

How to Get Started Using Video to Promote Your Business

Interview with Mike Koenigs, Internet marketer, online video expert and creator of Traffic Geyser

- Tom:** Before I recorded my first video I watched your video camera buyer's guide.
- Mike:** Oh, you did.
- Tom:** Yeah. And you went through and you talked about the different cameras and that kind of stuff.
- Mike:** Uh-huh.
- Tom:** It worked out perfect.
- Mike:** Great.
- Tom:** And I had to admit I mean my, since I'm just getting started, I certainly don't do anything elaborate. And I think there are a lot of people that— that's what held me back. And that was like, "Well, geez, I've got to set up some kind of a studio. I mean you got your Digital Café and it looks great and everything. And I thought, "But if I have something like that, I'll really do something great..."
- Mike:** Until six months ago, I was in my garage.
- Tom:** Really!
- Mike:** Okay, so, you know, this is not anything magical and I mean I literally converted a three-car garage that's all I have and believe me it was packed. There was almost as much gear as I have in Digital Café.
- Tom:** All right.
- Mike:** Yeah. But I started out with nothing more, a consumer camcorder and a tripod with a little green screen behind you, there's a piece of plastic and shop light from Home Depot. And the cheapest, crappiest microphone you can own a \$30-lapel microphone that plugs into, you know, little mini jacks. So, when I got buy an 800 bucks worth of gear, not even that, try about 600. You know, I've dealt with every battle along and here I am, you know, the

great news, I've got to build these 4-camera high-definition studios here. Paid cash for it, and I got Tony Robbins coming over on Thursday and Friday, so what do you say, you know.

Tom: **Yeah. I mean that's great.**

Mike: And you know, I got Robert Allen came to my event this weekend, you know, the No Money Down guy, the author saying, "Will you come to my house and set up a studio like you did for Tony, and you know, what can I do to make your dreams come true. Oh, by the way, I can't say the exact number, but let's just say I have a gigantic list of hungry entrepreneurs who'd love your stuff too, you know, like heck of a bride. So, I mean, I've got celebrities coming to me right now asking for help and, you know, the cred you build by just giving, giving online and that really is the name of this game. It's basically about just giving away content, our business increases and grows well over 20% a month the way it is at Traffic Geyser. And we had our biggest month ever. I mean there is no down time for us. There is no recession, you know, and this is a thing. This "recession" is basically the result in my opinion of two primary things, unstoppable complicated greed by people who haven't been adding real value to our planet or our country for a long, long time. We finally got caught. And then secondly, the world is screaming up saying, "You got to do business differently." The days of having a corner drugstore and the small family business are back again except your small family business gets to communicate to the entire planet without restriction and without requiring anything form of traditional media distribution to, you know, basically if you look at the big difference between then and now, you had big publishers, big newspapers, big media, big television and they controlled it. They control the access. And now we're like, "We will need you guys." And, you know, their response, you know, the television's response is that of creating great content was, "Let's create crap, i.e., reality TV so we didn't have to pay unions." Basically, let's figure out how to screw the system to make more money and deliver more crap instead of figuring how can we add more value. And again getting back to how...what does this mean for you and me the little guy is we can be adding value to developing high quality relationships online with the billion and a half connected humans worldwide and three and a half billion mobile connected users worldwide. You know, 80% of the planet has mobile phone access now. You know, it's got coverage, you know. And the majorities of new mobile phones that are being sold are capable of receiving video that gives me up every single morning and say to this _____ so. Anyway that's my, that's my quick spiel, but the world is changing and you want to jump on the

bandwagon or not and video it maybe.

Tom: And that goes right into one of my first question. Why is now the ideal time to promote your business through video?

Mike: The perfect storm that's why is because right now over 60% of the US population watches video online every month. Most people who can, well you know, the majority of the United States has broadband. It got high-speed mobile phone accesses here worldwide. I mean the United States is one of the slow ones to adopt this, but you know, more and more people are consuming content on their mobile gadgets. You've got cheap cameras that are high quality. They're easy to use. The software is basically more or less built-in to every computer you buy whether you buys a micro PC, you know, you've got video editing stuff where it's easy to use. You can broadcast any message of any quality without editorial intervention unless its, you know, basically unless it's messy stuff. And there are no restrictions. And that people learn a couple key, you know, key tricks about to translate those views into business and into money. You know, you literally can make and make and you know, I've got proof of this, you know, this weekend for example, that you can make millions of dollars every year, not only in just, you know, ordinary cash, but you can make it in recurring revenue by using nothing more than online video to generate an audience and build rapport with, you know, the connected planet. I don't care if you're selling, you know, snail collecting supplies or some sort of hard good or digital product that involves training and education. There's no limit to how you can use it. There is no limit. And for people to finally open up their minds and see the unlimited potential and the unlimited wealth that exists, that's the first step. It's not about the technology. It's not about the "how to", it's just opening your eyes to the potential and looking and saying every tiny turn your head seeing the incredible opportunity. And I think for people to learn how to think differently is really the only true restriction, is to think without limitations.

