Resource Sheet:
Creating Your Video Salesletter

I. Recording Your Video Salesletter

For recording your video sales letter you'll need two things:

First, you need a presentation software (typically Microsoft Powerpoint on Windows or Apple Keynote on Mac.)

And second, a recording software that will record your presentation along with your voice narration into a video file. On the Mac, the coolest solution for that is called [Screenflow](). And on Windows, you would use a tool called [Camtasia Studio](). Screenflow is $99, and Camstasia is somthing like $300. Before you break into a sweat: You can get both of those tools as a 30-day free trial. Which means that, using our 1-Week-Paycheck system, you could easily create yourself 4 new income streams just by using the free trial.

Also, if you are on a Windows PC and you think about getting Camtasia, go and check eBay and see if you can find some used version of the software, or some older version of it. This way, you can get it cheaper.

For now, I recommend you work with the free trial and use the 30-day limit as yet another incentive for you to get your product off the ground as FAST as possible.

Both Camtasia and Screenflow allow you to edit your video after recording.

II. Publishing Your Video Salesletter

To let people on your website see your video sales letter, you need three basic things:

You need hosting (i.e. a place to store your video file).
You need conversion for desktop players (i.e. Mac/PC) and for mobile players (i.e. iPhone/iPad).
And you need a player software.

I personally use Screenflow, Optimizepress and Amazon S3, and if you want to get to the How-To part on how I do it, you can skip all the alternatives and just jump to section "III. How I Do It" below.

a) YouTube

YouTube gives you all three solutions in one:

You simply upload your video file there, they'll convert it for you, and they give you a nice little "embed code" that you can put on your website and you'll have a ready-made player that'll play your presentation on desktop computers as well as on mobile phones.

Simply go to YouTube, click "Upload Video", and then select your video file from your hard drive and upload it. YouTube will do all the necessary conversion for you, and afterwards, you simply click on "Watch on Video Page", and below your video you find a button that says "Embed" where you'll get the code that you need to paste into your website.

Both Screenflow and Camtasia allow you to publish your recording directly to YouTube. Personally, I use Screenflow on the Mac, and there you will find a special menu item to publish your sales letter directly to YouTube (File → Export to YouTube).

A new YouTube account will initially have a 10-minute limit for the videos that you can upload. But YouTube will offer you to increase that limit by giving them some additional information (I think they need a phone number as verification). You will find the option to increase your limit right on the "Upload" page.

The drawbacks of YouTube are that, first, you have that time limit to your videos. And second, after the end of your video, YouTube will display thumbnails of other videos that YouTube thinks are related to your video... which could distract your visitors from buying your product.

Another hint: By default, when you embed a video from YouTube on your site, it doesn't "autoplay" (i.e. the visitor first has to click on "play" before the video start). To make the video start playing the moment someone visits your page, you need to add "&autoplay=1" (without quotes) after the video ID inside of the embed code. Click here to see an example.

If you have decided against Optimizepress and for the $10 solution that I gave you on Worksheet 19a, then you will most likely use YouTube as your video host, because that's the default setting for this tool.

b) Camtasia

Camtasia has something like a "YouTube" of its own. What I mean by that is that they offer their own video hosting platform, and you can simply publish your video from Camtasia directly to their servers and then get an embed code that you can paste into your website to show the video. As with YouTube, you get all three solutions in one place: The hosting. The conversion. And the player.

c) Do-It-Yourself

If you don't use YouTube, you'll have to find a place where to host the video file, you'll need a player software, and you'll need to create two versions of your video files:

One version in Flash format (file ending: FLV), and one version in H.264 format (file ending: MOV, M4V or MP4). The Flash format is the one that is required by the player that shows the video to desktop computers. And the H.264 format is the one that is required by the player that shows the video to mobile devices that do not support Flash, such as iPads and iPhones. (So yeah, you could get by using just an FLV version of your video, and then your sales letter would be visible only to people on desktop computers. Which is still fine.)

Your recording software (e.g. Screenflow, Camtasia) will probably already haven an option to export in MOV/MP4/M4V format with H.264 encoding (they'll allow you to select an encoding algorithm, and you'll simply select H.264). If that's the case, you already have one of the two versions that you need, and you only need to convert a copy of this one into FLV.

The easiest way to convert your video into the necessary file types are online conversion tools. Here are a couple of examples:

ConvertFiles.com (limit: 200 MB)
VideoToolbox.com (limit: 600 MB)
Zamzar.com (limit: 1 GB)
MediaConverter.org (limit: 1 GB)

Simply upload the video file you have, and then select the output format. If you already have an H.264 encoded file, you select "FLV" as output. If your current file is something other than H.264 with the file ending MOV/MP4/M4V, then convert it into M4V first, and then run the conversion again and this time convert into FLV, so that you now have both of the versions we need.

Once you have both, upload them to your hosting destination. This could be Amazon S3 (I'll explain how to do this in the section "How I Do It"). And it could be just your regular webhosting account (i.e. Hostgator), to which you'd upload the video files using FTP. If you've never used FTP, get Filezilla (free, Windows/Mac), and then follow Hostgator's tutorials to set it up and to transfer the files here (scroll down to the "FTP" section and find the tutorials for "Filezilla").

