

MyNAMS Video Marketing Challenge Resources and Rolodex



Resource Rolodex

There are literally thousands of resources available for those who want to make videos. This 25-resource guide is a good place to start for those who want to incorporate video into their marketing plan and business branding.

Don't feel pressured to "go for the best" if you're just starting out in learning video production. Ultimately, equipment is only as good as the skills of the person using it.

Training and Equipment

1. InternetVideoGuy.com

Mike Stewart has been specializing in video and audio production for years. He offers many integrated options in training packages and equipment to suit every video or audio-related need and budget.

He consistently and constantly provides free training opportunities and resources such as customer forums – and his one-on-one customer service is fast, positive and absolutely superb.

A photograph of Mike Stewart, a man with grey hair wearing a black suit, holding a white sign with red text. The sign reads: "Mike says... Don't miss his other websites for training, music and software!".

Music for audio and video products, tutorials every month on how to create audio and video.
TWOBUCKTHEMES.com

Learn how to blog with video and make sales letters easy in my video membership site

INTERNETVIDEOWORKSHOP.COM

The best USB mic for video voices and how to make audio CD products professionally at home!

INTERNETAUDIOGUY

Learn quickly how to author DVDs with Sony Movie Studio.
HOWTOMAKEADVD.com

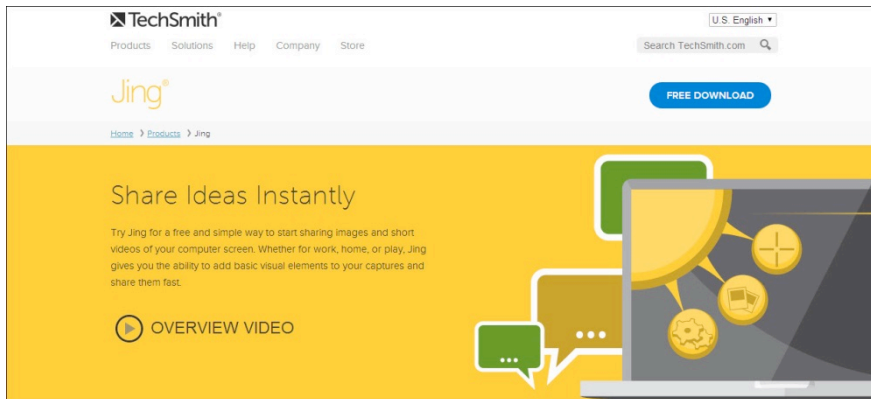
iPad - iPhone Mics, Lights and Mounts for video production like I do these days - [click here](#)

Video Capture Wizard - \$39

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Video Creation Platforms and Software

2. [Jing](#)



Jing is a tool you can download to your desktop and use any time. Saving and sharing screen captures is just the beginning: You can also incorporate them into “how to” video demonstrations. Jing automatically saves your videos, and you can instantly share them to:

- Email contacts
- Your blog
- Your social networks

(Free: For PC or Mac.)

3. [Oovoo](#)



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Oovoo is a video chat service that allows you to record up to 12-way video calls via your mobile or PC. You can sync it with Facebook, Twitter and email contacts. In some ways, it is similar to Google+ Hangouts in that it allows you to screen share during a video chat – or even play YouTube videos within it.

Educate your audience about Oovoo’s many luxury, one-touch features: Then schedule and record regular chats with your favorite guest experts or customers.

(Free, but features ads. You can kill the ads and get priority support by upgrading to premium for as little as \$2.99 per month.)

