

Tom Antion production notes for Teleclass

“How to Make a Fortune with Video . . . Even if you don’t have a website”

(Note: These are unedited, unspell checked, totally rough notes Tom uses when he conducts a teleclass. Don’t expect them to make total sense to you unless you are following along with the audio recording.)

Welcome to tonight’s program, “How to Make a Fortune With Video . . . Even if you don’t have a website”, I’m Tom Antion and I’ll be your host for the evening. We are broadcasting tonight from the Great Internet Marketing Retreat Center where people come in from all over the world to study Internet Marketing in the Lap of Luxury.

You are going to be blown away tonight. We’re going for quite a while, and we’ll take a brief break after about an hour, but before we get started let me ask a couple questions? . . .Just hold your hand up and then look around to see if anybody at your house thinks you’re weird . . . let me rephrase that because whether I’m holding my hand up in the air or not people around here think I’m weird.

1. How many of you had trouble watching the videos?

I can’t really see, but I had somewhere between 5 and 10 emails that people had trouble. I’ll explain some of those reasons in a moment, but before I do let me ask another question.

How many of you think I should have waited to release this seminar until 100 % of the people on my list could see the promotional videos?

I hope your hand is not up.

The people with their hands up are called “perfectionists” and rarely do perfectionists make lots of money.

It must be an ego thing or something, but I can tell you if I had waited for all the conditions to be perfect before I did something, I would have done virtually nothing in my life.

Thousands of people watched these videos and thousands will benefit from watching them and learning how to do them. . . .That’s pretty good.

So, just because a few people can’t see them, don’t let that stop you from using them.

What are some of the reason they couldn’t see them.

1. Slow connection -- only 23% of active Internet users, less than 10% of business users. If you are afraid of hurting your image, just make a link that says (if you have a fast connection watch the video, or you can give choices of what connection they have)
 2. They do not update their browser to have the latest media players
 3. Because of my large list too many people hit the site at one time
 4. DSL vs Cable Modem - <http://www.speakeasy.net/speedtest/> 5000kbs/2000kbs
- Maybe there are other reasons that I don't even understand which leads me to my latest quoteand you may quote me.

"I don't know everything about this . . . just enough to make a fortune."

Now you have been probably wondering, How is Tom going to do a teleclass about video?

Easy. ...I'm going to talk about it and you're going to listen. Then you are going to look at links I give you to watch other videos. Then if you want you are going to buy the entire 7hour and 45 minute DVD set that shows you and I'll give you a special deal on it.

Let's get to it.

Why is selling with video important?

ADD

Comprehension

Visual learners

Fast action on TV

Discomfort in reading from a screen

Why is this easy now?

Flash video .flv and MP3

Uses of video

Straight product to sell

Sales tool for your products or affiliate products

Customer Service to show people how to use your product or your website

Viral marketing tool

Publicity

Low end equipment

Camera-

Microphone – Azden WMS Pro

Shotgun Microphone

Lights – Home depot small and large construction lights

Tripod – Fluid Head, Bogen or desktop any brand

Robert Rodriguez Mexico Trilogy (El Mariachi/Desperado/Once Upon a Time in Mexico)

Book “Rebel without a crew”

Reflectors, ceiling and walls

Diffusion, gel and shower curtain on a clothes line.

Where to buy – www.bhphotovideo.com

Medium end equipment

Camcorder – Light shoe, external mic jack, screw connector, try to avoid DVD recorders.
Use tape. MiniDV is good

Microphone – Azden WMS Pro

Large Diaphragm microphone Audio Technica

Sound tips, turn off air conditioners, test sound thoroughly, night/early morning, traffic airplanes, etc.

Lights Smith Victor

Tripod Dolly

Reflectors, Foam board

Green / Blue Screen

High end equipment

3 chip prosumer -- \$1500 - 3000

Camera HD, Sony Z1 3000- up

Find a film student – Craigs list,

Microphone, Azden, Sennheiser, Audio Technica

Microphone Mixer

Lights Lowel- Tota Light, Omni Light, Florescent

Tripod - Bogen

Reflectors, buy them

Dolly

Stedicam Poor Man’s Steadycam – Walk right up stairs, run along with your kid playing soccer, open doors of a house

“Guerilla Filmmaking”

Crane

Teleprompter

Accessories

Gels – color, diffusion,
Clamps
Gaffer Tape
Cookies

Software

Sony Vegas Movie Studio for PC
Adobe Premiere

Ilife for older macs
Imovie
IDVD
DVD Studio Pro
Final cut pro express.
Final Cut Studio for Mac

FLV Producer – Tracy Childers, makes the players and also has redirects to links or affiliate links after the video stops
THIS IS REALLY IMPORTANT!

Video Capture Wizard
Can use a good mic and cheap camera with direct on camera and voice over

Podpress for wordpress blogs, to make it easy to podcast and video podcast.

Making a Cheap Web Infomercial

See sample of voice over web infomercial <http://www.internetaudioguy.com> He has no sales letter.

