

## Video Blogging For Individuals And For Business



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## **6 Steps to Turn Your PowerPoint Into a Powerful Video Blog;**

If you've ever attended a live presentation, then you know PowerPoint slides can be very powerful, or really boring. But if you want to have a truly great presentation online, you'll need to learn how to make your PowerPoint video blog both engaging and entertaining, as well as informative. It's not hard if you keep these steps in mind.

### ***1) Have a Story to tell;***

Everyone loves a good story, and your blog's audience is no exception. When creating a PowerPoint presentation you plan to use in video, be sure it tells a story complete with a beginning, middle and end. If it doesn't, your audience will fast become bored and lose the point. No matter what you're teaching, chances are there is a solid story behind it. Find your story, and you won't have to worry about boring your audience.

### ***2) Use Images and Text Sparingly;***

Don't just do an old fashioned PowerPoint with tons of bullets, silly clip art, and blocks of text. Remember, your PowerPoint is there to enhance your presentation, not to be the entirety of it. Every word and image must serve its purpose, not just take up space.

### ***3) Less is More;***

Letting each slide have only one point will go far in getting your message across. When it comes to PowerPoint presentation, less is always more. No one can read all those bullet points and pay attention to what you're saying during the presentation. Keep in mind that images, less text, the right font, and charts will help the viewer understand your story better.

### ***4) Use Quotes;***

Try using famous quotes to get each of your points started. They'll jog your memory but also intrigue your audience. A good quote can get you started on your point and even make your point for you. If all they remember when they watch your presentation is the quotes, they'll retain a lot more than normal.

### ***5) Limit Fancy Effects;***

Flashy transitions, text that bounces onto the screen, and other eye-catching effects have their place, but too much will only distract your audience. Limit

their use to those places where you really need the emphasis. In addition, mixing and matching effects will lead to a chaotic-looking presentation, so be consistent in your choices.

### **6) *Practice, Practice, Practice;***

You don't need to be perfect, but practicing ensures that the sound and appearance of your PowerPoint video is understandable and as professional as possible. If you use the right tools, such as PowerPoint with Camtasia add-ons you'll be able to make excellent, professional PowerPoint videos.

Finally, try using PowerPoint as a starting point, then combine other technology to help you make your video more interesting. For example, it's easy to use green screen technology to put your image inside your PowerPoint slide. You can also use a huge TV screen as your monitor while standing beside the presentation. You'll need to have the right kind of camera settings in order to record the screen correctly, but the results can be fantastic.

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## **Make Your Talking Head Videos More Engaging;**

If you're using videos on your blog, you're probably making what's known as "talking head videos." These are simple to make – after all, it's just you and a camera – but they can be difficult in terms of engagement. If you think about it, that makes sense. No one wants to watch you chat for 5 minutes. There are some things you can do to make them more interesting, though. Since most people find it easier to learn when visual is combined with audio, video is a natural choice. And by using a concept called picture in a picture and green-screen technology, you can create a better talking head video that gets the results you want without boring your viewer.

### ***Use Picture-In-Picture Technology to Add Interest to PowerPoint;***

This is easy to do using presentation software such as PowerPoint or Keynote. First, create your presentation as you want it. You don't want your face to block your text so be sure to leave space (generally in the lower right or left corner) for your video. You will get to choose where you want your face using software like Camtasia with the add-in for PowerPoint enabled. Then simply record the presentation by enabling both audio and web cam video to create the picture-in-picture recording. You can preview it the entire time so that you can see exactly how it will look.

### ***Green Screens Allow for Endless Background Options;***

Want to have fun with your background? Green screen recording makes it easy. Making a green screen is simple, too. Just buy some bright florescent green poster boards to make the screen as big as you want it, then buy some florescent green duct tape, then simply tape it all together as neatly as possible onto a wall.

Alternatively, you can paint a section of wall florescent green. You can also make a pure white background. Make a white background by using just a white wall, or you can cover the wall with a movie screen, or white bed sheet, or white paper. You can spread the green or white color onto the floor a bit for a better effect.