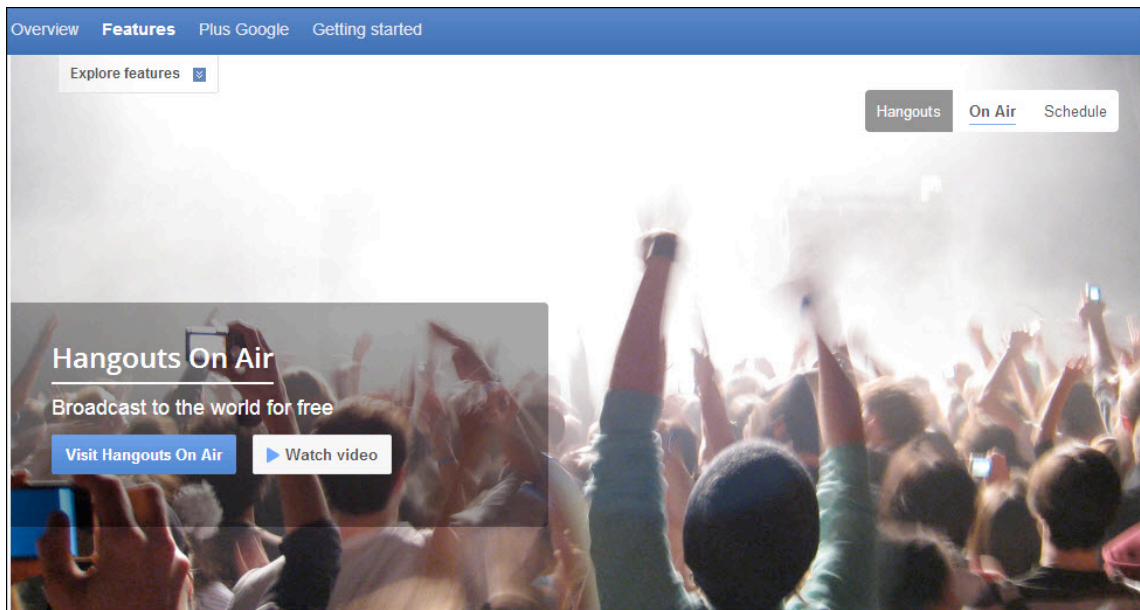
4. [Fuzebox](#)

If you and your audience do everything by mobile, you might want to check out Fuzebox. This app acts as a webinar provider and you can also [record your calls](#) and save them to your desktop (or share via email).

Its biggest advantages are its ease of use and its reliability. One of its biggest advantages lies in allowing the user to set up and maintain “rooms” for regular, recurring video chat meetings, so that you don’t have to reinvent the wheel every time you create another one.

Starts at \$15.00 a month (\$49.00 Pro option recommended); but there is a 14-day free trial.

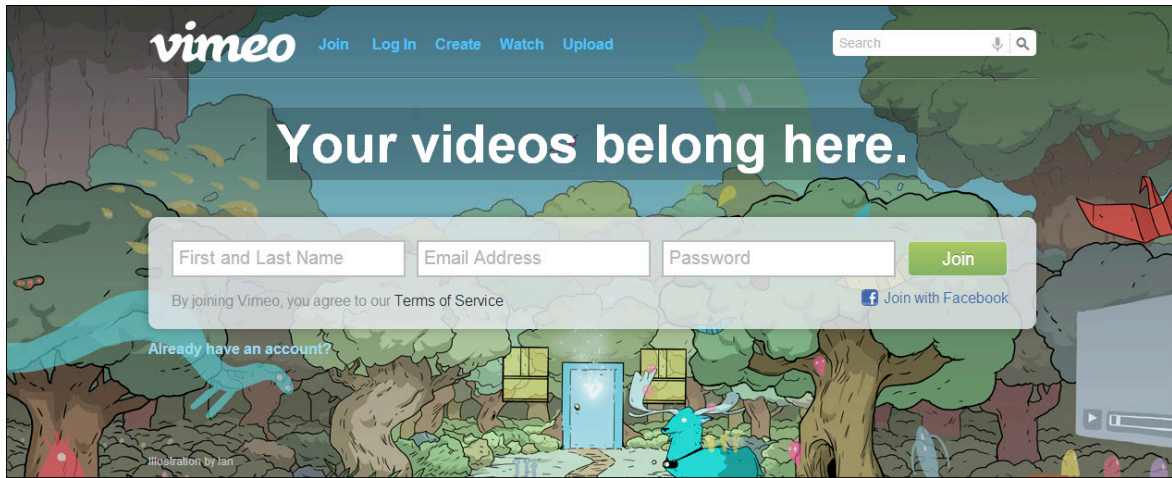
5. [Google+ Hangouts on Air](#)



This platform is going to be huge in the next couple of years, so don’t ignore it. Even if you’ve investigated it before, read up on Google+ Hangouts on Air: There have been some significant changes in recent months. (Free.)

