



How to Use Video to Explode Your Writing Career!

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How to Use Video to Explode Your Writing Career!

Hello, Soon-To-Be-Genius!

Thank you for coming to the webinar. I hope you learned *tons*, and had as much fun as I did! **If you want my eBook version of the webinar**, [click here](#), and you can download it **FREE**. Just enter your email, and you'll have instant access to it.



Use this cheat sheet to your advantage. Video exploded my writing career (um...in a good way!) and I know it will do the same for yours, whether you're pre-published, self-published, or traditionally published. Don't get left behind!

Different Kinds (or Formats) of Video

When you learn how to make videos, you'll be able to cover a variety of topics with confidence, thereby spreading your expertise, gaining fans and more readers. More people will come and stay longer on your site, increasing your SEO.

Here is an exercise for you: ask yourself how would your book, topic, or message fit with the different formats below? Make notes on how you could use each kind. This way, when you're ready to create these videos, you'll have a running start.

1. Informational
2. Tips
3. Writing Craft
4. Explainer
5. Interviews Reading to kids/ways to use or read your book
6. Industry gossip/news
7. Advice for writers
8. A faux documentary
9. Secrets about your book
10. People talking about your topic
11. Interview your characters

Videos to Check Out

- ★ [Katie Davis Reads Who Hops?](#)
- ★ [Katie's YouTube Channel Trailer](#)
- ★ [Katie's welcome video](#)
- ★ [Definition of Explainer Videos](#)
- ★ [Twitter in Plain English](#) (an example of an explainer video)
- ★ [Mango Goes to Work \(example of an iphone video\)](#)

Key Takeaways

- * Sometimes get it done and out is better than get it done perfectly
- * Video length depends on kind of video
- * Book trailers don't only have to be directly about the book
- * Many different kinds of videos can help your career
- * I (meaning YOU) can do this!

Top Video Dos and Don'ts

1. Don't include slow/boring loving pans of a book cover when doing a book trailer. Grab your viewer within three seconds.
 2. Make 'em short! 1:20 is the sweet spot these days. That said, it varies depending on subject and the kind of video it is. An interview can be longer, tutorials and instructional videos also fall under that category.
 3. Do create curiosity - don't tell *everything* in a book trailer!
 4. Do back up your work!
 5. Do back up your work!
 6. Have I mentioned DO back up your work?
 7. Do edit your videos as viciously as you would a manuscript.
 8. Don't skimp on quality audio!
 9. Do be creative: a video that supports your book doesn't have to be *just* a commercial. See Smekday, above, or Kindergarten Rocks video on my Youtube channel.
 10. Don't use images or music you don't own or have rights to.
- * Important tip: Always shoot video horizontally! After all, have you ever walked into a movie theater and seen a vertical movie screen?

Million Dollar Rolodex

- ★ VideoIdiotBootCamp.com
- ★ [Screenflow](#)
- ★ [iStockphoto](#) (if you open a new account with this affiliate link, you will earn 10 free credits! Make sure to read the fine print because you need to use them within a certain amount of time).
- ★ [Powtoon](#) (if you use this affiliate link AND the code **KATIE** when you purchase an EDU account, you will get a tasty discount!)
- ★ [Katie's YouTube channel](#)
- ★ [Fave app #1: 8mm](#)
- ★ [Fave app #2: Vine](#)
- ★ [Clip Art](#) (free)
- ★ [Sounddogs](#)
- ★ [Danosongs](#)
- ★ [Jewelbeat](#)
- ★ [Quicktime](#) (Record your screen)
- ★ [Snagit](#) (Record your screen)

Notes and Questions

You'll find supplemental instructional and tip videos on [my YouTube channel here](https://www.youtube.com/channel/UCBm11111111111111111111) ([youtube.com/brainburpsaboutbooks](https://www.youtube.com/channel/UCBm11111111111111111111)). Subscribe so you know when new ones are added!

NOTE: examples are new examples, and not what you saw in the presentation.

Top ten types of videos

#1 - Welcome



[Click for example!](#)

#2 - Fan Stories



[Click for example!](#)

#3 - Interviews



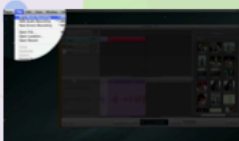
[Click for example!](#)

#4 - Book Trailers



[Click for example!](#)

#5 - Tutorials



[Click for example!](#)

#6 - Series



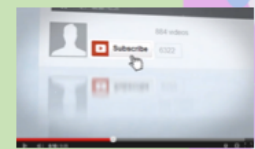
[Click for example!](#)

#7 - Channel Trailer



[Click for example!](#)

#8 - CTA



[Click for example!](#)

#9 - Stats



[Click for example!](#)

#10 - Writing Tips



[Click for example!](#)

#11 - Products



[Click for example!](#)