

CAMTASIA

Cash Secrets

With



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LearnCamtasia.com

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Foreword

We are really excited about this report. We'd like to share some ideas with you so that you too can learn about the many opportunities available to you to make a good income when you get really good at using Camtasia screencasting software. So let's get started.

What the heck is Camtasia and why should you own it?

If you don't know what this software is, you just might be new to this whole Internet Video thing and that's cool. We don't expect you to know everything. But you probably have noticed that there are really two types of video out on the Internet: The ones showing people talking and moving in full motion (talking head) and the ones that show somebody doing something on their computer screen (screencasts).

Camtasia is the software that most people use to create these screen recordings.

People use them to create training (i.e software tutorials) videos, marketing videos and many other types of screencasts.

Is it hard to learn? Not too hard. Not too easy. It just depends on how much time you have. If you want to learn more, you can always join [Learn Camtasia](#). BUT FIRST take some time to go through the ideas below and see if any of them appeal to you.

We make a full time living doing mostly ideas numbers 1, 4, 6 and 15... but we have done pretty much everything on the list at one point or another.

So have fun, use your imagination and look for some emails from us in the future giving you some additional information you can use to profit even more from this report.

Thanks and we hope to meet you one day!

Michelle Schoen and Lon Naylor

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Cash Secrets

Promoting an Affiliate Product

Action Idea

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- Choose Your Product** – Select the product that you want to promote as an affiliate. A great place for this is [Clickbank](#)'s online marketplace.
- Layout Page** – The layout should be a simple 600 pixel width table centered on the page with a neutral background. If you need web hosting, we use [HostGator](#) and highly recommend them.
- Persuasive Copy** – Write a short but powerful message that makes people interested in the product that you are promoting and want to know more about it.
- Add A Video** – Add your video which basically says the same thing as your copy but in a different way. You want to make sure that you are completely enthusiastic in this video so that your viewers “catch the enthusiasm bug” and get excited too.
- Keep It Simple** – Don't go overboard. A short 1-2 minute video will do fine. You don't need tons of graphics and flashy text. Keep it simple and let the video do the selling.
- Collect The Email** – Get your visitor to give you their email address for more information about the product that you are talking about by asking for the opt-in.
- Redirect** – After you have collected their email, redirect them to the affiliate product page right away so they can check it out and possibly purchase. If they don't buy, you have their email to follow up and close the sale.

“Super Fast” Action Idea

Go to ClickBank's marketplace and find a product that you can promote for a cut of the profits.

Select a vendor with a product that your customer base will go nuts for and then check out the vendor's website. Take notes for sales copy ideas you can use to craft your sales message on your affiliate landing page. Also take notes for killer content ideas to use when you shoot your Camtasia video, so creating it is fast and easy!

To learn more, check out [Learn Camtasia](#).

- Choose Your Product** – *Select the product that you want to promote as an affiliate. A great place for this is ClickBank’s online marketplace.*
- Create Video Bonus** – *Create a supplemental video or multiple videos that you can use as a bonus to add value to the affiliate product that you are promoting.*
- Layout Page** – *The layout should be a simple 600 pixel width table centered on the page with a neutral background. Think shades of blue.*
- Persuasive Copy** – *Write a short but powerful message that gets people interested & excited about the product that you are promoting and makes them want to know more about it, right now!*
- Instill Extra Value** – *Focus on instilling the *extra* value that your bonus gives them for buying through your affiliate link. Explain that they can’t get this anywhere else and that it’s exclusive. This can be extra video training tutorials on the product you are promoting or an extra video tutorial on the topic.*
- Send Them To The Page** – *After you’ve explained the value, give them a link and tell them to click on it and order. This is your Call to Action.*

“Super Fast” Action Idea

Again, go to ClickBank’s marketplace and find a product that you can promote for a cut of the profits.

Check out the vendor’s site and take notes for possible video ideas that you can include to add more value and enhance the product itself. Create an outline based on this research to create your videos.

You can also check out our Affiliate Program at LearnCamtasia.com. We would love to have you as one of our partners!

To learn more, check out [Learn Camtasia](http://LearnCamtasia.com).