When you make your recording of your face giving your presentation, be sure to try different lighting options. You'll want to make sure there is enough light – and coming from enough different directions – to eliminate unwanted shadows. Check out some of the [professional photography lighting setups](#) on Amazon. You can buy an entire lighting kit for less than \$200, and it will make all the difference in your video quality.

When you're finished recording, just use editing software to put your PowerPoint file inside the recorded presentation as the background by using the chroma key setting within your editing software. It will look beautiful and seamless.

If all this sounds like a lot of work, another option is to simply choose an interesting background to record against. Bookshelves with a few plants and knick-knacks are a popular choice, as is a nice outdoor scene. Avoid blank walls, and be sure to watch for troublesome details such as plants that appear to be growing out of your head.

Don't ignore talking head videos. They are still a fantastic way to create more engagement with your audience. After all, nothing creates more trust than seeing you as a real person. But do make an effort to create interesting videos that keep your viewer's attention.

Check out some of the [professional photography lighting setups](#) on Amazon.

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## [iMovie Makes Video Blogging Easy;](#)

It's true. Your readers are most likely getting a bit bored with your typical written content. They want to be able to connect with you on a more personal level and have almost come to expect to find video content available everywhere – even on your blog. Not to mention that when you do business in the online world, having the ability to instantly connect with your audience makes it easier for them to get to know, like and trust you.

Here's why: Putting yourself on camera gives your market that personal connection they're looking for. Luckily, video blogging can be done quickly and simply especially with tools like iMovie. Let's take a look at how using [iMovie can help you produce a video blog as easily as 1-2-3.](#)

Technically this is really a four-step process because you have to record the video first. But once you have recorded it, you really can put your video blog out there in 3 simple steps. So we're going to assume you already have your content recorded and it's now just a matter of putting it together and sharing it with the world.

### ***Step #1 – Keep it Short;***

We have terribly short attention spans today. That's true whether we're reading a blog post or watching a video, so do keep that in mind when you're planning your videos. Anything more than 3 minutes will very likely not get as many views as a shorter video. So plan to record bite-sized videos rather than one long recording that covers everything.

### ***Step #2 – Editing;***

Now that your video is recorded and you're ready to put it together in preparation for sharing it with the world, [iMovie makes it easy.](#)

Within iMovie, you will find some basic editing features. While it's nice to add different transitions and effects, don't go overboard. Simple is best. Too much of something can be distracting and cause people to click away and not watch your video.

One of the editing options iMovie gives you is themes. These are a great way to 'spice' up your video and it's as easy as choosing the theme and then dragging and dropping the clips you want to use. You can also add titles and

ending credits while editing.

It's always fun to add some music to a video as long as it isn't too loud or too distracting so that it takes away from your video. You can also easily add music during this editing portion in iMovie.

### ***Step #3 – Publish;***

Now you have everything edited to your liking and are ready to share it with the world. iMovie also makes this quick and easy with their export and upload feature. You can quickly post videos to YouTube, Vimeo and more.

So, as you can see ..... [\*\*iMovie makes video blogging as easy as 1-2-3.\*\*](#)

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## **Interviews Make for Engaging and Informative Video Blogs;**

You probably already know that people buy from those they know, like and trust. And when it comes to working online, this is even more important. So, how do you get people to know, like and trust you? You do this by providing your target market with opportunities to get to know you better. One of the best ways to do that is through video blogging.

With as much as technology has changed and things have become simpler, there's no excuse for you to not be video blogging. Just sharing written content on your site or in other avenues (guest blogging, writing articles, etc) isn't enough. People want to see a face and hear a voice. People have begun to expect it.

If you don't want to put just your face in front of the camera for 3-4 minutes (remember, keep a video short and sweet - anything longer than 3 minutes and people generally begin to lose focus and get bored), doing a video interview is a great way to get around this. Having someone else on screen with you will help take the focus off of you.

