

This is the eCourse. I’ve added the Table of Contents for your convenience so that you can see the days and subjects per day.

Video Production eCourse

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# Email 1: How to Determine Your Target Audience

Subject: How to Determine Your Target Audience

Dear [Name],

Any time you create a video, you should be modeling it around your target audience. In other words, when you start to develop a video, you should imagine who will or who you want to click on it.

This is your target audience.

A target audience is a group of people who are all interested in the same hobby, product, or service. Knowing your target audience is not only crucial for video production but also for any successful business.

Knowing your target audience allows you to make unique content faster, while also being sure it is valuable and successful each time.

3 Ways to Determine Your Target Audience

Look at Your Niche

The easiest way to define your target audience is to look at your niche or the overall theme of your business. For example, if you want to create a video about home improvement, then it is unlikely you will have success in marketing those videos towards those who love camping and going outside.

Ask Specific Questions

If your niche isn't as distinct as the example above or you are still struggling to define your audience, ask yourself a series of questions:

• Who truly benefits the most from this video?

• What value am I providing?

• What value do I want to provide?

• What do I want my viewer to be like?

• What reaction do I want from this video?

• Does this video solve a problem?

It is likely that once you ask yourself these questions, similarities will appear, and you can use this information to narrow down your audience.

Create a Buyer Persona

A buyer persona is a visual representation of your ideal customer based on current data and research. The persona allows you to ensure that any video you create has a clear message designed for the intended audience.

Depending on the subject of your video, you may end up having more than one buyer persona. When creating one, be sure to include as much information about them as possible – including a name, age, occupation, sex, behaviors, interests, relationship status, income level, and so forth. The idea is that you are making an obvious visual representation of who your viewer is.

Don’t let your videos go unwatched because you don’t know who your audience is. Use these simple tips and tricks so that you can market your videos successfully. Once you genuinely define your target audience, you will create higher-quality content and earn more conversions.

In our next email, we’re going to look at why planning is key when making videos. Don’t miss it.

[Sign off]

# Email 2: Why planning is key

Subject: Why planning is key

Dear [Name],

Before you start recording any video, you need to plan. Creating a successful video takes time, dedication, and foresight. Therefore, develop a proper strategy to avoid any mishaps and to be sure your message is clear.

One way to plan a video is to develop a video script. A video scrip outlines your dialogue as well as any information needed for each scene or action shot throughout the entire video.

Here are the reasons why planning is so important when you want to produce a video.

• Faster Recording – Planning avoids having to redo your videos for any reason beyond dialogue or acting mistakes. It avoids having to go back and record missing scenes or reshooting scenes that ultimately did not make sense in the overall video.

• Less Time Editing – Having a plan before recording means editing will be faster. This is because there is less likely to be any need to go back to add in more scenes. Having a clear vision of the end and how each scene needs to happen next clears up any confusion and allows you to work efficiently with the time allotted.

• Clear Goals – Planning helps create a clear theme or overall message to the video. This is because you already know the beginning, middle, and end before you even start filming. Knowing this enables you to make sure the information you are providing is clear and makes sense when leading into the next shot or scene.

• Clear Target Audience – A proper plan includes knowing your target audience before you start recording the video. This is done by visualizing who you want to watch the video or by creating a buyer persona. All successful plans include knowledge of your ideal viewer.

• Set Budget and Schedule – A clear plan allows you to stick to a budget and schedule better. Plans allow you to include extra time and money for anything that can’t be predicted. This is because you took note of everything that needs to be done to produce the video beforehand.

Often, budgets and schedules are overrun due to poor planning or skipping it altogether. Give yourself the time to be sure you know everything that you need so that there are no shocks or slowdowns once you hit record.

The next time you find yourself frustrated about not getting a video finished on time, step back, and think about your process. Did you adequately plan, or did you just hit record and hope for the best?

Next time, we’re going to look at how to produce a storyboard. This visual representation of your script will help make video production easier and quicker.

