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
     - Google Slides
     - Keynote (for Macs)
   - 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).