Here are some easy tips for video blogging using interviews.

The first thing you need to decide is what software you're going to conduct the interview with. Skype is easy to use and a free option. Then there's always the newer option of doing a Google Plus Hangout and recording the interview that way. These options are great if you're interviewing someone that isn't with you in person. If you're doing an in person interview, you can use your iPhone, a little handheld video recorder, an iPad, etc.

Once you know how you're going to conduct the interview, think about creating an outline or preparing some questions for your interviewee so they are prepared ahead of time. Keep it simple. Just jot down a few keywords or something that will help you stay on track and remind you of everything you wanted to cover.

That's all there is in terms of preparation. Then it's just a matter of finding a time that both you and the person doing the interview with you can meet to do it. It's always a good idea to do a quick test beforehand to make sure that audio and video on both ends is working and that recording is clear.

There's nothing worse than having a great chat full of awesome information only to realize once it's over that there were technical issues and you didn't get the recording or the audio is messed up.

You can make a video interview even more interesting by conducting a round-table where you bring several people together for a discussion. Again, Skype is an option or Google Hangouts. Of course, the more people you have you'll have to try as hard as possible to stay on track and keep time limited.

If you want your community to get to know, like and trust you more, it's time to start showing them who you are. Put yourself out there on video and let them see the real you. If you're just starting, interview video blogging can help you get more comfortable being in front of the camera because there will be somebody else with you.

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## **[Camtasia](#): The Screen-Capturing Powerhouse That Makes Video Blogging Easy;**

Do you use video on your blog yet? With the Internet continuing to lower our attention spans and the fact that everyone has their own learning preferences, adding a bit of variety to your blogging routine will not only spice up your blog, but may just help attract new fans and followers as well.

Of course, you already know that. But you're likely held back by one of the biggest drawbacks to video blogging: fear of the camera. Here's the good news – with Camtasia, you can create and edit engaging, informative, and entertaining videos for your blog without ever getting in front of the camera.

### ***Planning the Perfect Vlog;***

The first thing you should do before firing up Camtasia is to create an outline. It doesn't have to be anything extravagant, but you do want enough info jotted down so that once you start recording, you'll remember all the key points you want to cover.

Since [Camtasia](#) is primarily a screen-capturing tool, chances are you'll be showing your audience several webpages or apps. Save some time and get this set up beforehand. Not only will it save time, but it was also prevent any mishaps such as typing a URL incorrectly during the recording process.

Making that kind of mistake certainly won't ruin your video, but it might fluster you enough that you feel self-conscious about it, so taking this extra step will help your vlogging confidence level.

### ***Aaaand, ACTION!***

Now that you know what you're going to cover, it's time to start recording. Simply click on the record screen button to begin. Camtasia will offer a few pre-sets, such as full screen, 640 x 360 pixels, and some other common sizes. You can choose a pre-set or drag the edges of the recording area to suit your own needs.

If you're going to be talking during the recording, make sure that you have audio enabled before you begin recording. Again, [Camtasia](#) offers several options here based on your computer's sound card and microphone, so be sure to test out a few variations to find the audio setting that gives you the best quality sound. (Note: Camtasia does give you the option to add audio

narration after your video has already been recorded. So, if something happens and you don't capture your voice, know that you can still do it at a later time.)

Now it's time for action. If your video is a 'how-to', start the process of what you're teaching your audience. For example, if you're teaching them how to create custom menus using a menu widget in WordPress, then go through the entire process of how to do it step-by-step. Teach them exactly how it's done. These types of videos are an excellent source of content for your audience.

### ***Post Production;***

Once you've finished recording your video, it's time for a little post production. You can spend as much time here as you like, adding fancy transitions between scenes, cutting out all your "ums" and "ahs", and zooming in to highlight important steps.

[Camtasia makes all this incredibly easy with a full-featured suite of editing tools.](#)

But also keep in mind that your audience might not demand such polish. Sometimes the best vlogs are those that let your true personality shine – including your little speech idiosyncrasies. So don't spend hours and hours in post production. That will only make you dread vlogging in the future. Instead, have a little fun with it, and send it out to the world.