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6. [Vimeo](#)



Vimeo is a social network in its own right. It's the YouTube alternative for professional-caliber, high quality videos – what Starbucks' Cappuccino is to cafeteria coffee. Vimeo videos are visual feasts – the opposite end to Vine 6-second loops.

Particularly well-suited to fictional videos and series, it also features staff picks on its front page, and you can choose specific categories. On YouTube, video series' episodes can easily get lost or not appear consecutively. You won't have that problem with Vimeo.

Has a variety of useful resources in its own right: You can add "looks" and music to your videos – provided by Vimeo – as well as take advantage of its "Video School" tutorials.

Free, but you can access more storage space and resources by choosing a paid plan (starting at \$59.95 per year).

Video Editing Software

You can do a totally professional job with video editing software supplied with your computer for the most part – but if you'd like to kick your video editing up a notch (or speed it up), these software packages can help you do so.

7. [Adobe Premiere Elements](#)

Adobe Premiere Elements offers the advantage of being clean and easier to use than most Adobe products. This is editing stripped down to the basics: But it's still miles above most free editing software!

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8. [Windows Movie Maker](#)

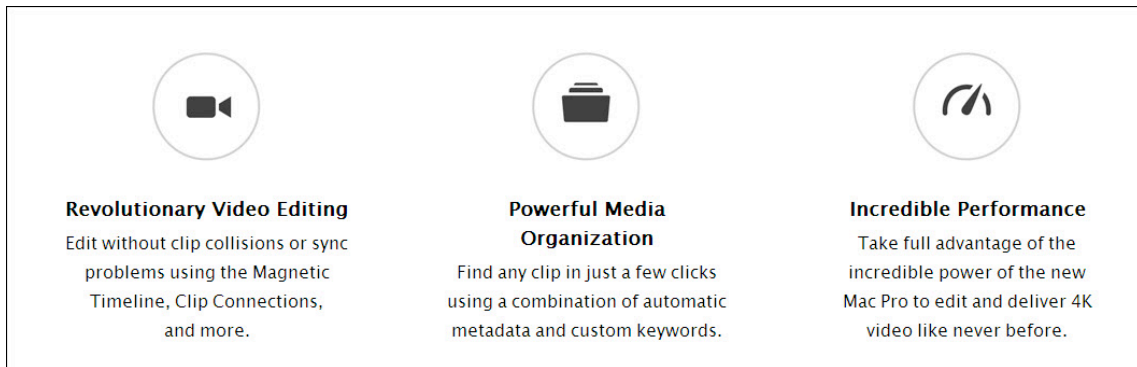
If Windows Movie Maker didn't come with your PC, download it from the link above.

Allows you to drag-and-drop still photographs and video clips into a movie template, add soundtracks, and easily coordinate timing on special effects and sound. You can delete, shorten, extend and more – all very easily.

Provides basic transitions special effects such as fade-to-black.

Free.

9. [Final Cut Pro X](#)



At the extreme opposite end of the video-editing spectrum from Windows Movie Maker, Final Cut Pro X is the hands-down favorite of many professional videographers who use Mac computers and Apple i-Apps and devices.

Capable of allowing you to accomplish astonishing editing feats – but it is by no means easy to understand, especially at first. Take a look at the type of [tutorials and training](#) available for users before deciding if this software is for you.

