

# How Video Can Help Your Business Explode!

Why You Need To Be Using Video

The Type Of Video Products You Can Create

Adding Video To Existing Products

Using Video To Promote Products As An Affiliate

Using Video To Generate Traffic

Advanced Tactics

# How Video Can Help Your Business Explode!

## Why You Need To Be Using Video

- It's easy to create a video product in a matter of hours.
- Video sales pages can be created fast and usually convert better than regular sales pages.
- You don't have to be an expert copywriter to create a video sales page.
- Videos can generate massive amounts of free traffic from websites like YouTube.
- Video products have a higher perceived value so can be sold for a higher price.
- Using video in your affiliate marketing will see your commissions explode.

# How Video Can Help Your Business Explode!

## The Type Of Video Products You Can Create

- Video Training – Show people how to do something you know. EG: build a blog from scratch.
- Informative Videos – Share information, just like we do with Multi Profit Monthly.
- Video Interviews – Contact someone in your niche and ask for an interview, this can be done online via web cam.

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## Adding Video To Existing Products

- Add video to your existing products to create a 'gold' version and sell it at a higher price or add an upsell.
- Put a video on your thank you page and offer another product. See how John does this [here](#).
- Add video to your existing products to create a physical home study course. After all what sounds better – eBook or eBook, video, PDF, checklist, etc?

# How Video Can Help Your Business Explode!

## Using Video To Promote Products As An Affiliate

- Show yourself using a product and how it will benefit your viewer, this gives the viewer more confidence in the product you are promoting.
- Create behind the scenes videos such as members area tours, show people what they get for their money.
- You can demonstrate your belief and excitement in a product a lot more when you use video. This will rub off on your viewer and turn them into customers.
- Use video to direct to the sales page of the product you are promoting via your affiliate link at the end. Check out our 'camtasia videos' in the members area this month to see how to do this.
- Check out how we have used video to promote a product [here](#).

# How Video Can Help Your Business Explode!

## Using Video To Generate Traffic

- Create a video that is useful and informative but not complete, tell them they can find out more info from your website.
- Add your URL's at the beginning and end of your video that you add to sites like YouTube. Check out our 'camtasia videos' in the members area this month to see how to do this.
- Turn your articles into videos and place them on video sharing sites like YouTube. Repeat this process as often as possible. Check out our 'camtasia videos' in the members area this month to see how to do this.
- Remember! Search engines love video, after all, Google bought YouTube didn't they?

# How Video Can Help Your Business Explode!

## Advanced Tactics

- Use video for your JV Proposals – Keep these videos informal and just be yourself, check out the videos from the [Multi Profit Websites JV Blog](#).
- Use video to train your affiliates – Show people how to use your affiliate program.
- Use video on your thank you page – Welcome customers to your product, and of course upsell them 😊
- Add video to your subscription confirm page. And once again upsell them.
- Convert audio to video – Once again this gives a higher perceived value, check out an example of us doing this [here](#).
- Use video on squeeze pages – Tell the viewer what they will receive if they opt-in and tell them how to opt-in.