses.

Articulate Examples

Dissecting Frog Demo
by **Community Team**

Articulate has a community called E-Learning Heroes where members offer advice, ideas and examples of their courses.

Microphones

Using the proper tools when creating videos is essential for producing a professional product especially when it comes to recording devices.

Microphone Round-up

The maker of Camtasia Studio has compiled a list of desirable microphones in various price ranges. Remember, "Audio is King!"

Audio Technica AT2020 Studio Mic

Highly rated USB Condensor Mic that Michelle recommends and is also mentioned in the TechSmith Microphone Roundup listed above.

Video Training

Learn from the pros – these courses offer some of the most comprehensive and fastest ways to become skilled in creating, marketing and sharing videos for yourself and clients.

Screencast Video Coaching

One of our best selling and most beneficial programs that we offer at LearnCamtasia.com is our coaching membership. We host weekly LIVE webinars to walk you through any issues you are having with your screencast creation and provide cool tools like in this guide!

Video Traffic Academy

James Wedmore's course on converting YouTube viewers into action takers. Utilize YouTube to grow your business.

TubeMethod

Zane Miller and Jason Fladlien combine forces to teach you how to profit from YouTube, Google hangouts, and more.
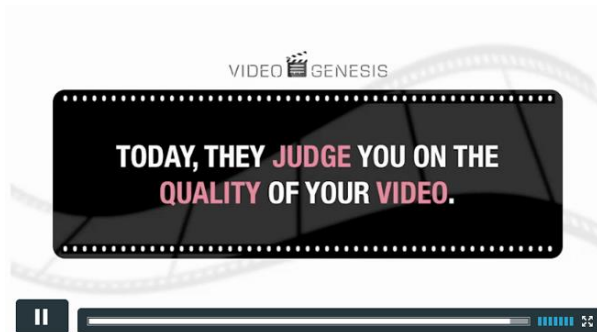
NAMS

Monthly coaching program focusing on internet marketing tips and tricks. They also have a free membership option available.

Video Genesis

Video coaching covering more than just the basics. Over 100 videos covering topics such as what video converts the best to how to make your video visually appealing.

Tablet Video Training

Use your iPad and some low cost apps to create videos and presentation slides. Learn how easy it is to use these devices to wow your next audience.

We hope you found this report useful!

We know that one of the biggest things that held us up when we were first starting out trying to make good screencast videos was that we had to find all the tools and resources ourselves.

We really wish we'd had some good pointers back then… and we hope that you will be spared some time and frustration leveraging the hours and money we've already spent searching, evaluating, buying, testing and trying new stuff.

All the best,

| Lon Naylor | Michelle Schoen |

For More Cool Tools, Tips and Resources,
check out the Screencast Video Coaching program…

http://learncamtasia.com/coaching