Tom: It seems to me, you said that over 60% of the population watches video online. I was watching one of your videos with Frank Kern. And at that time, you had mentioned 50...

Mike: Yeah. Yeah. It has increased in a year.

Tom: What about the author if it involves _____ traffic on the web is going to YouTube has that increased now, 'cause I know it's now the number one, number two search engine.

Mike: Yeah. Yeah, it is. And the last, you know what, here's the thing eMarketer, I haven't seen them publish it, but as the time over 52% of all traffic online in terms of sheer volume of video, now it's getting, I think it's about 60. I just saw, there was an updated stat that just came out. I believe that's from eMarketer, you can double check that one, but in terms of traffic, I haven't seen a specific number. I believe I saw 17%, but again I wouldn't... without checking on that and verifying it that's what I thought I saw. So, the bottom line is, you know, things like Olympics, you know, there are more people watching the Olympics online. I think they kind of flip it and I say, there are two other central key things that I think it's completely changed the game. You've got Barack Obama, who many would argue certainly if dramatically affected the outcome of the election using social media, okay? I don't think anyone will disagree with that. And I would say that now that he's got a channel on You Tube to reach out makes this, that much more mainstream. And you got the fact that Oprah who reaches tens of million of people every week has, uses Skype video to interview people, you know, ordinary folks on her show and she is constantly talking about Skype tells you something as well. And so that once it hits Oprah, and once it hits politics, you know, there is no turning back now. It's totally mainstream. Now it's just yours to lose. Yeah, so again I think, you know, if you just lay that on the line and just use that as an example. I think the statistics mean less and less now because it finally infiltrated and permeated every aspect of our lives.

Tom: Right.

Mike: And does that mean that should dominate and own it? Absolutely, not. I just believe that, you know, we live in a moment now where again, it's the total democratization of media in anyone who has access to it whether you, you know, are living in a one-bedroom studio somewhere in, you know, third world country, and then my wife does work, she has a foundation, does all of her work in Africa. And you got people 15 kilometers living in mud huts. And they ride their bicycles to the next little village and charge their mobile phones, they don't have running water or electricity, but they got mobile phones, okay. And they ride their bicycles in the town to rent time and get on the internet. The poorest of the poor have access now. It has more to do with opening up your mind with what's possible and understanding the concept of social media and what crowdsourcing can do, for example, where you literally can employ people all over the world who just has a common goal. They don't even want or need to get paid to get a common interest of view. That's a huge, huge concept.

Tom: **Yeah. So true, I mean that's what happened to social media and sort of loaded.**

Mike: Uh-huh. Yeah...

Tom: **You could share those same interests with people and there are no borders at all.**

Mike: Yeah.

Tom: **And then once you start sharing those, but I found once you start sharing, it's just gets you more excited.**

Mike: Yeah.

Tom: **Because sometimes, we live in our own little world where what we do for work, and sometimes we can't show what everybody in your own personal life and you don't share the same interest. Though when you find somebody else that does, boy, it starts getting excited.**

Mike: Yeah. Yeah. No doubt about it. And in fact the, I mean at the same people who are close to you. I... You know, this is embarrassing, but this week my sister gave me a call. I mean she knows I've had something to do with the internet forever. I've given her business advice to set a small business. And I mean it's amazing. I mean I'm making more money than ever before. My face is plastered at least in my little community. And is being about me, I'm just trying to use this as an example, but I'm "famous" in my niche, right?

Tom: **Right.**

Mike: You know, I get stopped at LAX and JFK Airports now, and people are like, "Hey, you're the Traffic Geyser guy. I saw your last video on blah, blah, blah. I loved it." You know, it's like it happens all the time. It's weird. My sister says, "I have absolutely no idea what you do." And I'm like, you know, you haven't you... You know, you're just, it's not just part of our world. The whole times that, you know, she's like home schooling her kids and cuts hair for a living and lives in a small town in South Central Minnesota. And it's just, you know, she just doesn't have the connection or interest in it. And that part of the world is just not what she's about.