See sample of on camera talent infomercial

<http://www.GreatInternetMarketing.com/multimediadvd.htm>

<http://www.antion.com/speakervideo.htm> (if it's working, brought in 9K in first couple days)

<http://www.Magic4Speakers.com>

Low budget sets

Your office

Shoot super close up with nice background – cookie.

Tiki Bar, plastic plants

Virtual Sets
Serious magic
Ultra 2

Shoot footage – close up is better especially with cheap cameras.

Imports it into video editor software

Arrange your clips on the time line

Scene transitions Dissolve

Live audio – look into camera.

Clothes -- no red, no black, no white, no close patterns, no jangly jewelry.

Don't have to wear makeup for little products, but do pay attention to bald spots and shiny skin.

Look at footage before you do a long segment so you catch anything clothing problems.

Glasses, tip them up at the temples to avoid glare.

Tape notes in bottom of camera lens

Or Voice over

Let's make a portable audio studio

Closet and cardboard box

Good large diaphragm microphone

Mic stand

Boom

Pop Screen

Audio compressor/limiter and good sound card

Sony Audio Studio

Adding Text, lower thirds, you can make your own or buy

Adding Music, Music Bakery

Rendering

Shooting Footage

Sample look at <http://www.GreatInternetMarketing.com/mentorprogram.htm>

Camera still or moving slowly

Pan is side to side

Tilt is up and down

Pan and tilt

Avoid zooms and fast pans and tilts

Shaky shots

Avoid tilts on women, look sexist

Don't crop at joints – looks like the person is amputated

Use tripod for best effect and you can work alone

More advanced camera shots.

Dolly shot

Crane Shot

Aerial Shot

- Convention and Visitors Bureau
- Government archives
- Hang out at the airport and ask around if anybody does this or if you can hitch a ride for some siteseeing.
- Simply hire a flight instructor and plane to fly you around.
- Stand on roof or large hill and shoot down
- Stand on tall ladder
- Stand on crane.

File Types Refer to handout of DVD system Page 7

Making a Higher End Web / DVD Infomercial

Sample at <http://www.GreatInternetMarketing.com/mentorprogram.htm>

Psychology – Tells a story, does not repeat too much

Your life can be different

Fun

Tax deductible

Luxurious

Shopping

Fine dining

Bed – Shoot video to match what you said

Testimonials

Get them on video allowing you to use

Most people that do it are hams anyway

Try to get results based

If you have to get them to hire someone locally or if they have the skill they can record on their own camcorder. (offer to pay expenses)

Candids

Credibility

Networking

Benefits

Exclusivity

Transitions

Lower Thirds

Aerial shots

Amenities, tennis court, hot tub, sauna, theatre, massage chair, sitting areas,

Personalized

Call to action

Making a Broadcast Quality Infomercial that can also be shown on the Web / DVD

Sample <http://www.KickStartVideos.com>

<http://www.LeadingExpertsTV.com> click on demo Jeff Hockings

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<http://www.antion.com>

Show on TV
Put on DVD
Put on CD-ROM
Stream from Web
Put in your video press release or on your pr sites like expert click

Better than an infomercial
Simulated National Talkshow
Leased access cable tv
Producers license insurance
Cheap market penetration
Rates
You can sell the ad space inside the talk show. This is how you can run for free or cheaper.
28.5 minutes

Financing as low a \$250 a month

Free Video Hosting

You Tube
<http://www.youtube.com>
search for “antion”
324 views first month 3888 per year.
30 made it to the end
Just one person a month buying the system is \$12,000.00 a year.

Play lists

Add content to your site
<http://www.IamNotApoodle.com> click on Bichon Frise Videos

Make entire sites based around their content
<http://www.kickstartdatingvideos.com/>

Google Video

<http://www.video.google.com>

Type in “article directories”
Search for “antion”

Problems taping live seminars

Visuals
Questions & Answers
Camera's and lights bothering participants
Make registration permission to record
Put a sign out front
Make them sign a document
Tape them agreeing.

Give discounts for the hassle

Making Products

Perceived value and format
Wake book, CD set, DVD set
I get packaging from <http://www.PolyLinecorp.com>
Covers are simple pdf files sent to Kinkos for color copies

“How to” sells great.

Video membership site Mike Stewart

Interview other experts
Magic 4 Speakers.com

How to get free videos

Barter
Be wary
Make an agreement
Camera Specs
Lighting professional
Mic the audience – Could ruin your production if you don't do this.

Video Email

Hello World
Great Technology
Won't go super big

Screen Capture Video

Uses
Burn to CD as product
Burn to CD as giveaway to stimulate sales of your own product

Burn to CD as giveaway to stimulate sales of an affiliate product
<http://www.FreeKickStartVideos.com>

Display on web as a product

Display on web as a giveaway – same as above

Use for customer service – <http://www.HowToUseAShoppingCart.com>

Use in live presentations.

To purchase the entire 7 hour and 45 minute DVD set visit
<http://www.GreatInternetMarketing.com/multimedadvd.htm>