

VIDEO BLOGGING » CASH



*Taking Profitable Blogging
To The Next Level*



LEGAL NOTICE:

This book is © All Rights Reserved. You may not sell this book, give it away, display it publically, nor may you distribute it in any form whatsoever.

While reasonable attempts have been made to ensure the accuracy of the information provided in this publication, the author does not assume any responsibility for errors, omissions or contrary interpretation of this information and any damages or costs incurred by that.

The author does not warrant or represent at any time that the contents within are completely accurate due to the rapidly changing nature of the Internet.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

While examples of past results may be used occasionally in this work, they are intended to be for purposes of example only. No representation is made or implied that the reader will do as well from using the techniques.

The author does not assume any responsibility or liability whatsoever for what you choose to do with this information. Use your own judgment.

Any perceived slight of specific people or organizations, and any resemblance to characters living, dead or otherwise, real or fictitious, is purely unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

You are encouraged to print this book for easy reading.

Use this information at your own risk.



Contents

1. Introduction
2. What should my video blog be on?
3. What do I need before I start?
4. Creating your first video
5. Should I write anything under my video?
6. Branding yourself
7. Promotion
8. Monetising your blog
9. How to sell using your videos
10. How to find endless content ideas
11. Final Thoughts



Introduction

Congratulations! Welcome to the guide that is going to take your blogging to a whole new level.

Whether you just want to supplement your existing blog with video or you want to create a pure vlog, then this guide is going to tell you exactly how to do it.

It's true that videos are taking over the net, videos are a lot easier for us as you don't need to read them, they can convey much more information (if a picture can say a thousand words then a video can say much more!), they give much better meaning to your words with inflections and gestures, and they are a lot more fun to watch and to make!

The fact is that videos make much better content on your blog, and you can also use them with devastating effect to increase your revenue and build much stronger connections with your readers.

Plus you can do interviews which just don't have the same impact when you have to write them down and put someone's name against each paragraph to say who said what!

Of course another added bonus is that once you get into it then creating a video is much easier than writing! I can create a 5 minute video which would take thousands of words to duplicate as an article, and record and publish it in less than 30 minutes.

So first off we're going to cover how to choose what you want to blog about, you can blog on whatever you want but unless you consider the topic carefully then you might end up putting in a load of effort but not making any cash!

Then we're going to get into the nitty gritty about how to get your first video made and up and running on your blog (including what to put in your videos).

Promotion comes next and branding, so you can build up your traffic and viewers, then onto the most important part - making money from your blog and videos!

Finally I'll show you how to get Google to cough up endless content ideas for you so you never run out of things to say!

So join me now as we explore exactly how to build your first video blog and get your first loyal viewers.



What Should My Video Blog Be On?

Ok so you are all fired up and ready to create your first vlog (video blog) - but what should you do it on?

Well there are two main considerations you have to take into account, they are:

1. Content - can you talk about the subject and can you find enough content ideas?
2. Money - can you make money from that subject?

First off let's look at content. Most people try to aim at some small obscure niche like left-handed hamster owners or something, but think about it - how are you going to create lots of videos about that?

Sure the competition is much less, but you are going to run out of content after 2 weeks and then be left with a dying blog, if your blog is not growing it is dying!

So try to aim at the much larger niches like weight loss, gadgets etc so that you have a huge range of different things that you can speak about and so there is always stuff in the news and new information and products coming out that you can make videos about.

The next thing to think about is if you can actually talk about the subject, I mean Forex (currency trading) is a huge market and there is lots of potential for some great content - but can you really speak about that topic?

You have to be comfortable talking about the topic or you won't stand a chance of connecting with the viewers and getting them to actually buy anything. You don't need to be an expert on the subject, just comfortable with it or keen to learn about it (I am just about to enter a niche I know absolutely nothing about but I am going to learn about it as I go along so I can create videos that slowly talk about more advanced areas of the topic).

Once you have a shortlist of ideas then start to use Google and find sites and blogs in that niche and see what they talk about - how much content they have, and if you think you could create videos on the same sort of topics. That will help you to trim your list down to the easiest niches to go into as well as provide you with a list of sites that can give you content ideas later on.

Now onto money - can you actually make money from this blog? The key to this is whether people in your niche actually like to spend money. Some niches just aren't really 'commercial', they don't lend themselves to people spending money online. I don't know much about boats but I assume that even if people start their search for a boat online, then they are going to have

This is the end of the
preview – head back
to the main site to
grab the full version
and continue reading!