[Sign off]

# Email 3: Making a storyboard

Subject: Making a storyboard

Dear [Name],

The key to any successful product is planning, and video production takes this seriously and to the next level. First, you must develop a proper script. Once you have a script, you can create what is called a storyboard.

A storyboard is a visual representation of a scene from your script that is made up of a bunch of drawings or sketches that include camera directions, motions, or other details the director believes are essential. They are drawings of each frame and how the filmmaker plans on shooting it. Each sketch is then put together to create an animation of that scene.

Storyboarding is a crucial planning step for video production because it allows you to visualize the result without recording it first. It ensures that the message is clear and that the story being told has everything it needs to deliver the intended impact.

If a camera action doesn’t justify the shot, then storyboarding provides a faster, more comfortable, and affordable way to redo it – rather than reshooting and performing an entire scene. The point of creating a storyboard is to have every scene of the video finalized before any filming happens. It ensures that when the filming day comes, everyone knows exactly how each frame will play out.

Follow below to learn how to make a simple storyboard:

1. Determine the Scene – After a script has been developed, decide which set of shots you would like to start with to create the scene.

2. Determine Your Shot Type – Determine how you want your shot to look for each frame. This is in the angle you wish to show your images, such as close-up, medium, long, master, or extreme close-up.

3. Determine Camera Direction – Once you know what kind of shot you want, you need to identify any movement the camera needs to do. Maybe your shot starts out long and you want your camera to move in onto the scene. This can be done by merely marking the image with arrows to show which direction and then supplying a short description under the image.

4. Start Sketching – Now sketch the frame image with the shot type and camera directions. The sketch does not need to be perfect. Just make sure what you are drawing accurately visualizes what you want in a way that you or whoever is doing the recording understands.

5. Put It Together and Analyze – Once each image is finished for the scene, it is time to put it together in an animation. Then you can use this animation to see if it accurately represents the story you want before filming day.

Produce higher quality videos faster and more conveniently by planning with storyboards. Once you implement storyboarding to your planning process, you will never stop because it will save so much time and effort.

You’ll want your script to be as good as it can be, of course. We’ll give tips on how to have a great script in our next email.

[Sign off]

# Email 4: Tips for having a great script

Subject: Tips for having a great script

Dear [Name],

Scripts are a valuable tool to use when developing and recording videos. Video scripts save time, create consistency within your brand, and generate higher quality content.

Scripts are the blueprints of your videos. It is a chronological outline of everything that will be included in the video, such as characters, dialogue, scenes, or action shots.

Identify the Topic or Intended Goal

This is the most critical step. Know precisely what you want your audience to get from the video before you develop a script. When you know how you want it to impact them, it’ll turn out better.

Don’t assume the ending will come as you write. Determine your conclusion first so you can be sure the body of the video directs your audience to your message successfully. Therefore, your message is clear and to the point rather than sporadic with information.

Write Conversationally

Scripts should be written as if you are talking to someone else. Don’t sound like a robot or use your blog word for word. Make it sound like you are having a conversation with someone else on the other side of the camera.

In other words, don’t sound like you are reading a research paper. Make sure you are having a conversation with your ideal audience or target audience and change your tone or body language to match the intended response.

Be Detailed

Don't assume that a script should only consist of what you are going to say. A script should also include anything you may want to be prepared for.

For example, maybe you want to direct your viewers to look at a specific portion of the screen. Then your script should indicate precisely when and how you do this.

This could also include different camera angles or which camera you want to look at while talking. Don’t forget your B-roll, which is any information that needs to be added. Write down every single word you want to say verbatim so that you know your message is being delivered successfully.

A script is an outline of your whole video from beginning to end, including the dialogue and what is needed for video production. If you can confidently give your script to someone else and believe they will accomplish your vision without your help, then your script is successful.

In our next email, we’ll cover how crucial practicing is to success when it comes to video production.