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## **Super Easy Video Blogging with Screen Sharing;**

A great way to make a video without putting your face on camera is to use a screen-sharing program. This type of video blog is ideal for how-to content such as showing the ins and outs of a new software, or, coupled with a PowerPoint presentation, digging into higher-level learning on a variety of topics.

***There are many different screen recording software programs you can use such as***

[Screenr.com](#) -- This software works on both PC's and Macs. You can record easily with just a few clicks. It's a clouded based software that lets you record your desktop and then share everywhere including YouTube.com, other social media, your website and more. It even works on mobile technology.

[Ezvid Screen Recording Tool](#) -- This is another software that you can download to start recording your screen if you use Windows. You can create wonderful how-to tutorials and more with Ezvid Screen sharing tool. You can also add narration by recoding your voice while the video is playing.

[Camtasia](#) -- This is a bit more expensive, but it's a full-featured video-editing software program with really awesome tutorials. You can record your screen with a voice over, edit it later to cut out mistakes, and more. It's really intuitive and simple to use.

[Jing](#) – This free tool is perfect for creating very short screen-share videos. It's from the makers of Camtasia, so it's easy to use and well supported. Even better, it's free, so it's the perfect introduction to screen sharing. The only limitation is that you cannot easily edit your videos, and you're limited to 5 minutes of recording time.

### ***Using Screen Sharing Videos on Your Blog;***

Videos that are made by sharing your screen are useful in a variety of ways in just about any niche. They're a natural fit for coaches and trainers of course, who can use screen sharing to easily demonstrate new software or techniques. But even if your market is new moms or crafters or dog owners, you can still use this technology to reach your audience by coupling it with a clever PowerPoint presentation.

Not sure what content is a good fit for video? Look back at your most popular

blog posts and think about how they can be expanded to include video. For example, if you've written a how-to blog post of any kind consider using that post as a script to record your screen actions doing the same thing. Your audience will appreciate the different types of content, as will the search engines.

### ***Beyond the Boundaries of Your Blog***

Of course, you're not limited to just posting your videos on your blog. You can (and should) also post them YouTube.com, embedded them into social media (Facebook, in particular, is a great option for posting short videos), and even in paid membership areas.

Want to get started with video but not quite ready to put your face on camera? Screen sharing is the perfect choice. Not only is it super easy to get started, it also helps engage your audience by providing a valuable resource in a format that's easy to use and consume. Give it a try! You might just be surprised at the response from your audience.

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## Video Blogging Tool: Screencast-O-Matic

If you're looking for a way to capture your screen to use it as a video blog but don't want something as expensive as Camtasia, Screencast-O-Matic is a great option. It's free and you don't have to download anything to your computer! There is an option to download, but it works either way, so it's perfect when you're just getting started.

Of course, there are restrictions with the free version, as there usually are with free software. The main restrictions are you can't record anything over 15 minutes and you can't edit anything you record. If you need longer videos or the ability to edit, a paid version is available. But for basic needs or when you're just testing the vlogging waters, the free option will work just fine.

Using Screencast-O-Matic is ideal for recording how-to guides to share with your audience. Because you'll be able to capture your screen, you can walk your audience step-by-step through any process that you want to teach them. This is a useful technique because a lot of people are visual learners so being able to see (and hear you tell them) what you're doing, instead of just reading about it can make learning much easier. Not only that, but using Screencast-O-Matic to create how-to videos also gives you the chance to show your expertise.

During the recording process, you can pause if you need to and then click record again to pick back up where you were. This is a good option to use if there's something that you don't need to share with your audience or something you don't want them to see - like logging in to a site and your password would show and you don't want them to see that. Simply hit the pause button, do what you need to do and then hit record and pick back up.