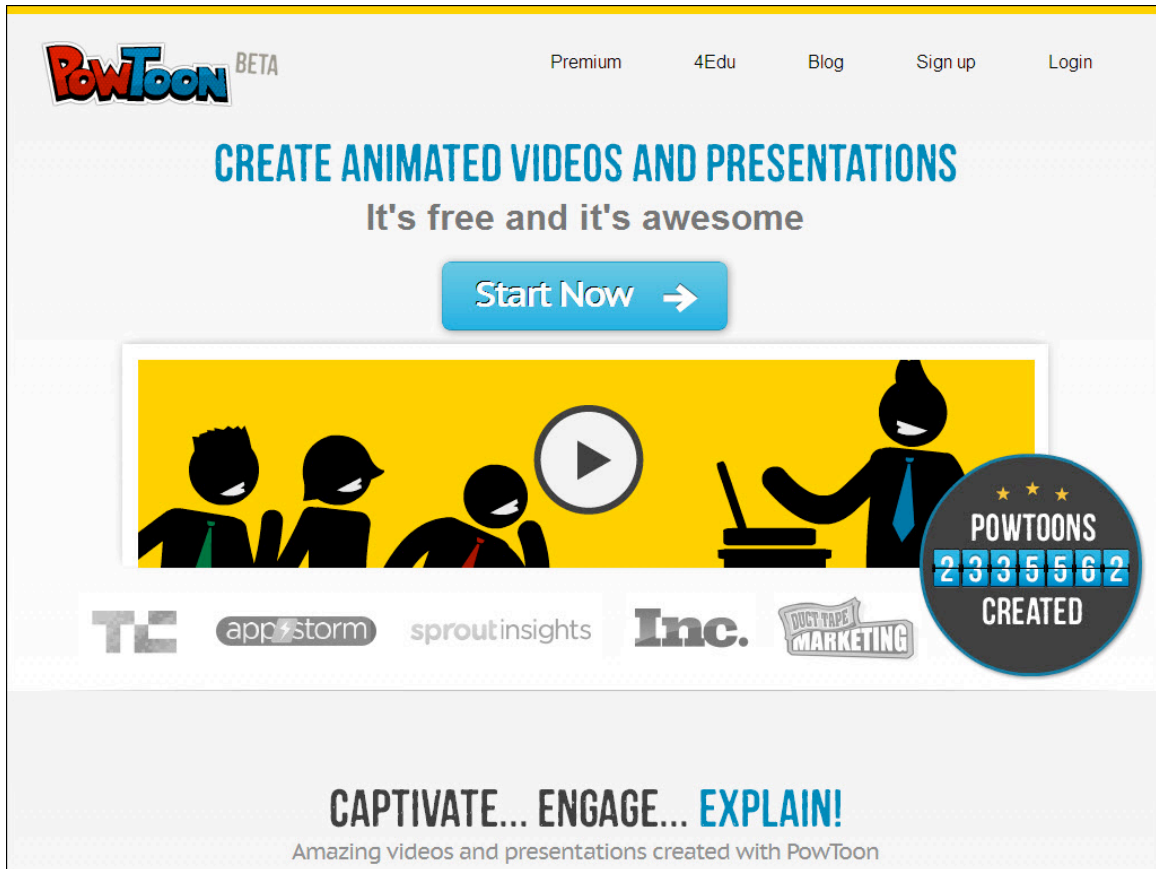
10. [GoAnimate](#)

Want to make an animated video? Try GoAnimate. You can animate a variety of characters, “recording your own narration, importing an audio file, or using the text-to-speech option”.

Has a free version with limited templates, but you don't have to use these if you prefer to do everything yourself.

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11. [PowToon](#)



The screenshot shows the PowToon website homepage. At the top left is the PowToon logo with 'BETA' next to it. To the right are navigation links: Premium, 4Edu, Blog, Sign up, and Login. The main heading reads 'CREATE ANIMATED VIDEOS AND PRESENTATIONS' in blue, followed by the tagline 'It's free and it's awesome' in grey. A prominent blue button with white text says 'Start Now' with a right-pointing arrow. Below this is a yellow banner featuring black stick figures and a play button icon. Underneath the banner are logos for 'TE', 'appstorm', 'sproutinsights', 'Inc.', and 'DUCT TAPE MARKETING'. On the right side of the banner is a circular badge with three stars at the top, the text 'POWTOONS' in white, a row of six blue boxes containing the numbers '2335562', and the word 'CREATED' in white at the bottom. At the bottom of the page, the text 'CAPTIVATE... ENGAGE... EXPLAIN!' is displayed in blue, with 'EXPLAIN!' being larger and bolder. Below this, in smaller grey text, it says 'Amazing videos and presentations created with PowToon'.