[Sign off]

# Email 5: Practice, practice, practice

Subject: Practice, practice, practice

Dear [Name],

You won’t be perfect and know all the tips and tricks to video production or editing overnight.

One of the most important tips for being successful is to simply practice. Practicing is important when it comes to any subject because practice is what gives you the expertise and skill over time.

Practicing is what made success for those who have qualities that are idolized today. Take Olympic swimmers, for example; they have been practicing since a very young age. They say it takes over ten thousand hours of doing the same thing to be called an expert at it. This means that you should not give up after one try or even multiple failures. Give it adequate time and practice.

Allow Enough Time

Don't expect to know everything right away or even the next year or two. It will take time to learn your style and all the technology and software that comes with video production to gain success.

Create and Set a Plan

Develop a plan that will allow you extra time to practice any skills that you need to improve on. Practice your scripts before you record, practice your recipes for cooking, or practice the filming style that you want to do.

Whatever it may be, make sure you include extra time in your schedule before you do anything that is required to make the actual video.

Be Realistic

Make sure the plan you set is also realistic. The plan for studying isn’t about what you get out of it at the end. It is about where you are now and what needs to be done to improve.

The point of practicing is to develop your skills and get better, which can’t necessarily happen by speeding up your plan. It happens by making sure you do more of it over time instead.

Identify Problem Areas

Use your practice time to work on your obvious problem areas. Instead of doing the same thing over and over, use this time to identify why you are having this problem.

Maybe your mistake is simply going too fast, but you are too caught up doing the same thing to notice you are doing it wrong in the first place. For example, when practicing an instrument, you wouldn’t play the full song over and over if you are only struggling with a few notes at the end.

Use these tips to make practicing second nature. Don’t wait until the last minute on every video you make and expect high quality every time. The more you keep practicing and don’t give up, the more positive results you will see.

Editing is another key part of video production. We’ll look at that in the next email.

[Sign off]

# Email 6: Editing Tips

Subject: Editing Tips

Dear [Name],

Editing can be a time-consuming and often dreadful task for many people. However, it does not need to be this way. Editing takes time and dedication to learn, but you can learn too by following these tips to improve your editing.

Plan First

One of the most important parts of successful editing does not even have to do with the action of editing itself.

Instead, it's about what you do before the editing: planning.

Having a full plan of your project allows you to spend less time editing. Instead of using your editing time to plan your angles or what text you want to include, do this ahead of time. That way, the time you sit down for editing is only for editing.

Stay Organized

Keep your videos and anything needed for your videos organized. Make folders on your computer for each project to help keep your clips organized while shooting. Organize your clips by dates, camera type, or any way that makes sense to you. The point is to prevent you from searching for clips or information from a hundred different sources.

Always Have Consistent Audio and Lighting

You need to have a quality mic and test before shooting. Make sure the volume and background noise are perfect before you hit record. This is equally important for lighting. Ensure each shot is clear, and the colors are even or how you would like them to look visually. Make sure the camera is positioned in the best shot to see the full visual. This way, you won’t have to re-record shots or struggle during editing.

Say No to Jump Cuts

Avoid jump cuts. There are other cut styles you can use. Inexperienced editors will often use jump cuts when transitioning because they are unaware of the other options or because it is simply easier to accomplish.

You want to avoid this because it will be evident to the viewer and will be seen as low quality. Use more than one camera angle, film B-roll, and learn how cut styles work. Take time to learn; don’t rush.

Learn Keyboard Shortcuts

Most editing software has keyboard shortcuts that are useful during editing. They are called shortcuts for a reason, because they save time and bring you straight to the solution.

If you use these five tips while creating your videos, you will reduce your editing time and improve the overall quality of every video you create.

Should you include animations in your videos? We’ll look at that next time.

[Sign off]

# Email 7: Should you include animations?

Subject: Should you include animations?

Dear [Name],

Animated videos are fun and engaging and are great to include in your video content. Animation can be included in parts of the video or you can make the full video animated.

Either way, statistics show that people who watch videos find animations more entertaining.