If you use Optimizepress, then your main work is done here. All you need to do is copy the URLs of your hosted video files and paste them into Optimizepress' "Video Options". Check the section below "How I Do It" for details on that.

If you don't want to use Optimizepress, it'll get a bit complicated from here on. You'd need to get yourself a video player software, and embed that into your website. As a video player software, you can use the free JW Player here. And then you'd have to find yourself a free video salesletter template and paste the video player code in there. Or you'd have to adapt the $10 solution from worksheet 19a. Or you'd have to do it from scratch. Of course, you could also get someone from Fiverr.com or oDesk.com to help you with any of this, but you'll easily spend more time and money on tinkering together a custom solution than it would be worth saving the $97 for Optimizepress.

If money is a big deal to you, then what I'd suggest is that you use the tool from worksheet 19a (which costs you $10) and work with YouTube. Do this until you got a few sales. And then, when you see that it's working, you can go ahead and buy Optimizepress.

I like to go the easy way, and so let me show you how I do it:

III. How I Do It

Okay, so here's MY workflow:

I use a Mac, and I use Screenflow, Optimizepress and Amazon S3.

I create a Keynote presentation. I go through the slides and narrate, while Screenflow records. Then I might do some simple editing in Screenflow (trimming the beginning and the end, maybe cutting out a piece where I had a slip of tongue). Then I export the file as an H.264-encoded Quicktime file in 640 x 480 resolution (if my presentation has a standard 4:3 aspect ratio). Now I have a file that ends with MOV, MP4 or M4V.

Next, I convert this file into Flash (file ending: FLV). For that, I use the tool ffmpegX ($15, free trial, Mac only).

Once I have both files, I use the software Cyberduck (free, Mac/Windows) to connect to my Amazon S3 account (see how to do that here). Pricing for Amazon S3 you can find here. (I pay maybe $100 per month, but I have TONS of videos hosted there, and I even back up my digital photos and videos to S3. If you're starting out with 1-3 sales letters, you're looking at something between $5-10. Also, as I said, you could very well start out by just uploading your video files to your Hostgator webhosting account. Amazon S3 makes sense only once you're getting a lot of traffic and your website begins to slow down because hundreds of people are streaming several hundred megabytes worth of video from your server at the same time.)

After Cyberduck is finished with the upload, I simply right-click on the file inside my Amazon S3 Bucket (still inside the Cyberduck application), and select "Copy URL" and then click on the URL shown below "HTTP URL". Be careful: The URL you copy must start with "http://", NOT with "https://" – otherwise you'll run into problems and your player might tell you "Video file could not be found". Do this first with your FLV file, and then later come back and do the same thing for your MOV/MP4/M4V file once you need the URL of that one.

I then simply go to my website, log into my Wordpress with Optimizepress installed (you'll usually find your login page at http://www.yoursite.com/wp-admin). I create a new page. I select the template I want (for instance "Video Salesletter"). I scroll down to the section "Launch Page & Sales Letter Options". I click on "Video Options". I click "Activate Video". And then I just paste in the URL for my Flash file (Optimizepress calls it "Hosted Video URL"), and then I do the same for my H.264 file (Optimizepress calls it "iPad/iPhone Compatible Video URL"… again, just copy it from Cyberduck).

Then I set the size of my video (typically 640 wide and 480 high). I activate "Autoplay Video". And then I scroll back up, click the blue "Update" button to save my changes, and then I check out how it looks.

If I don't like the design, I try some other templates (simply change them below the "Update" button under the section "Attributes" and then "Template").

And, of course, I go ahead and add a Buy Button. That I do by scolling back down to "Launch Page & Sales Letter Options", finding the headline "Call To Action / Delayed Button", clicking "Activate Call To Action", selecting a button and its styling, and then entering a button delay time and the CTA URL. The "Button Time Delay" is the number of seconds you want the button to wait huntil it appears, starting the moment that the page is loaded. So if you have a 10 minute video, and you present your product and the price at 7 minutes into the video, you'd set a delay of something around 420 seconds.

The "Call To Action URL" would be either your checkout link (if you have just a simple product), or the link to your upsell page (if you want to make another offer before they get taken to the actual checkout page).

If you're using Clickbank, then your checkout page is going to be something like http://1.YOURCLICKBANKNAME.pay.clickbank.net, with "1" being the number of your product inside Clickbank. If you have only 1 product set up in Clickbank, "1" is the right number here. And obviously you need to replace "YOURCLICKBANKNAME" with your Clickbank ID (the username you use when you sign in to Clickbank).

If you want to offer an upsell, never forget that on your upsell page, you need to offer them two options: One is to accept the upsell and buy the basic product PLUS the upsell. And the other one is to reject the upsell and to buy only the basic product. For that, I'd simply scroll up in your page editor inside Wordpress and put in a link that says something like, "No thanks, I don't want to get 10 extra guided meditations and I'm going to stick with the basic package" (replace "10 extra guided meditations" with whatever the main benefit of your upsell is), and that links directly to the checkout page for your BASIC product (so again, that would probably be product #1 inside of Clickbank).

In that case, the URL you'd put in for your buy button on the upsell page would be the URL to the checkout page for the UPSELL package (i.e. the package that contains both the basic product and the upsell). Usually, the product number would then be #2 inside of Clickbank, and consequently the link would look like this: http://2.YOURCLICKBANKNAME.pay.clickbank.net.