Tom: **Okay.**

Mike: So, you know, it's just, it is what it is.

Tom: **Sure. What about people they, and we touched it a little bit earlier, the people that, they understand, they see the opportunity and maybe they feel like they're a little bit behind, right now. So, they're, they want to get started. They want to get started, start recording some video, what kind of I guess equipment and how do you think they should get those?**

Mike: Okay. Well obviously if you, what to buy and where to get a camera, I mean here's what I do as an expert is I make videos about how to get started. That's my answer into this. So, to directly answer your question, I always recommend you get something and you get started, okay. It doesn't matter what it is. Your first video will be your worst video and your second video will be your second worst video. And after that, you'll start kind of get the hang of it. And watch TV without watching it. Pay attention to how it's made and how people have a relationship with you onscreen. You know, what I've always told people is, you know, I've spent 20 years behind the camera. Now, I'm in front of the camera for the first time because I thought I had something to teach and share and say. But what often happens is if you talk to someone, you know, like you and I having a conversation right now, and if we're talking face-to-face, we'd be having this fabulous little conversation, everything will be great. And then as soon as I say, "Well, and if you don't have any camera experience," and I said, "Well, let me try on the cam right now and well continue." Everyone turns dumb as soon as the camera turns on, okay? It just means that act as though they think they're suppose to act when the camera is on. And overacting makes you less believable and less real. So, keeping it real is the lesson here that's what I'm driving towards. And I think the psychology of all this is a lot more important than the equipment. Now, having said that, a little Flip Mino camera can get you started, and you can just, you know, set it on top of a book, and click the red button and start talking. And now, you're making videos for a hundred bucks. The "however" is, you know, the difference between an amateur and someone who's a little bit better is, audio. So, what I recommend people get is a camcorder with a microphone input on it, so they can plug in a little condenser microphone which they can get for 30 dollars. And they can start up, you just have a little cam and camcorder for about 250 to 300 bucks, okay?

Tom: **Uh-huh.**

Mike: No problem. So, let's just say you get into the game for that and then what I would also recommend is that, oh, you get a nice little tripod to set it on. Of course you could set it on a table, but try to keep it so it's just a little at about nose level or a little bit above especially if you're over the age of 40, so your neck doesn't look kind of fat basically. So, if you have your camera looking off at you versus down on you it will remove, it will remove a little bit of weight from your face and your body, that's just a little camera trick.

Tom: Oh, okay.

Mike: For lighting, never shoot with light behind you. In other words, what some people do is they'll set their camera and they'll say, "Well, I'm going to be in a live environment," and they'll point it towards their window. So, okay, never do that. You want make sure if you're using natural light that you turn around and have the light shining in on you and the camera facing you. So, you're lighting from in front. Okay, otherwise, what you get is this backlighting effect where, you're just a dark object, right. Now, cameras are getting a lot better at correcting our mistakes. They're gotten incredibly good. But if you have to get some artificial lights, I told people to go get some fluorescent shop lights with natural bulbs from your local Home Depot store. And even as I'm sitting here in my office, my office lighting, I've got, you know, my studio, I've got fancy lighting, more expensive stuff, but in my studio, all I have are these shop lights with natural daylight bulbs. So, it gives you perfect white light in your camera auto adjust and you look fine at it. And you can get, you know, your basic lighting for about a hundred bucks. And as I said, if you get a plug-in condenser microphone that, you know, they get a lapel microphone that snaps on your shirt, it's about 30 dollars. Okay, so those... That would be I would say the critically equipment as a nice cheap camcorder, a little tripod, a condenser microphone and some external light that you can shine, oh, and just surround just if you even have good ambient of light. So, if there's just bright enough light around you, you're going to look great. Control the noise in your environment, phones, animals, children makes for a very, very unprofessional video.

Tom: What about the people that once you start recording as you said before, the camera turns on and they- I think they got to act different, lot of times that result to people just breathing up and they don't know what to say.

Mike: Uh-huh. Uh-hmm.