Animations provide a wide range of benefits to your audience. They are more comfortable on the eyes, allow viewers to understand content faster, and provides a sense of interaction with your audience.

More Flexible Content

Animated videos make it easier to produce more content faster. This is because you don’t have to hire someone to physically be there or have multiple people come to one place at the same time to get it done. If you have the skills to create the animations, you could possibly do the full project yourself too.

Beyond terms of service of your video platform, there really are no limits to what animated content can do.

You can easily produce a fictional or real place without having to be there and film it physically. You can make visuals of ideas you want to share that are too complex for words. Or you can simply share your art as abstract or normal as you like.

Extends Brands Marketing Ability

Animations can include more materials that revolve solely around your brand. It can tell your brand's story in a way that you can’t do with speech. Animated videos can be styled around your brand's identity, logo, and colors.

Due to animations being easy to watch, they are often shared on social media platforms too. Because it is highly shareable content, both YouTube and Google love to promote this type of content more often.

Simplifies Complex Subjects

Humans use visuals to understand complex issues more easily and faster. Animations help simplify or at least make a complex issue easier to understand by simply demonstrating it. Combined with text on the screen, your viewers will learn your point more easily and be impacted faster too.

Enhances Your Product or Service Descriptions

Animated videos can bring your products to life. If you are making any videos on YouTube, to really benefit, you should create monetizable products. Then use animation to bring these products to life to make sales.

As you can see, there are so many benefits to animated content that there is no reason not to find a way to include it in your video content. Even if you don’t want to have fully animated videos, include small clips or overlays to keep your audience engaged.

Look out for the next email, where we’ll give tips on getting feedback on your videos.

[Sign off]

# Email 8: Getting feedback

Subject: Getting feedback

Dear [Name],

To improve your video product and quality, you must accept feedback. Feedback might be words of criticism or compliments, but it is essential regardless.

The most important thing to understand about feedback is that it is all a learning process, and you need to know how to handle it or what to do with it. Feedback is not always negative. Whether negative or positive, feedback can be used to your advantage.

Where to Get Feedback

Ask friends, family, or colleges first

If you want honest and constructive criticism, ask someone you trust or value before you upload. Make sure whoever you ask will be honest with you first. Usually, you know who in your family or outside of it that will be straightforward with you.

Don’t ask your best friend if you know they will like it no matter what you do. Also, tell them what you want from them watching it – that way they can be prepared to respond.

Turn on comments

Having a comment section is the best way to get all feedback from your videos. Now, most of these comments may not be useful or instructive. However, a lot of your true audience will want to ask questions or even ask for certain videos.

What to Do with Feedback

Learn what is useful and what is not

You will always get feedback from any videos you produce, whether it is helpful or not. This will take some time to get used to. There is a difference between offering constructive criticism and criticism only meant to hurt you. If their suggestion is not correct, move on and completely ignore the feedback because it is only meant to stump or slow you down.

Enhance your product

If there is truth to the statement, investigate it to find out if it's truly worth updating or fixing the next time you record a video. Look within yourself to see if what they are saying is true, and if it is, can you change it?

What’s more, is it worth changing? Don’t let your feelings get in the way. It is okay if people don’t like your content. The fact is that you won’t be able to make everyone happy. The most important people are your actual ideal audience. What are they saying?

Look at the product or whatever content you created and see if what they said could help enhance it.

Not all feedback is negative or about your actual video either. In fact, it may even provide your next video content idea. Use these ideas to see if they fit within your brand. This is the best feedback your audience can provide because they are asking for content from you specifically.

As you can see, feedback can be negative, but overall if you use it the right way, the result will be positive. Use feedback to improve your video quantity and quality. Don’t avoid feedback; seek it, ask for it, and embrace it.

You’re not done with your video when you’ve produced it. You need to tell people about it too. Next time, we’ll give some useful video marketing tips when you’re making an instructional video.