- Choose Your Niche** – *Select the subject or market that you want to publish a video newsletter in by doing searches on Google or just making a list of your passions.*
- Get A Mailing Solution** – *You need a mailing solution to contact your customers. We recommend Aweber.com. If you are not collecting your prospects email addresses, you are leaving money on the table!*
- Script & Shoot Your Video** – *Create a simple script and then shoot the video content that you would like to use in your newsletter.*
- Create A Screen Shot Of Your Video** – *Create a screen shot of your video (including the play controls) so that you can embed it in your email and people can click on it to go and watch your video. Then just have it auto start on your destination page.*
- Create The HTML Email** – *Create your email in HTML format and embed the screen shot image of your video so that people can see a video is available and can click to be taken to the website where it automatically starts playing.*
- Send The Email** – *Send the email to your list and wait for the comments you get from happy subscribers! This is a great way to Give, Give, Give to your customers... use it!*

“Super Fast” Action Idea

Make a list of ideas that you might be interested in creating for a video newsletter. Write them down right now so you will not forget!

Use Google to search for content on those ideas and maybe find a more “drilled down niche”. For example: If you are trying to lose weight, “weight loss” is way too competitive. So if you are an age 40+ male, you might try doing a newsletter on “Weight Loss For 35 to 40 Year Old Men”.

To learn more, check out [Learn Camtasia](#).

- Get Outline Food** – Use Google to find forums and websites where people in your chosen market hang out and socialize. Take note of any things you see that you could offer as coaching. Forums are a great place to discover people’s problems.
- Brainstorm Your Script** – Using the information you obtained in the first step, create a few video ideas and write a script based around those ideas. If you need more content, hit Google again and add more information to your outline.
- Preparation** – Print out your script and read over it a few times ‘out loud’ and possibly practice in the mirror to help you retain what you will be talking about. When you’re comfortable, you’re ready for the next step.
- Record Your Videos** – Now that you’re comfortable with the material that you created, simply record your coaching videos. I recommend taking a break between each recording session.
- Review & Check** – Since these are coaching videos that many people will see, watch them and make sure that they are just how you want them. Any changes that need to be made should be made now. We offer weekly [Screencast Video Coaching](#) for our Learn Camtasia members.
- Embed Your Video** – Embed your video either in your website or blog and set it up as a password protected area to prevent sharing.

“Super Fast” Action Idea

Use Google to find relevant and “social” sites where you can find people interacting on the subject & niche group you want to provide coaching for. Read forums, find their problems, ask questions.

Start building a list of possible topics that you can provide information on and start researching those topics to flesh out your script. You’ll be surprised how quickly a script can come together just by using Google and a couple of hours of your time when you start thinking about it!

To learn more, check out [Learn Camtasia](#).

- Create A List Of Your Websites** – Create a list of all the websites you own and then start thinking of how you can add video interactivity to all of them. Be sure you write these ideas down. If you need web hosting, we use [HostGator](#) and highly recommend them.
- Order Your List Of Ideas** – Now that you have a list of ideas, put them in order. First list any video ideas that could result in the biggest income changes to your most important websites.
- Script Out Your Ideas** – Script out your top 3 ideas so they are ready to shoot right away!
- Practice Embedding Your Videos** – An easy way to start is to use YouTube to host your videos. They give you a simple code that allows you to easily add video to your web pages.
- Record The Session** – Start recording the first 3 ideas you scripted all at once. It is a great idea to record all of these at the same time while you are ‘in the zone’.
- Embed The Videos To Your Top Sites** – Now just embed these new videos to your top sites and watch the difference in how your customers react and convert!

“Super Fast” Action Idea

The first step is to determine which sites you currently own that would benefit and or make more sales when you add video to them.

Now just go revamp those old tired sites with new video themes and watch them come back to life. Adding video to a site is a sure way to kick it back into gear when you thought it may have been a site that was just no longer going to work and convert sales.

To learn more, check out [Learn Camtasia](#).