PowToon obviously had marketers in mind when it created its templates and resources. And it allows you to create a variety of video types:

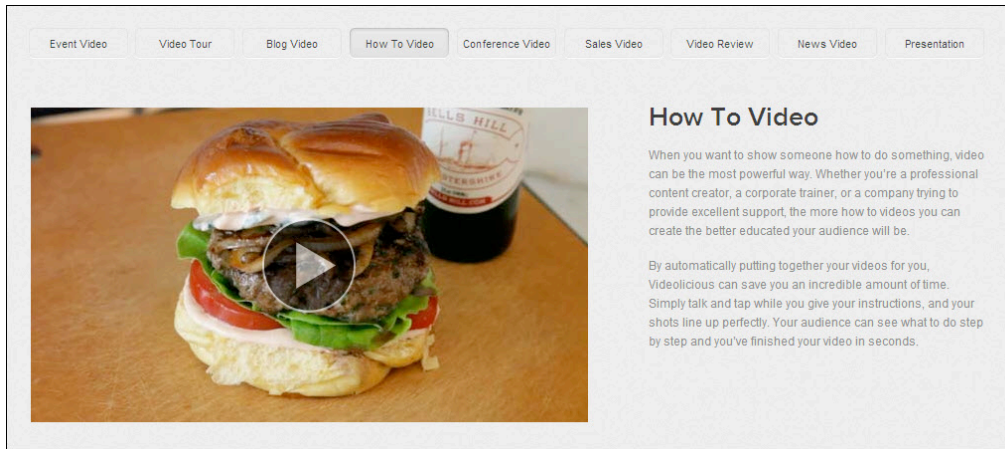
- Tutorials
- Infographics
- Promos
- Slide presentations
- “Social clips”

And all of the above can be done with animation.

There is a free version with limitations.

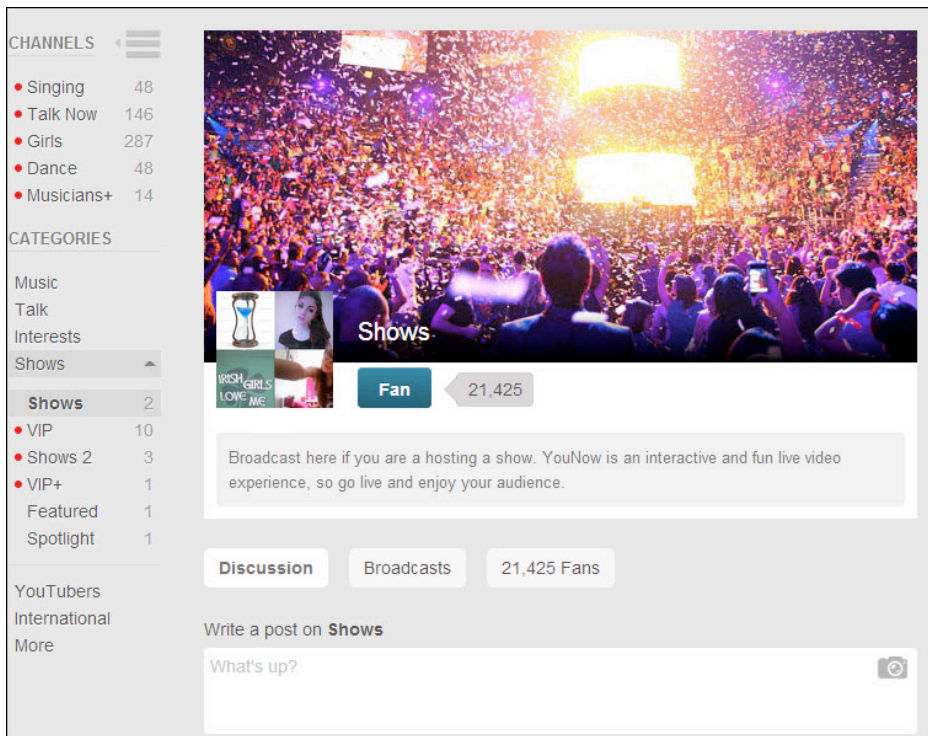
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12. [Videolicious](#)



This highly effective and sophisticated video creation App gears its targeting towards business owners, so its features are much more “business-friendly” than many other video production Apps.

