

3 Steps To Make Better Video

After you have found a video to target, you need to make a better and longer video. But how do you make a better video?

Well, this is obviously a whole digital training course on it's own, because there are hundreds of video editing and recording tips out there.

Screen, overlays, animation, zooming, arrows, sound effects, transitions and god only knows what.

But, be mature enough and open minded enough to realize that as time goes on you will naturally delve deeper into video creation and use more advanced methods and editing techniques.

We are going to keep things super simple. Because simple works!

So, let me give you some simple pointers here.

Because we are operating in the tutorial-based niches, with plugins, software and generally quite geeky topics...

It means that the production value of our competitors is generally very low which makes it much easier for us to compete.

Most of our competition are other guys, like us, who make basic over the shoulder tutorials with stuttering voice and bad editing.

So, here is what you do. You might want to get a pen and paper out and make some notes here.

Step 1: Watch the video you are targeting and make notes. Make notes on aspects such as:

– Does the video get directly to the point within the first 3 seconds or is there a long boring intro and the subject matter is not brought up until 60 seconds in?

If the video has a long and boring start without getting to the point, you can make a shorter snappier one which will capture people's attention.

- Does the creator “hum and haw” and stutter and take forever to get to the point as if he has not scripted or planned his video?
- If this is the case then you can make a conscious effort to be more concise, to the point and give better value. Speak clearly, slowly and do not go off script. Stick to the user intent!
- Is the editing bad? Or the video presentation impossible to see?
- If so then make your editing better. Use clear images and zoom in at critical points so your viewers can really see what you are doing.

What do these questions mean?

Well, if you find a target video which is getting a tone of views. But the audio is terrible, the screen is blurry, it's hard to see what the guy is showing you and the editing is terrible.

Then you have an in! And you can easily create a video that is better.

Even if the target video is a well-made video, you can still easily appear in the related results because YouTube will still show your video.

So you would still make the video yourself, even if the target video is a well-made video.

Step 2: Another method, which you combine with Step 1, is to create a bigger and better topic.

So, if you find a video called;

“5 reasons why a sales page using video converts better than traditional copy”

You could, for example, create a video called;

“10 reasons why video sales pages convert better”

That way your video is longer and offers more perceived value from the outset.

Step 3: The next step is to research your content and find out what to include in your video.

This is simple, use your common sense here.

Use your own experience and portray that in the video.

Experiment yourself and actually do what the video topic is about.

Create landing pages and mess around and learn how to do things.

Whatever your niche is actually go out of your way to learn more about that niche.

Leverage what you know and create videos about everything you do.

Think about it. Think about what I am doing here right now?

I could create a dozen videos right now about:

- How to create a green screen recording.
- How to upload your video to Vimeo Pro for an online course.

– How to edit video using Adobe Premiere.

– How to hire an editor on Upwork.

And so on and so forth.

I really hope you see what I am doing here. So, right now. By you simply watching this video, you can create a video called.

How to research a video for YouTube channel?

And you could use this video right here as inspiration.

Do you understand what I mean? Also, Google it!

If you need extra information about a topic. Google it! All the information is right there from so many different sources!

You should also watch your target video and see what they say.

Also, check out other videos ranking with the keywords you are targeting and watch what they have included.

That is the best way to learn and move forward. Start with SUPER basic queries and questions and work your way up.

You are NOT reinventing the wheel guys.

You are simply distributing content based on user demand, and helping people who are looking for information.

So, do not over complicate things.

You know what the best way to learn is? By doing it!

If you just do it and make the video, you will literally learn ten times more than the idiot who makes every excuse under the sun as to why they cannot make a video.

So, now, I want you to go out and research your first video.

Make notes and put together bullet points of what you want to include.