

## **Make Your Own Promotional Videos**

Online video popularity is at an all-time high. YouTube is one of the most popular websites in the world and many of these videos get millions of use. As an affiliate, you can cash in on this action.

Video can be used to entertain and to inform - and to drive traffic to your website or an affiliate product.

You can demonstrate something on a computer screen using screen capture video software (for example, [Camtasia](#)) or you create a live-action video. Perhaps it's you talking with someone or you speaking directly into the camera. If you don't have a video camera, you can inexpensively pick up a [Flip camera](#) that easily plugs into your computer and makes it a snap to share your videos.

### **Get an Idea**

- Create a screen capture video that shows how MomPLREBooks.com works.
- Record an interview or conversation with someone about marketing to moms.
- Create a video where you tell the viewer about your experience with the product.
- Make instructional videos. Ex. How to write an ebook and make sure to show how MomPLREBooks is an even easier solution.
- Entertain. Some of the most viral videos (videos that are shared and spread the furthest) simply entertain its intended target audience.

### **Load Your Video to the Internet**

You can host your own video on the Internet, but publishing to YouTube is the simplest thing. You can even get the copy-and-paste code from YouTube to show the video on your own website.

If you use a Flip camera, all you need to do is open the software on your computer by plugging your Flip camera in and it will take you through the steps to load your video to YouTube.

If you are working with raw files, you will need to follow the following steps:

- Log into your YouTube account.
- Click "**Upload**" in the upper-right-hand corner of the YouTube page



- Enter Title, Description, Tags, and Category
- Select the broadcast option: Public (everyone can see it) or Private (for sharing with friends and family only)
- Select date and map of when video was recorded (optional)
- Select whether to allow comments, ratings, etc (optional)
- Click the "Upload A Video" to select a pre-recorded video
- Click the "Use Quick Capture" to live record video with PC Camera



- Click the "Browse" button to browse for the video file on your computer.

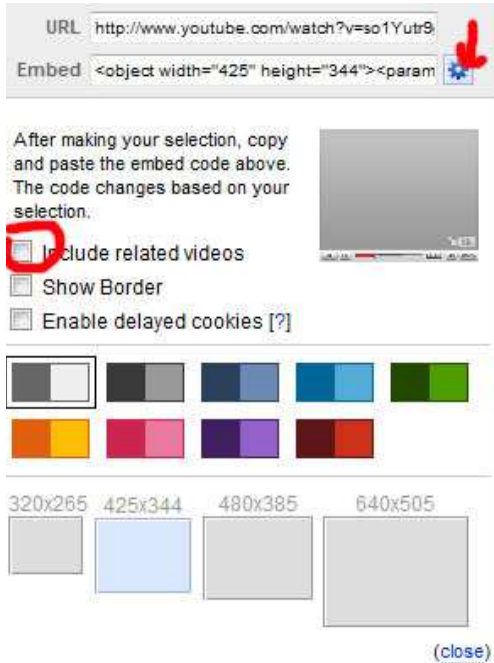


- Click the "Upload Video" button.
  - Note that it can take up to an hour for your video to upload.

## Putting the Code on Your Website

Once your video is loaded to YouTube, you can grab the code for your own site. You'll see it on the right side of the screen when you view the video.

The text says Embed and the basic code you need is in that box (see next page for visualization). Click the symbol marked with the red checkmark on the next page. It allows you to customize the appearance of your video.



Make sure the box that says “Include related videos” is NOT checked. Then people will only see your video and not get distracted with others. You can also specify the color to match your site and the size to fit appropriately.

Once you have specified the items you want the “Embed” code automatically updates. Copy that and paste it into your web page editor’s HTML tab. Then your video is ready to show on your site.