

In the last two years, the LeadPages video team and I have made more than 350 videos. That's a new video nearly every other day. In that time, we've learned a lot about quickly creating and publishing videos, and we've figured out ways to make the process faster and easier over time.

SCRIPT

When I went from improvising my videos to sitting down and scripting them first, I saw my time spent making videos go way down, and my efficiency go way up. This is probably, in my honest opinion, one of the most important things someone can do to improve not only their time spent on videos, but the quality of their videos.

Typically when people new to video decide to make a video, they turn on the camera and improvise. They don't think much about what they're going to say. Writing down what you're going to say allows you to logically put together a message that will resonate with your viewers. You'll be able to cover the exact points you want to, and say the exact things you want to.

This will not only make it incredibly more easy and comfortable when filming, but it will cut down on editing time as well.



AUDIO

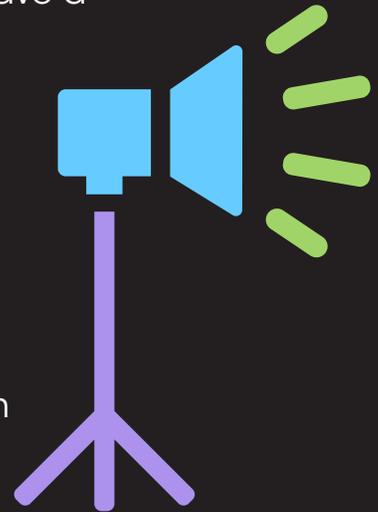
Before you focus on filming, focus on recording good audio. Nothing can kill credibility faster than horrible audio. Often, people just starting out will use the microphone on their video camera, which can work just fine. But viewers will tolerate a lot of video mistakes if they can still listen and understand what you're saying. In fact, a lot of people turn videos on and don't watch at all, they'll let the audio play while they're cleaning house, driving, or working out. So if you can get a lapel mic which clips on to your shirt and captures a cleaner, more crisp audio signal than the built in mic on a camera. If you need suggestions to get started here is a cheap lapel mic that provides great results. **Get it here.**



LIGHTING

Lighting is the easiest way to make quick wins if you don't have a professional video setup. With lighting you want to focus on not only how YOU look on camera, but also on how your background looks on camera. Are the lights where you're shooting casting a shadow on the wall behind you? Is a shadow under your eyes making you look like a zombie? Is the video really grainy because of low light? These types of things can easily be fixed with adding some extra lighting. Just keep it simple and experiment with what looks good.

Not sure what lights to use? For a few bucks these aluminum construction lights work fantastic. [Get some here.](#)



TIE TOGETHER & TRACK

Since videos require so much time and/or money it's important to know if they actually work. It's nice to know how many views your video gets...but what does that really mean in terms of money. Do your videos generate leads or sales for your business? Most people have no idea what it REALLY means when someone watches their video. You have to know when someone clicks play on your video do they convert to a sale or a lead...otherwise it's kind of pointless to be spending a bunch of time and money making videos that people watch but don't take action on.



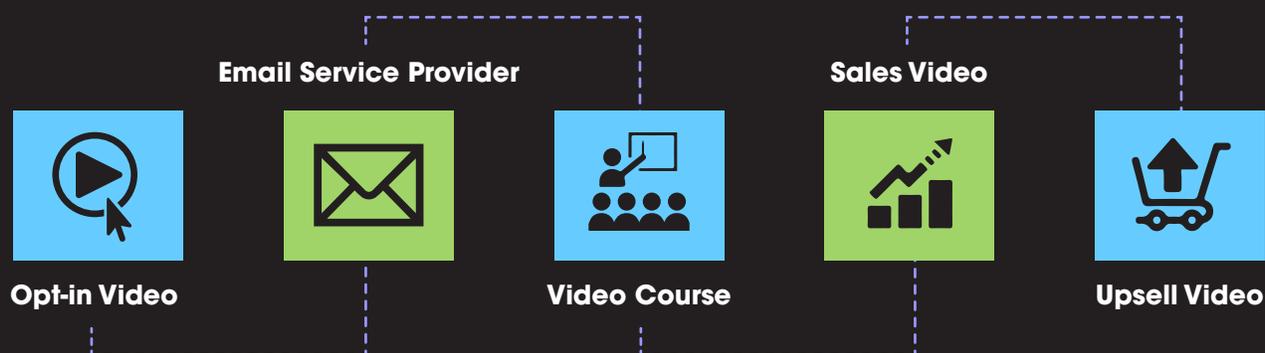
With Smart Video Metrics you can track how effective your videos are at generating leads and sales. So when someone clicks play on your video, you'll know exactly what that means in terms of revenue and leads generated.

Knowing how effective your videos are allows you to focus in on the ones that are performing the best. Which allows you to optimize your video marketing efforts to only create videos that work for you and your business. Get Smart Video Metrics [Here.](#)

I encourage you to not be intimidated by the thought of making videos. They're not that complicated. You just need to get started...the smart way. By focusing on the things above you'll be infinitely more effective than most people publishing videos online. If you'd like to find out more about creating amazing videos and making them actually work for your business visit

smartvideometrics.com/webinar

Now that you have the mechanics worked out, you have to use your videos to your advantage. The best way to start is by creating a video funnel. Typically it'd look something like this:



Now don't stop there. To make this the most effective it can be, track their performance so you know which videos are working, and which aren't. It's nice to know how many views your video gets...but what does that really mean in terms of money. Do your videos generate leads or sales for your business? Most people have no idea what it REALLY means when someone watches their video. Use a tool like Smart Video Metrics to track the conversion rates of all of your videos so you know what happens when someone clicks the play button on your video. Get Smart Video Metrics [Here](#).

Now you've got everything you need to create videos, and have them work for your business. If you'd like to get more training on how to create the only 4 videos you need to double your revenue in the next 12 months check out smartvideometrics.com/webinar to claim your spot.