- Offer The Service** – *Since this is something that you most likely will be offering to existing customers, offer it to your current customers and see if you get any takers. You only need to create the content after they buy!*
- Get Their Questions** – *If you've generated interest and received an order (or multiple), send your customers an email and ask them what questions they would like covered in their personal coaching session.*
- Get Ready** – *After you have the questions that your customer wants addressed in hand, start answering them and creating a script. Get all the ideas that you can down.*
- Flesh Them Out** – *If you need more information to make the coaching session more content rich, now is the time. Visit some market related sites and forums to start looking for more answers and information.*
- Record The Session** – *Once you have your script, record the session(s) using all of the content you've created and gathered. When offering a high end service like this, it's usually a good idea to offer some additional content as a bonus.*
- Upload & Deliver Your Video** – *Once you have created your coaching session, upload it to your website and send your customer the access details so that they can view their session.*

“Super Fast” Action Idea

The first step is to go to your customers and ask them if they would like some personal coaching.

The reason that this is the first step is because you don't have to create anything if anyone doesn't show interest and order. This is the best thing about this idea.

If you get an order, you create the video and pocket the profits. Everyone wins. No orders? You don't waste time creating any video! It's as simple as that.

To learn more, check out [Learn Camtasia](#).

- Decide On Your Market** – Choose the market that you would like to target and choose a niche that you have the ability to get some exposure in. Don't go for the high competition markets, keep it simple and easy.
- Blueprint A Video** – Use Google or Yahoo to search for relevant and “newsworthy” topics to talk about on your blog. Blogs are for news related and current, up to date topics.
- Record Your Video** – Once you have your blog topic, record your video. The great thing about blogging is that it doesn't matter how long your video is. Make your video as long as you see fit to get your message across.
- Signup For YouTube & Upload Your Video** – Once your video is done, sign up for a YouTube account and upload your video. This may take a few minutes and after it's complete, there is usually a 10-15 minute processing time.
- Signup For Blogger** – While you wait for your video to be processed, sign up for a Blogger.com account with a blog address that matches your market. Log in and click “Post”. Enter your title, select a category and any other relevant information.
- Enter Your Video Code & Publish** – Once your YouTube video is ready, grab the “embed” code and enter it into the “Code” portion of your Blogger post. Then click “Publish” and you're done!

“Super Fast” Action Idea

The most important thing that you need to know is that when you blog that your posts need to be “newsworthy”. Think of your blog as a newspaper and remember that people come to blogs for current news and events.

Create a sparse outline to go with for creating your video and get started. Being a blogger, everything doesn't need to be fancy, just get your message out there.

To learn more, check out [Learn Camtasia](#).

- Secure Your eBook** – *Whether you are making a video version of your own eBook or one that you have reprint rights to, select the book you are going to be working with.*
- Break Up The Content** – *Go through the eBook and copy and paste each piece of content into files that represent a video. For example, if you have a 10 chapter eBook and are going to make 10 videos, break the content for each video into a separate file.*
- Addition & Subtraction** – *You may find that you need to add and remove some things from each section because of the transition from text to video. Take the time now to read everything and make appropriate changes, so you don't get stuck later during recording.*
- Record Your eBook** – *Now that you have all of your content broken up as one file per video, record your book. Use PowerPoint & online content in your videos! For more tips on using PowerPoint to create videos, check out our [PowerPoint For Video](#) course.*
- Watch & Analyze** – *Make sure that after you are done recording, you watch all of your recordings in order just like a customer would. Take notes of anything that doesn't flow well, may create questions or needs further discussion.*
- Create a Q&A Video** – *After watching your videos and creating a list of things that need more attention in the video, record a Question & Answer video that you can add to the end to fill in any gaps. You can also add any "off the cuff" thoughts you may have.*

"Super Fast" Action Idea

The first thing that you need to do is find an eBook. Check out any PLR books you can use for your video scripts.

You can use these PLR books to create your videos. You can also use them for a video newsletter or video blog content!

To learn more, check out [Learn Camtasia](#).