[Sign off]

# Email 9: Instructional video marketing tips

Subject: Instructional video marketing tips

Dear [Name],

Research shows that people would rather watch a video than read. This is excellent news for your business. That is because instructional videos are easy to make, and your audience will enjoy them more than written content or as an additional component to written content. Your instructional videos can be as elaborate or as simple as you like.

An instructional video is composed of steps and instructions or simply a “how-to” guide on a certain subject or segment of a topic. Instructional videos are a great marketing tool for your business and are widely used to teach and sell many products.

Create an Inviting Thumbnail

Make sure the thumbnail of the video is inviting and makes your viewers want to click. When demonstrating how to bake a cake, show the result of the cake clearly and even personalize it with you smiling (or frowning) and some descriptive text.

Make Sure the Title Is Click-Worthy

In other words, make sure your viewers know from your title what they are getting when they click. Don’t trick them. Instructional videos usually solve a problem, so include that clearly in your title.

Tell Your Viewers to Share

There is no reason you shouldn’t ask your audience to share. If your viewers like your content and value it, they will want to share it anyways, so provide a reminder at the end of your video to get the ball rolling.

Include a Call to Action

Include a separate call to action over just asking them to share the video. A call to action is exactly what it sounds like – simply asking your audience or viewers to do something.

This can be commenting and answering a question you provide, or asking them to go to your blog or sign up for your email list. You will always want to invite your audience to your own platform or email list for higher conversions. This is also important should your video platform have technical issues or close.

Include Videos in Your Email List

Any time you create a video, make sure you send out a notification to your audience and include the words “video” in the subject line. Research shows that adding this word increases your open click rate, which leads to more views.

Don’t let video marketing stop you from producing excellent quality content. Video marketing doesn't have to be overwhelming. Implement these simple tips, and you will see increased conversions.

How can you monetize your video? We’ll look at how to do that next time.

[Sign off]

# Email 10: Tips on monetizing your video

Subject: Tips on monetizing your video

Dear [Name],

It is rewarding to be paid for all your hard work, and monetizing a video is no exception to this rule. Monetizing your video simply means you want to earn money for the content you produced within that video. There are several ways to do this.

By far, the two most popular ways to monetize a video is with Google AdSense and brand sponsorships.

• Google AdSense allows companies to put a paid ad on your video, and if a viewer clicks, you get paid.

• Brand sponsorship is being funded by a specific company to promote or influence your audience to buy a product. Don’t stress. These are not the only two options, and you don’t need to rely on Google or YouTube alone to be successful.

The following are more tips on how you can monetize your videos:

Exclusive Content

Make exclusive content to market to those in your audience who are willing to pay for it. There are numerous ways to do this that can become very lucrative. A popular way of doing it is creating a Patreon account.

Patreon is a platform designed to share content with your audience at a certain monthly cost that you can set with different tiers. Each tier is offering different levels of unique content.

This can also be accomplished by creating a membership website where fans can create profiles on your website and unlock exclusive content as they pay for it monthly or yearly.

Affiliate Marketing

Influence your audience to purchase other products through affiliate marketing. Affiliate marketing is the act of promoting or selling other people's products or services while receiving a commission if a sale is successful.

It is often done by using a unique link to the product or by offering a special coupon code that the company gives you. Unique links can be easily inserted into the description boxes of videos, and coupon codes can easily be verbalized in a video.

To be successful with affiliate marketing, make sure the products align with your niche or message. You are unlikely to get any profits promoting a guide to starting your own tech company if your audience is mostly for those who need home improvements, for example.

Sell a Product or Service

You can easily monetize your videos by selling your own products or services. This can include digital downloads, physical products such as a cookbook, or even merchandise. Dropshipping companies like Printful.com and Teelaunch.com make it easy for you to develop personalized merchandise such as mugs, shirts, and hats while avoiding keeping inventory.

As you can see, the ways to monetizing your videos are almost endless, and you don’t need to rely on other brands or Google AdSense to be successful.

[Sign off]