Once you have created your video, with the click of a button you can upload it to YouTube, Screencast-O-Matic or save the video file to your computer. Again, as mentioned above, if you want the ability to edit right there within Screencast-O-Matic there is a paid version available. With the paid version, you also get the option of uploading directly to Vimeo as well.

If you're looking for a simple way to create how-to video blogs for your audience, Screencast-O-Matic is easy-to-use software that even a beginner can master. So, whether you're a pro vlogger or a newbie, be sure to check out and play around with this simple and fun tool. Aside from making vlogs for your audience, this can be a great way to make training tutorials for your team as well.

## Video Blogging on the go with [Socialcam](#);

Video blogging is easier than ever thanks to the invention of Smart Phones and apps like iMovie and Socialcam. Now you can quickly create videos on the go, so there's no complicated set-up or planning involved. Even better, though, your viewers will love the unscripted look, because it makes you more "real" to them.

[Socialcam](#), unlike the iMovie app, is free and makes it easy and convenient for recording, editing and publishing videos. It also has a variety of features that make it perfect for video bloggers.

### ***Unlimited video length;***

One of the nice things about this app is that you can create a video as long as you want. Of course this doesn't mean you should. Remember, the shorter the video the better. People tend to lose attention after just a couple minutes, so if your video is longer than three minutes you'll probably lose their attention.

### ***Filters;***

Filters are a fun way to add some creativity and personality to your video. Just be careful that you don't overdo it. While it can be a nice touch to get creative, you don't want to take away from the purpose of the video - to share content with your audience and give them a more personal approach to getting to know you better. They don't really care about all the added effects of the video, they're more interested in seeing/hearing you and learning what you have to offer them.

### ***Titles/Themes/Music;***

You'll probably want to add a title and an ending title (credits) to your video. This can easily be done within the [Socialcam app](#). The app also has some different themes you can choose from as well as different music options you can add to your video. If you're talking, you're probably not going to want to add music. At least not using the Socialcam app because there doesn't seem to be a way that you can edit the music to make it appear at a lower level so it tends to drown out a person speaking.



### ***Instant Upload/Sharing;***

Just as quickly and easily as you recorded your video, you can share it. [Socialcam](#) gives you the ability to instantly share your video with YouTube, Facebook, Twitter and more. You also have the option to make a video private and share it only with people you wish to share it with.

### ***Cloud Storage;***

A nice feature that the Socialcam app offers is that your videos are stored in the cloud. So if something happens and you lose your phone or it's ruined, your videos won't be lost. All you have to do is access them through your cloud account.

This just goes to show you how easy video blogging really is. With a smart phone and an app like [Socialcam](#), there is no reason you're not sharing video blogs with your audience. So, what are you waiting for? Don't you have a video blog to go and create?

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## **Hanging Out with Friends Makes for a Fantastic Vlogging Experience;**

Not every video blog has to be polished and professional. In fact, some of the most engaging content is off-the-cuff, personality driven, and just plain fun. Google Hangouts makes it easy (and free) to create a vlog that showcases you and your unique personality. And all you need is a Google+ account to get started. (Hint: if you have a Gmail account you already have a G+ account as well!)

Here's how Hangouts work. Simply log into your Google+ page and look to the right of the screen. Click "New Hangout" and choose the people you want to invite. You can have up to 10 on camera, and dozens more watching, but for a video blog, two to three speakers is more than enough. You could even do it by yourself, simply using Google's technology to record the event.

One tip: be sure to enable the "Hangouts on air" option. As soon as you do this, your Hangout will go public and a recording of your Hangout is actually going to automatically go your YouTube account! Once your hangout has been sent to your corresponding YouTube account, you can then embed that video into a blog post on your site and voila... a new vlog for your audience. Talk about a quick and easy way to produce some fresh new content!

One thing to keep in mind is that you Google Hangouts are all about engagement. People like to feel like they are a part of something. Giving them the opportunity to ask questions and have you answer them is a great way to bring your audience into what you're doing.

