



How To Make An Effective 'How To' Video

Cheat Sheet

Full article:

<http://www.marketingforowners.com/make-effective-video/>

1. Why Create A 'How To' Video?

- **One third** of people will **purchase after watching a video tutorial**
- Video lets you show off your expertise: **Build your credibility and trust**
- Take advantage of **YouTube's ability to rank well** in search engine rankings
- **Share** your YouTube videos via social networks and **embed** them on your site

2. Easy 'How To' Video Recipe

- Use **images, bullet points, and animations**
- Include your **business name and logo** somewhere on each slide
- Keep the content of your slides **short and punchy**
- **Keep videos short** (20 – 30 minutes max)

3. Software

- For slide show presentations:
 - Microsoft Powerpoint
 - Keynote (for Macs)
 - Google Slides
- For the screen recordings:
 - Techsmith's Camtasia Studio
 - Jing (5 minutes max)
 - Screenr
 - Screen-Cast-O-Matic
 - Cam Studio
- **Tip:** Use **Camtasia Studio's 'PowerPoint' add-in toolbar** to easily record your slides and narration in PowerPoint. For a full walkthrough, see the full article (link above).