Tom: **What do you recommend for people who, you know, has stage fright.**

Mike: Yes, well, here's the key. What I used to do is I call it the "I love you" exercise. As hooky as it sounds, what you want to do is sit down, take a deep breath, get very clear on your outcome and what it is that you want to teach educators say and this is not about you, it's about the gift you have to share with the people on the other side of the camera. And you look at the camera and with the same look and feeling. And this is what's critical, it's all about how you feel that changes your experience on camera and look at the camera as though you're looking at the person you love most, whether living or dead, be it your child, your parents, your father, your mother, your husband, your wife, that is the state that you want to be in. And as long as you've taken a deep breath and you're clear in your outcome, you realize this is not about you. It's not about how you look. It's not a lot about what people are going to think about you. It's about you delivering a message and having a specific outcome. And when you focus on that, again it takes some exercise. It takes a little shift in how you think because it might be the first time you've ever done this before. As I said, your first video will be your worst followed by the second one, but it all takes practice.

And if you get frustrated and say, "I'm not good enough," or have all kinds of evil speak going through your head beforehand and let that get in the way of your gift that you have to share with the entire planet that is what's going to prevent you and it probably has prevented you from doing anything substantive all your life. So, and the best example I have, I use to get all this time, I had a question that someone wrote me and says, "What if I have a face made for radio?" Okay, and you know, one of the first guy who said that to me was a guy who ended up becoming one of my business partners, Frank Sousa, who I started Traffic Geyser with. He came up to me and says, "Mike, I'm not, you know, I'm kind of old. I'm fat, kind of bald and, you know, I know I'm not the best looking guy out there and I'm just comfortable with the idea of being on camera." And I said, "Well, Frank, you're making a living out of line, right? You're an internet marketer." I've kind of _____ he didn't. He says, "Yeah." And I said, "Has anyone ever unsubscribe from your mailing list because of the way you look." He goes, "No." I said, "Have you helped a lot of people get educated and make some money online?" And he said, "Yeah." I said, "Well then Frank get over it. Set up that camera and share your message and share your gift with the world. Because that's what this is all about." He said, "You know what, you're absolutely right." He went home. He actually spent about 5000 dollars with some gears. Set up a studio. He

made his first video with green screen in Chroma key and the whole thing that week, put it up for his list. Then he sent it out to some friends. He added another 500 people to his mailing list. He got all this positive response. And he says, "I'm sold." And the next time I saw him. We actually and basically talked about this idea I have and wrote it down on a napkin which basically became Traffic Geysers and the rest is history. So, the point of this is I think he has to meet people where they are in their lives, you know, and again they have to get over this idea that they don't look good, they're unattractive or whatever that is, and once that happens magic occurs.

Tom: **Even when you say that, sure there are people who are going to be, I mean they still have to think. What about videos you recommend people create videos, maybe like screen capture like Camtasia or something.**

Mike: They call it, yeah, videography for ugly people. Screen- screen capture. That was one- a friend who spoke at my event this week said that, "Screen casting is video for ugly people." So, and I'm going to say one last thing about that video deal, and this is what I used to do with interviews. So I sit down, and the first thing they say is, "You know, I'm a little bit nervous on camera." And I say, "That's no problem. I'm just going to start up this camera here and I'm going to talk to you and kind of do a run through. I'm going to ask you some questions first." And then say, "Okay, great no problem." So, I'd you know fiddle around with the camera and I basically turn off the little light on the camera so they couldn't tell if it was on and actually I would secretly turn the camera on. I'd sit down, I'd do the interview. And I go through everything and we just have a normal conversation. Okay, and it was great and he answered everything. I'd say, "Okay, fantastic, you did a great job." I think if you're just like that, you're going to be perfect. Then what I do is I pretend I turn the camera on, you know, which I'd just actually turned off and then on. And then I'd say, "Okay, then let's do this question." Then of course they freeze up and they'd start making mistakes and they'd want to do redo's and all this kind of stuff. And they go, "I just can't do this." So I said, "Well it doesn't really matter because we already shot the interview and you are perfect the first time." And they burst out laughing, and they smile and that's when they got over it. Okay?

Tom: **Uh-huh.**

Mike: So, the whole idea is they didn't realize how good they were and tell they found out how it was just a shift in their mind that they were performing for someone. And I said, "You learn everything you ever need to know about being on camera." And I've gotten more people over their fear just using that simple exercise and of course you might not have me there directing and kind of setting that up, but this is the strategy I always use for teaching people how to be good on camera. If they use a partner or a friend, someone you really loves, so you can look in their eyes, you set the camera up, they call in over the shoulders so they're actually looking at you and the camera is just off to the right a little bit looking at them. So they're, it's the standard interview style you see on TV all the time and have them asking you questions, so you're the expert. And that's all it is, it's just a dialogue, just a chitchat amongst friends.