- Choose Your Market** – *If you don't already have a subject that you would like to provide training on, this is the time to hit Google or Yahoo to do some searching. Take notes on the things you find.*
- Arrange Your Outline** – *Depending on how you want to shoot your course, you will need either an outline (off the cuff a bit) or a script (more structured). Use your notes from the previous step to arrange a good one that you can easily follow.*
- Record** – *Now that you have an outline or a script, it's time to create your video.*
- Package Properly** – *After recording your video, create a nice menu and also produce your videos properly. This is also the time to watch your videos and make sure you edit out any errors.*
- Zip The Videos & Make a Download Page** – *Now that you have a complete video product, zip it up so it's easy to download. You will also want to create a simple HTML page that links to the zip file so that people can quickly download the product.*
- Sales Letter & Payment Link** – *Once your download page is setup, create a sales letter to sell the video course that you've created. Create a payment link that automatically points your customer to the download page immediately upon successful payment.*

“Super Fast” Action Idea

Find a market by using Google or another search engine to create a product that solves a common problem there. You can also research niche magazines at your local book store!

In an hour or two, you can have a good outline in your hands and in 3-4 hours you can have a full script in your hands with a bit of dedication to your research. This is the hard part of video creation. With a guide when you're recording, the video recording is easy.

To learn more, check out [Learn Camtasia](#).

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Cash Secrets

Physically Delivered Products

Action Idea

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- Choose Your Market** – *It is best to create a product based on something you are passionate about in your own life. This is the time to hit Google and see if there are others interested in your topic.*
- Arrange Your Outline** – *Use your notes from the previous step to arrange a killer outline & script that you can easily follow when you begin to shoot.*
- Record** – *Now that you have an outline or a script, it's time to create your video.*
- Package Properly (Digital)** – *After recording your video, create a nice menu and also produce your videos properly. This is also the time to watch your videos to make changes/corrections.*
- Package Properly (Physical)** – *After you have your videos finalized, you need to select how they will be delivered. You have the option of DVD or CD-Rom. DVD is good for training someone on a non-computer based subject. Computer based subjects work better on CD-Rom. The size of your videos may also come into play when deciding.*
- Package Properly (Going Postal)** – *After you have your product delivery (Digital & Physical) selected, you need to pick an efficient packing method for shipping. Here's a great place for research: www.uline.com.*

“Super Fast” Action Idea

Find a market by using Google or another search engine to create a product that solves a common problem there.

We highly recommend the free Google Keyword Tool to determine if your niche is receiving a lot of search traffic. Keyword research tools are priceless in determining if your niche will be profitable!

Research packaging elements such as product delivery media (DVD or CD-Rom), packaging size and protection to the items you are shipping. These will all affect the presentation to the customer and the expense to you as production cost.

To learn more, check out [Learn Camtasia](#).

- ❑ **Choose a Subject** – *The great thing about creating YouTube videos is that when I say “Choose a Subject”, you really have a much bigger playing field versus creating a tightly focused product. For example: If you sell a Learn Guitar course, you could create videos showing resources on the web, videos showing you playing guitar, videos showing how to read tabs, etc.*
- ❑ **Jot Down Ideas** – *When creating videos for YouTube, we recommend that you let yourself go “off the cuff” a bit and just go with the flow of recording rather than reading off a script. Of course, have an outline but try to be candid.*
- ❑ **Record Your Ideas** – *Now that you have some ideas with basic outlines, simply record a video or two. Remember to add call outs that include the URL to your website! This is how you will be making money with your videos!*
- ❑ **Signup For A YouTube Account** – *Signup is fast and free. Go to YouTube.com and sign up for an account.*
- ❑ **Upload Your Video** – *Once you have an account, simply log into your account and upload your video. This can take anywhere from a few seconds all the way to an hour depending on your internet connection and the size of the video.*

“Super Fast” Action Idea

When it comes to using YouTube to promote your product, it’s essential that you get tons of ideas.

99% of the people searching YouTube are looking for entertainment so you need to focus on that for your viewers. Entertain, provide quality information in your videos and show a little of yourself.

Hyper Video Posting – *Learn how you can upload your videos to over 30 video hosting websites at once with only one simple click of a button. Check out Tube Mogul for all the details right now. This is very powerful and will drive loads of traffic to your website.*

To learn more, check out [Learn Camtasia](#).