13. [YouNow](#)



This is not just video creation – it’s true Blog TV. You have to be highly focused and highly adventurous to experiment with YouNow. Why?

It’s live!

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(Tip: Select the correct category for maximum effectiveness. App available for iOS and Android.)

14. [Ustream](#)

When it comes to live streaming, Ustream compares itself to HD TV in quality and CEO Brad Hunstable doesn't hesitate to proclaim it as the platform with the "leading live video technology in business communications and digital marketing". With over four million live broadcasters world-wide, it has good grounds to proclaim itself the largest live streaming platform.

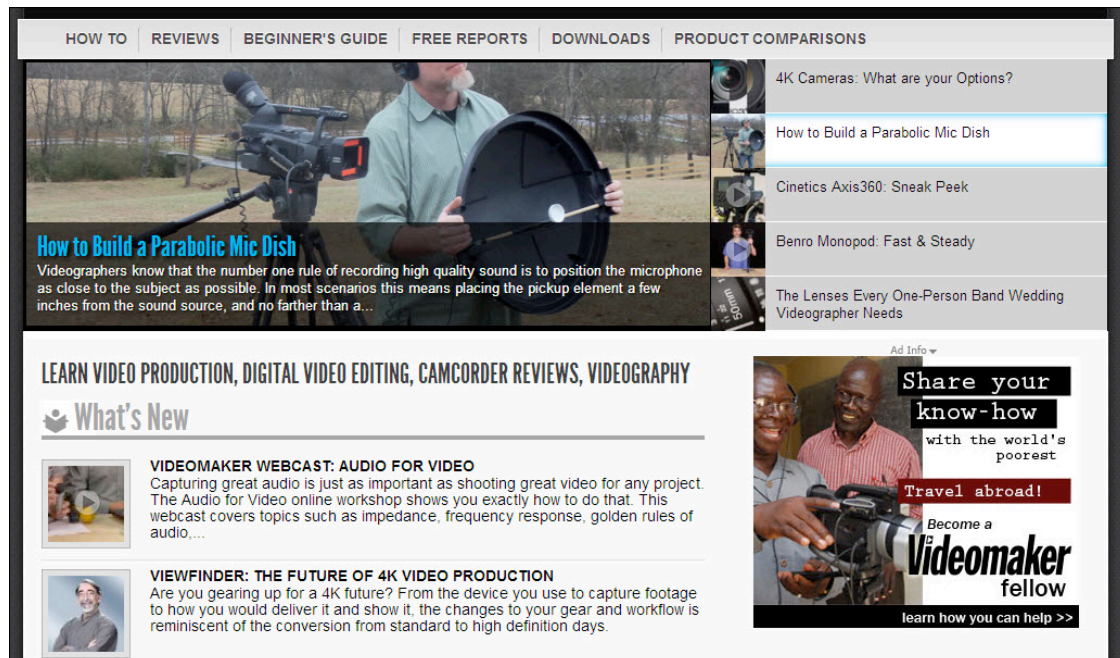
It allows you to stream live from either your mobile or your PC browser. Includes Ustream Producer to help you create professional-caliber videos. Boasts that you can go live in HD anywhere in the world.

Pro plans start at \$99.00 USD per month, but you can help yourself to a 30-day free trial (no credit card required).

Blogs, Articles and Tutorial Sites

One can learn a lot about video creation, including quick tips and shortcuts, from quality tutorial blogs and online magazines. Here are our favorite picks...