There's more to Hangouts than just face time, though. You can also record your screen using screen capture software, so it's a good way to demonstrate software. You can share PowerPoint presentations for a more formal look. There are also several different apps that incorporate with Google Plus to enhance your hangouts.

While this is all done in real time and things can be unpredictable - especially if you're going to have other people on with you - don't fret if you want to share the content later on. Yes, it is live but that doesn't mean you have to publish it as is. You will have the option to edit the content after the hangout is over. You can edit the video by going to your video manager in your YouTube account and doing it from there.

### ***Some ideas for Google Hangout video blogging include:***

- Interviews with a guest – think of it as a podcast, but with video.
- Q & A with your market – this is a great way to interact with your audience live, then re-purpose the content later in the form of a blog post.
- Demonstrations – whether software, cooking, or crafting, Google Hangouts are a good choice for live video demonstration. As long as you can use your webcam to film, it's a good candidate for a Hangout.

One drawback to Google Hangouts is the quality of the video. If a crisp, clear picture is important to your event, it might be better to choose a different solution, such as GoToWebinar or Camtasia (depending on your needs). But when you're just starting out, or you're looking for a fun, interactive choice for video blogging, Hangouts are definitely worth a look.

### ***Video Blogging With the Quick and Simple Tools You Already Have;***

Congratulations on making the decision to start video blogging, also known as vlogging. It's an excellent way for you to share your expertise in your niche and to provide your audience with a new way to consume your information as well as a way for them to connect with you on a more personal level.

With the advance of technology and all the different geeky gadgets out there including webcams, vlogging is easier than ever. This article is going to give you some tips on how to use your webcam to create some video blog content.

If you're using a laptop, it's quite common that it already has a webcam built right into it. Be sure to check that out first before going out and purchasing one. If you do need to buy one, you don't have to spend a lot of money. You can pick up an inexpensive one for around \$20.

The biggest challenge you're going to have to deal with using a webcam is finding a way to make yourself look good. If you don't have it angled properly, or it's too high/too low, you're not going to look your best. If you're using a laptop webcam, you may need to put a few books underneath it so that you can raise it up and be eye level with your camera. If it's too low and you have to look down, or it's too high and you have to look up, you're not going to be happy with the quality.

Another tip for vlogging with your webcam is to use a headset if possible. This will help keep out any background noise that your computer's built-in microphone will pick up.

You'll also want to take into consideration anything in the background that may show up when you start recording. If you have a busy background (such as your kitchen or living room) it's going to distract your viewers and they'll lose focus on what you're saying. Not to mention, do you really want people to see piles of laundry or kid's toys in the background?

Try to find the 'perfect' spot in your home or office for vlogging. Set up a background (something as simple as hanging a sheet up will suffice) and add any additional lighting elements you'll need. Keep this space specifically for vlogging so that there isn't a lot of preparation you'll have to do the next time you want to create a vlog.

Once you have all the preparation done and you're ready to start recording, it's best to make a trial run. This will help you figure out if the lighting is right, the angle is right, etc. After your trial run, you can then record the real thing.

Remember to keep your video as short as possible so you don't lose the interest of your viewer. Don't get discouraged if you find yourself stumbling over your words - this is normal especially if you're a newbie. It takes time to get used to seeing yourself on camera. To help prevent stumbling over words or forgetting what you want to share, make a short outline that you can glance at during the recording process to help stay on track.

Remember, too, that all those glaring mistakes will likely not even be noticed by your viewers. We are, after all, our own worst critic!

Then, once you have your content all recorded it's just a matter of editing it and publishing. There are plenty of video editing options out there. It's just a matter of finding one that you can work with easily. Or, if you aren't comfortable with doing it, you can always outsource it. After it's edited and ready to go. You now just have to upload the file to YouTube, Vimeo, etc.

And there you go, the quick and easy way to use your webcam to create video blogs. It doesn't have to be overly difficult and once you get the hang of it, it'll get quicker and easier.

**Remember:** [iMovie makes video blogging as easy as 1-2-3.](#)

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