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MySpace Videos Galore

Action Idea

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- Choose a Subject** – *The great thing about creating MySpace videos is that you have a massive audience just waiting to see what you can come up with! You can create great content videos to get them hooked and then sneak in a promotional video here and there too!*
- See What's Hot** – *When creating videos for MySpace, it is a great idea to see what others are doing that is popular. Why re-invent the wheel, just pick popular topics and join in on the fun!*
- Record Your Ideas** – *Now that you know what's hot, record a video or two. Remember to add call outs that include the URL to your website! This is how you will be making money & driving traffic with your videos!*
- Sign Up For a MySpace Account** – *Signup is fast and free. Go to MySpace.com and sign up for an account if you don't already have one (which you probably do).*
- Upload Your Video** – *Once you have an account, simply log into your account and upload your video. This can take anywhere from a few seconds all the way to an hour depending on your internet connection and the size of the video.*
- Tell Your Friends** – *After uploading your video, share it with your friends in your MySpace account by posting it to all of their message boards & email it to everyone you know!*

“Super Fast” Action Idea

Click around your friend's profiles and the groups that interest you on MySpace that also relate to your subject (even if it's loosely) and jot down ideas, these will also be great places to post notice that your video is live on your page.

Create videos that not only offer a bit of educational value but do it in a personal and entertaining way. The last thing you want to look like on MySpace is some salesman because they aren't welcome there.

To learn more, check out [Learn Camtasia](#).

- Choose A Product** – *The focus here is to steal traffic from your competition and funnel it over to your similar product or service so that you get their customers. Choose the product that you want to get more traffic to.*
- Find Competition** – *After you’ve selected your product, find all of your competitors and write down all of their product names and other unique identifiers from their websites.*
- Come Up With Video Ideas** – *Now it’s time to create simple outlines for each keyword or product name that you have. You just need enough content as to why your product is better and to discuss the other product’s downfalls.*
- Create Your Video** – *Create a quick 30-60 second video that discusses why your product is better than “insert competitor product name here”. This is what is going to capitalize on their traffic and get the visitor over to your site.*
- Upload Your Video** – *Next, upload your video to your website on an HTML page with the competing product’s name in the title tag, meta tags and H1 tag on your page. It’s also a good idea to have your entire video script pasted into the page for better Search Engine placement.*
- Spread The Word** – *Now it’s time to blog about your page, link to it from your sites and email it to your friends. Link from your MySpace page, etc. Just get the word and links around. This will help you get in the Search Engines faster and start getting your competitor’s traffic!*

“Super Fast” Action Idea

The only thing that you need to make this work for you is competition. Even if you don’t have “direct” competitors, you can still use this idea.

For example: If you are selling dog food, you could target the name of a dog clothing company or a pet prescription company. You can literally have a list of hundreds of easy to grab keywords with some research no matter what niche you’re in!

To learn more, check out [Learn Camtasia](#).

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Cash Secrets

Personal Critiques

Action Idea

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- Free Or Paid?** – *If you have no customers, offering “free critiques” to get your name out there is a great way to build business and a list. But if you have clients already, this is a good way to add an additional service and additional profits to your bottom line.*
- Contact (New Business)** – *Now it’s time to contact interested people. Check out forums, MySpace, etc. and find people you can offer your critique to.*
- Contact (Existing Business)** – *With an existing customer base, all you have to do is email or contact them and offer them the critique service. If you sell inexpensive products, a critique might be under \$100. If you sell high end, you may command more.*
- Question Collection** – *Once you have responses and some buyers of your critique service, simply ask them to send you their questions, their document, their website, etc. Then arrange all the questions and write down your answers. You now have a ready-made script. If you are reviewing a document, make notes for your video.*
- Record Your Video** – *Record your video addressing all the questions and notes you have.*
- Deliver The Goods** – *Now that your video is done, upload it. Name the web page using your client’s name, such as “suzie.html” and send them the link. This gives them the great feeling of a completely “secret” and personal page with their own personal critique on your website. They won’t forget this.*

“Super Fast” Action Idea

The key here is finding the people and helping them solve a problem.

If you don’t have a business, offer people a free critique in exchange for being able to contact them in the future about your paid products and services. If you have a business and don’t get any takers from existing customers, do the same thing.

This is a great way to build your contact database and establish yourself as an ‘Expert In Your Niche’.

To learn more, check out [Learn Camtasia](#).