15. [Videomaker](#)



The screenshot shows the Videomaker website interface. At the top, there are navigation tabs: HOW TO, REVIEWS, BEGINNER'S GUIDE, FREE REPORTS, DOWNLOADS, and PRODUCT COMPARISONS. The main content area features a large article titled "How to Build a Parabolic Mic Dish" with a video thumbnail showing a man holding a large black dish. Below the title, a short paragraph explains the importance of microphone placement. To the right, a sidebar lists several other articles: "4K Cameras: What are your Options?", "Cinetics Axis360: Sneak Peek", "Benro Monopod: Fast & Steady", and "The Lenses Every One-Person Band Wedding Videographer Needs". Below the main article, there is a section titled "LEARN VIDEO PRODUCTION, DIGITAL VIDEO EDITING, CAMCORDER REVIEWS, VIDEOGRAPHY" with a "What's New" sub-section. This section includes two article teasers: "VIDEOMAKER WEBCAST: AUDIO FOR VIDEO" and "VIEWFINDER: THE FUTURE OF 4K VIDEO PRODUCTION". On the right side of the page, there is a promotional banner for "Share your know-how" with the text "with the world's poorest" and "Travel abroad! Become a Videomaker fellow". A "learn how you can help >>" link is at the bottom of the banner.

If you don't subscribe to another video creation blog, subscribe to this one. Not only does it provide an excellent, clear "Beginner's Guide", you can also help yourself to free reports, downloads and product comparisons – as well as state-of-the-art, current articles by top professionals.

Some of the articles may be over your head if you're just starting out, but there is plenty of beginner-level information – and this is a magazine you can grow into.

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16. [Mashable](#)

A technology/social media blog rather than one strictly dedicated to video, Mashable should nevertheless be on your subscription list, since it often provides both news of changes to video platforms and of new equipment, as well as the occasional resource gem such as the one you will find at the above link -- a list of "25+ Sources for Creative Commons Content" that can be used in videos.

17. [Datamation](#)

A blog in the same category as Mashable, where you are more likely to find news about the latest iPhone version than basic videography tutorials: However, we've included this link because it takes you to a nice little article on "5 Ways to Create a Great Video Podcast" – perfect for vloggers!

18. [Make Internet TV.org](#)



The screenshot shows a video player for 'Make Internet TV'. The video title is 'Welcome to Make Internet TV'. The description reads: 'This is a guide with step-by-step instructions for recording and publishing internet video. Make Internet TV is suitable for many levels of experience; just jump right in at the chapter that seems right for you.' The video player shows a play button and a progress bar. Below the video, there is a navigation bar with six steps: 1 EQUIP, 2 SHOOT, 3 EDIT, 4 LICENSE, 5 PUBLISH, and 6 PROMOTE. The video player also includes a 'Video Info / Embed It' link.

A well-laid-out guide to creating internet TV.

19. [Biggest Video Marketing Mistakes to Avoid](#)

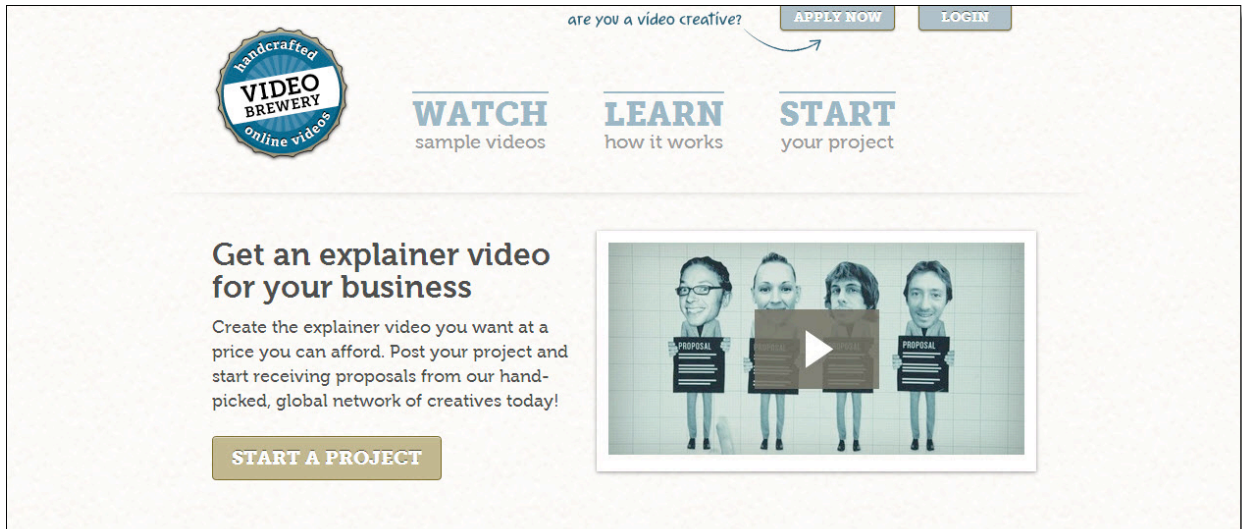
These ten mistakes are the most basic – but if you are just starting out with video creation for your business, this article is a "must read".

