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Putting Together Amazing Video

If you've spent any time online recently, you will have seen the explosion in the use of video in just about everything. In particular, internet marketers have latched onto video and have begun to use it heavily for training and pre-launch. In a testament to the power of video, even many terrible videos and horrible ideas have not diminished the value and use of video.

The ability for marketers to quickly and cheaply produce high quality promotional videos has become commonplace as the technology has become readily available. What used to take dedicated workstations to do can now be done on standard laptop computers.

High definition, 720p video can now be filmed with a \$150 Flip Cam or a Kodak equivalent. Even your standard Apple iPhone can shoot and record a fair amount of video at high definition quality today. The days of the \$25,000 betamax cameras with a dedicated cameraman are long gone for everything but the most high productions.

One thing that has become very prevalent within internet marketing circles with respect to video are screen capture sessions. You can record a Powerpoint or Keynote presentation and teach people something. You can record yourself manipulating software and become a trainer. The quality of the outputs that these packages can now achieve is pretty amazing and were not even possible a few years ago in television and movies. Becoming proficient with these tools is now as easy as reading a book or watching some online videos.

Sound equipment has also become much more accessible. For live video it is advisable to use a lapel microphone to achieve the highest quality sound. The audio track can then be overlaid onto the video during the post-production editing stage. For screen captures or recorded presentations, a low cost headset or USB microphone will provide good quality digital sound.

The editing suite has also seen considerable technology changes. At the high end, Adobe Premier Suite or Final Cut Studio are under \$2000 and provide Hollywood quality editing of digital video and audio. Moving further down the scale iMovie is a low priced option. For screen captures, Camtasia or Screenflow are available and are reasonably priced.

All of these tools now make it possible for anyone with a reasonable camera or average computer to produce their own high quality videos. These videos can be used to tell stories or market products. When you add to it systems like YouTube, Vimeo and Viddler - the average person now has the means to create and widely distribute high definition video at their own leisure.

There is more information available about creating and marketing videos online when you check out [Video Boss](#) and our [Video Boss Bonus!](#)

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