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Cash Secrets

Camtasia For Hire

Action Idea

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- Be Educated** – *The absolute first step is to make sure that you know everything about using Camtasia software.*
- Sign Up For a RentACoder & Scriptlance Account** – *There are several sites and services that allow you to bid on jobs and do work for hire, but for now we are going to focus on the two easiest and cheapest options. Sign up at ScriptLance.com and RentACoder.com.*
- Create An Attractive Profile** – *This step is Mission Critical! You need to fill in all the skills you have when it comes to online video and Camtasia. Many people will accept your bid if you're easy to contact. Have Yahoo! Messenger, MSN Messenger, ICQ Messenger & Skype installed and ready to roll. These are the major contact clients.*
- Search & Bid On Jobs** – *Once your profile is filled in, it's time to search for jobs and bid on them. Use the search function on RentACoder and ScriptLance to enter Camtasia and Screen Capture into the search box to find the jobs you are qualified for. If you find one, place a competitive bid.*
- Do The Work** – *With your great Camtasia skills, this should be easy!*
- Deliver The Goods** – *Once done, simply upload the work, send your customer the link and ask them to review the work. If there are no changes, request payment!*

“Super Fast” Action Idea

This is one of the great and fast ways to use your Camtasia skills. You can get started literally right now with little work on your part!

The first step you should take that will also get you excited is to get a ScriptLance and RentACoder account and start searching for projects. You may see tons that you qualify for!

TIP: Try posting an introduction video in your RentACoder or ScriptLance profile. No one does this so it will make you stand out!

To learn more, check out [Learn Camtasia](#).

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Your Own Full Blown Seminar

Action Idea

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- Choose Your Subject** – Use Google or go to your local Barnes & Noble’s magazine section to find a killer niche subject that you can create a video seminar on.
- Create Content Outlines** – Use the research you did to create enough content to create at least 4 to 6 hours of video. Full blown seminars really need to deliver on the meaty content and be very professional.
- Look For Resources & Make Notes** – Now that you have enough content created for at least 4-5 hours of video and have outlines/scripts for each video you plan on creating, it’s time to research your topic even more. Look for links, tools and resources you can link to and share in your videos. Also, make notes on additional information you can share.
- Record Your Videos** – Now that you have enough content for creating your seminar videos, go ahead and record them.
- Make It Look Pro** – After recording your videos, create a nice web menu and video intros to present your videos.
- Upload & Offer** – Now that you have a professional product & package, upload the product and contact your email list or friends that may be interested. Sell these as instant access videos or even physically shipped videos with transcripts!

“Super Fast” Action Idea

Make sure that when you do your research, you are always asking yourself this question:

“Does this market or niche have an abundance of low priced products that leave open the opportunity for a higher priced product to be offered?”

This one question will help you develop ideas and finds niches where you can Joint Venture with other people with a lower priced product and help them make more money by promoting your product as an affiliate.

To learn more, check out [Learn Camtasia](#).

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Video Customer Testimonials

Action Idea

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- Get Together Customer Names** – Go through your customer list and put together a list of all your best customers. If you don't have customers, create a list of friends, family and associates that you can give a copy to for free in exchange for an honest review.
- Touch Base** – Email and let them know that if they have Camtasia or a Webcam and would like to either review your product or submit their thoughts on their purchase, you would be grateful and would post a link to their site under their video on your site!
- Bonus Incentive** – To create more response to your offer, you could also offer an additional bonus for submitting a testimonial. However, this will mean that you can't say they are "unsolicited testimonials" on your site, but that's not really a big deal.
- Ask Respondents To Record & Tell Them Where To Send The Video** – Once you have some people that have agreed, send them some ideas for creating a testimonial such as some questions to answer about their experience and give them the email to send the files or download link to.
- Thank Them & Send Them The Bonus** – Once you get the finished video, you need to send them the bonus (if you offered one). It's a good idea to offer a bonus even if you didn't promise one as a way of saying thank you.
- Add To Your Site** – Now just upload the videos to your sales page or website and let the world see that you have satisfied customers sharing their experiences via video!

"Super Fast" Action Idea

The key here is to make sure that you just get started and "Take Action Right Now".

It doesn't matter if you do not have any customers. If you have a product, you can get video testimonials. Contact people in the market and offer them a free copy of your product for an honest video testimonial.

If you have a list, ask people with Camtasia or a Webcam and the willingness to offer you a testimonial to contact you and then explain what you would like them to do.

