

A Brief Introduction

I hope you are as excited as I am. Now we belong to a community where people take the first mover advantage. A few years back many people did not know about article marketing. Those who got into it right away made millions. Now there is a similar situation for video marketing. And those who are ready to take action now will make millions.

There is a distinct advantage right now because many people ignore video marketing because they think:

- They need to show their face in the camera
- They need a good voice for videos (whether there is a face or not)
- They need an expensive good quality camera, mic and other equipment
- They think it is time consuming

But in this information product I am going to teach you how to create videos without the above needs and still end up creating a video which is more effective than the Hollywood style videos.

It wouldn't be fair if I did not practice what I preach right? You can see that all the videos I created for this product from the sales copy to the final lesson were using the methods that I talk about in this product.

Like many people I am self-conscious about my voice and I don't want to speak in front of the camera, nor do I want to pour money on high tech recording equipment! In fact it is not needed.

Because the videos we create are not for entertainment, they are for information distribution and sales conversion. People, who try to entertain people and sell a product, fail big time.

Did you know that 80% of the companies whose ads were voted as "interesting" in the super bowl commercials closed down within 10-20 years?

There is no use of getting an ad go viral if it does not sell the product. Yet many people still try to sell products by singing a jingle, including humour in the ads and now worst of all - using sex in ads. These ads get attention of the people but it is not guaranteed that the people will buy the product, let alone notice what product the ad is focusing on!

Read **Scientific Advertising** by *Claude Hopkins* to know more about this stuff! This book was written in 1923 and still the concepts hold good!

If you already know a thing or two about video marketing then you can skip the first 3 modules (not recommended!).

Video Module 4,5 and 6 goes into some advanced concepts and I bet you did not know about at least 1 of them already.

These videos are short (less than 5 minutes each mostly) but they are packed with information. Many video information products that I have come across in the past waste a lot of time with slow screen recording and unprepared speech.

Time is money and I took special care in this product that I deliver the maximum information with the least possible time!

After you go through all the modules, your head will be packed with a lot of information and ideas but you may not know where to start. So make sure that you read the ReadMeLast.PDF after you have gone through all the 6 Video modules as well as the VideoWarrior.pdf tips manual.

Good Luck with Video Marketing!