Video Services

You may wish to outsource your video creation – or simply add some professional help...

20. [Video Brewery](#)

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Touting itself as a community, Video Brewery is reminiscent of Infographic creations sites such as Piktogram and Easel.ly in its design and a combination of Fiverr and Guru.com in execution.

After outlining your project and what you want it to include/ achieve, you pay a \$10 deposit and “start receiving proposals” from people with skills who want to collaborate with you on it.

You review the submissions and sample videos, and select the “Creative” you want to hire. You pay fifty percent as a retainer via credit card and the remainder on delivery and approval. (Two revisions are included in this process.)

Your project remains private – and once it is completed, you own the rights, so your Creatives perform on a “work-for-hire” basis. (Yes, Virginia: There *is* a contract.)

Using Free Resources

There are plenty of sites providing clipart, but what about video clips or footage you can use? What about free sound clips or music? Below you’ll find not only sources but key facts you need to know about using content from other sites.

21. [SoundSnap](#) (sounds)

You can relax when you download a sound clip for your video from Sound Snap: All clips are original and created just for the site.

There is a “catch”, however: These clips are not free. You need to pay \$249.00 annually for a membership that includes unlimited sounds – but you can choose to pay as little as \$9.00 for five sounds.

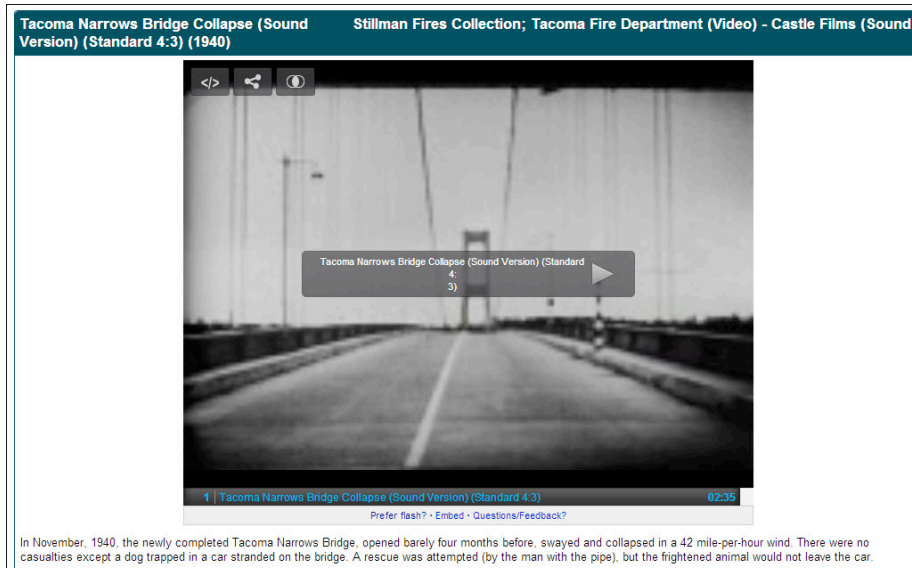
22. [TwoBuckThemes.com](#) (music loops)

We’ve mentioned Mike Stewart already, but it’s well worth pointing out his TwoBuckThemes.com site, which provides quality, original music loops for as little as \$10.00 per month for five brand new tracks in a variety of moods and genres.

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Top quality, all the way.

23. [Internet Archive](#) (video clips)



Stock footage of public domain film clips.

Searchable. Free.

24. [Center for Social Media on “Fair Use” and “Free Use”](#)

Print out this handy, one page sheet on when you can use images for free.

25. [Copyright and “Fair Use”\(U.S. Copyright Office\)](#)

You may be surprised about what Fair Use is – and isn't!