To learn more, check out [Learn Camtasia](#).

- Find A Niche** – *You need to supplement your Google research with the question “Can I create continual and fresh content on a regular basis in this niche?” If not, it’s a bad idea. If so, it’s a go.*
- Create A Content Idea List** – *Through your research, make a list of dozens of ideas for videos. They don’t have to be complex yet, just get dozens of ideas down no matter how bad you think they are.*
- Select A Few To Research** – *Now that you have a nice list, select a few of the ideas and create outlines for them. Do additional research on that particular topic, if needed.*
- Record The Videos** – *Now that you have an outline for a few of the videos and have researched them, record the videos. Think of also having them transcribed for some text content on your site as well.*
- Choose Your Membership Model** – *Decide whether to charge a one-time fee or to charge a monthly fee. A monthly fee is great for creating reliable and recurring income.*
- Set Up Your Site & Upload** – *Choose whether to use WordPress as a way of protecting your videos or a paid membership script and upload your video content to the site. That’s it, now you’re ready to start charging.*

“Super Fast” Action Idea

Get in the trenches and start researching. There is no time like right now to get started!

The best places are Groups, Forums and places that people generally get together socially to share ideas, answer questions and share problems. Remember that a membership site indicates that it will be growing so even if you only charge one time, you should still add content.

Make sure it’s a niche that you can provide continual content in and that you are passionate about!

To learn more, check out [Learn Camtasia](#).

- Find A Niche** – *You need to supplement your Google research while also knowing that you need to create at least 5 hours of solid content.*

- Create A Content Idea List** – *Through your research, make a list of dozens of ideas for videos. They don't have to be complex yet, just get dozens of ideas down no matter how bad you think they are.*

- Flesh Out Your Ideas** – *Now that you have a nice list, select a few of the ideas and create outlines for them. Do additional research on that particular topic, if needed. Do a few at a time until you have outlines/scripts for each topic.*

- Record The Videos** – *Now that you have outlines and scripts for all your videos on the topic and have researched them, record the videos.*

- Arrange, Produce & Package** – *After you have created your video content, produce them in Camtasia and arrange them in the most professional manner. Decide whether to deliver this course online or offline and create either a web or CD menu accordingly.*

- Upload Or Package & Sell** – *Now all you have to do is upload the product (if it's a web product) or physically package the product and get it ready to ship. You're now finally ready to sell it, congratulations and good luck on your launch!*

“Super Fast” Action Idea

Start looking for a hole in current markets that leave open a space for a full blown How To course.

This may be finding a niche that has a bunch of products such as small eBooks, Reports or Newsletters for sale but nothing that is a “complete” and total solution.

If you can find a market like this that is full of people who have money to spend, making a killing with your full blown course can be a breeze.

To learn more, check out [Learn Camtasia](#).

- Write Some Persuasive Copy** – Write some persuasive text that tells people about why they should sign up for your email list and entices them to do so. These should be big benefits they get for signing up.
- Record Your Video** – Based on the copy you created, create a short 30 second message with Camtasia for your squeeze page. You want to keep it short and powerful because many people will leave if it's too long.
- Create A Simple Page** – Now create a simple page with a centered table that's about 600 pixels wide. Choose a neutral background color such as a shade of blue or grey and then add your video to the page as well as your copy.
- Headline After The Copy** – After you have your copy and video embedded, look through your copy and watch your video to craft a headline for your page based on the most powerful benefit in your message. This is the big, bold text at the top of the page.
- Opt-in** – Now add your opt-in form to the page and also write a short but powerful close that is specific such as: "If you want this free information, enter your first name and email and click the subscribe button right now!"
- Send Traffic To The Page** – Your page is now done and live. Send traffic to it, email your list about it, and include a link to it on your website, MySpace page and YouTube videos!

"Super Fast" Action Idea

Whenever you are in a market that you are selling something in, you should be collecting email addresses.

That's the message here... get collecting email addresses right now! Go to [Aweber](#) to sign up for an account.

This is probably the easiest thing you can put into action now. This is also the most valuable in terms of an asset (an email list) that will make you money over and over for a long time to come.

To learn more, check out [Learn Camtasia](#).