Recommended Resources Rolodex

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 **Learn Camtasia Screencast Video Resource Report!**

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.

They 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!

Video Software

As vital as online video is to your business, so is the software you use to create, edit and share it with the world.

Camtasia Studio

Need to pick up your copy of Camtasia? Check out this link to receive extra bonuses and training from Michelle, including templates to make your video editing even faster.

1 Hour Video System

Create professional quality videos in one hour. Imagine going from script to fully produced video in under one hour, without needing expensive video editing software. Is it possible?

Video Marketer Software

Video marketing software that allows you to upload to over 200 video sharing sites, 90+ podcast directories, and reseach what your competitors are doing. PC and Mac friendly.
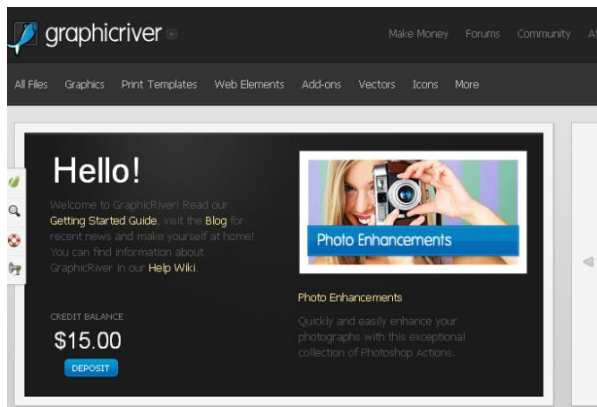
Graphics

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

PresenterMedia

PresenterMedia is one of our favorite graphics resources! We use this on a daily basis to snag great looking, creative and fun visuals. Coupled with the bargain price that includes unlimited access and downloads for an entire year – this resource rocks!
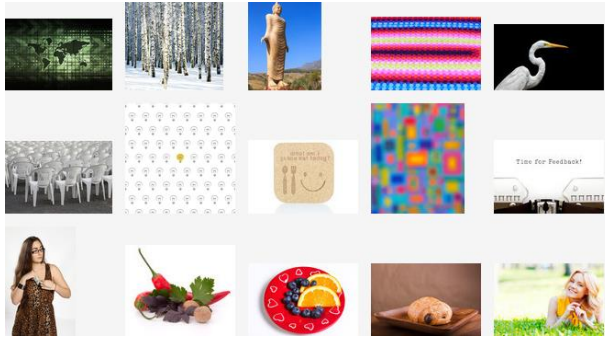
Graphic River

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.

Sparkol

Quickly make animated whiteboard videos. Sparkol works on both PC and Mac computers. Commercial license included with the Pro account.

Photo Dune

Royalty free source of images that are organized by categories. Remember to download free file each month.

Music/Audio

Few things will take you from zero-to-hero faster and give you a professional edge than employing the power of music & sound in your work!

Audio Jungle

Build your video library using this fantastic resource for digital audios. Tracks start at $1. Remember to download your free song each month.

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.

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.

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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.

Easy Green Screen Course

Master the 5 principles of green screen success from camera settings to editing.

Video Storage

Videos are awesome, but part of what makes them that way also requires a great amount of storage capacity. Video, graphic and audio files are huge memory hogs!

Dropbox

Cloud Storage. Free up to 2 GB. Syncs with your computer. PC & Mac Friendly.

Amazon S3

Amazon's Cloud Storage. Use with uploading software. Starting at 10 cents per gigabyte.

Google Drive

Google's take on cloud storage. Free up to 15 gigabytes.

Recording Devices

Using the proper tools when creating videos is essential for producing a professional product.

Logitech G330 Headset

Adjustable headset that can be plugged into either your USB port or directly into your sound card.

Cellphone to Tripod Adapter

Tripod for your Smart Phone.

Green Screen

10 Ft X 13 Ft Chromakey Muslin Green Screen

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Audio Technica AT2020 Studio Mic

Highly Rated USB Condensor Mic

Webinars

Webinars can be really effective marketing and list building tools for your business. However, webinars require the proper equipment, resources and skills to successfully accomplish this goal.

GoToMeeting

Online Video Conferencing. PC & Mac friendly.

GoToWebinar

Do-it-yourself webinar provider. Host up to 1,000 people per webinar. Record and present from one piece of software. Works with PC and Mac.

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Evergreen Business System (EBS)

Webinar automation software. Create your webinar once then use this software to deliver the same content automatically. Live recording can be added as an additional add-on.

Webinar Alchemy

All you need to know about webinars. From growing your audience to promoting your affiliates. Learn the tools to sucessfully host your webinars and banish your fear of public speaking.

Webinar Pitch Secrets

Crush the competition. Learn from Jason Fladien the secrets he uses to produce epic webinars that convert. Turn a free webinar into a money making proposition.

Private Label Rights (PLR)

If you are strapped for time or constantly struggling to create unique content, PLR can seem like a godsend. It's of the utmost importance that you select high quality content from reputable PLR providers and then modify it to suit your needs.

Nicole & Melissa's Coaching PLR

PLR report site that caps the number of people able to download at around 150 people. Each report is run thru two editors making sure you have a quality report.

Resell Rights Products

If you want the luxury of selling your own products without having to go through the hassle of creating them yourself, then Resell Rights Products are right up your alley.

Platinum Resell Rights

 Resell digital information products. Membership is capped to prevent an influx of products. Each product comes with the total marketing package (videos, autoresponder emails, banners, etc.)

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Video Players

Most people will stick to the video players Camtasia spits out or upload their videos to YouTube (or other video sharing sites) and use those players. But did you know that you can use OTHER players to easily display your videos too?

Easy Video Suite

All in one video marketing tool. Record your video, add call to actions, market your video and then track your analytics. Build your email list fast with our favorite video player for presenting marketing videos.

Email Marketing

Email marketing tools are not an option for online businesses, they are a must. Use this tool to turn your visitors and buyers into engaged subscribers.

Aweber

Email marketing provider that allows you to send autoresponder sequences to newsletters.
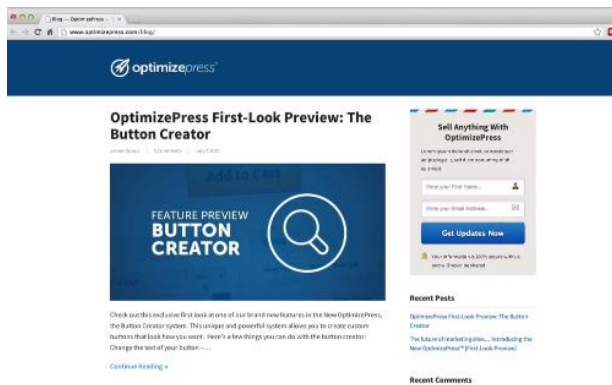
Website Tools

No doubt about it – you NEED to have a website. It allows your business to be open 24 hours a day all year long... even weekends and holidays!

HostGator

Website hosting providing a 99% server uptime guarantee.

Optimize Press

Create landing pages, sales pages, and membership sites with ease.

LeadPages

Easily create mobile responsive landing pages that convert. Works seamlessly with Facebook.

Digital Access Pass (DAP)

Membership Plugin for WordPress that includes a shopping cart, autoresponder, and an affiliate program.

RoboForm

Free password vault. Use on both mobile devices and computers. Syncs between all devices.

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

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