Tom: **Okay.**

Mike: So, back to screen casting, you ask about that.

Tom: **Right.**

Mike: All right. So on the PC, there's a piece of software called Camtasia. On the Mac there's a piece of software called ScreenFlow. And what you do, you know, ideally if you have a product or a service that you want to demonstrate to digital, you of course can just run it, and you know you can use your built-in microphone in your computer or better yet, get, they call it USB podcasting microphone. They cost about 100 dollars that plugs into your computer. The manufacturers are Samson, S-A-M-S-O-N. And then there's _____ and also Audio-Technica. They just cost like I say between a hundred and two hundred dollars. And they're like professional quality microphones that you just plug in to your computer. Anyway, what you do is you narrow what you're looking ahead on the screen. And then Camtasia or ScreenFlow on the Mac will let you save it and upload it to any service you want. What I would say is it's very effective, probably 50 to 60% of the videos I created are actually screen cast because, you know, I teach and I train most of the time. What I'm developing rapport with someone I do it, you know, on camera via videos cause I found it to be a very effective way to develop rapport. But my good friend Frank Kern, he released one of his last products that's called Mass Control.

Tom: **Yeah.**

Mike: All he had was a screen _____ just, you know, you keynote them to

Macintosh cause he's a Mac guy, but you could use power point, you know, I made a little power point presentation. I told a story about how you generated over 28 million dollars in under 24 hours using some psychological techniques to selling. There are non-manipulative psychological techniques called, he called it mass control. And he says, you know, here's the real story. And it's basically a story. Its story of intrigue that gets you completely sucked in and has this wonderfully smooth voice. He's from Georgia, he's got little drawl. It's a half an hour video, and he generated over 2 million dollars in an hour when he finally released this product after releasing this little video that told a story, okay. So, I'm telling you, you don't need to be, look good on camera. You just need to understand how to tell a basic story. The other nice thing about these tools is you can shoot a little video; you can shoot your screen and the little camera stuff at the same time if you want to. So, I don't know if it does that answer your question?

Tom: **Oh yeah.**

Mike: Okay.

Tom: **I just wanted to see if you supported that doing the screen capture cam?**

Mike: I think it's a great way to get started. And what's nice is you can just do a little power point presentation. So like, for example, a lot of business owners. And again, this is really what kind of gets back to the conflict of the 10 x 10 x 4. If you're a business owner, you probably need a power point presentation hundreds of times, right?

Tom: **Right.**

Mike: So, if all you do is just, snap down a little microphone, get your power point presentation and spoke as though you're speaking to an audience and you run Camtasia or screen flow. And in fact, what I tell other people to do is if you're going to be making a presentation in front of an audience, bring your laptop with you, turn on Camtasia or screen flow as you start your presentation, make your presentation as if you're in front of the audience or in front of the audience and record it. And now you've got your whole thing video. There's your sales video. You'll never have to do it again at least for basic people if you need to do face-to-face, you know, by that time they're ready to do a deal. But this way, you can capture that essence of who you are and what you're best at. And again, if you take a moment to

talk about the 10 x 10 x 4, I put that into even more specific terms that any business owner or any expert, author, whomever can relate to.

Tom: **Yeah. I mean if you want to go in depth--**

Mike: Okay.

Tom: **--that'd be great.**

Mike: Well, here's the basic idea. If you go to any business owner or if I just go to you Tom, and I go, "Well, you're a copywriter, you're a writer." And people who you might meet are like, "I wish I could write." I still get that all the time, right?

Tom: **All the time.**

Mike: Okay, what's the number one question these people ask you?

Tom: **One, they don't know what to write. They know...Well, I think they can write, so they ask me, "Well, you know, if I want to write especially for my business what do I write about?"**

Mike: Exactly, great one. And if I said, "Well, Tom..." I know _____, "What do I write about?" What is your response? I ask you, what, you know I'm new. I've got a business, "Tom, what should I write about?"

Tom: **My response to that question all the time if they're writing for their business is think about the questions that they're getting from people over and over again, each question is an opportunity to write an article and the response giving some viable information...Like you let other people write for you, all you're doing is just providing response.**

Mike: Exactly. Well, this is a whole basis behind the 10 x 10 x 4. There's a little psychological twist. So, if I can do and I said, "Tom, if you...if I would ask you what are the top ten questions you get all the time." How long would it take you to come up with a top ten questions?

Tom: **Not too long.**

Mike: Okay, right, 10 or 15 minutes?

Tom: **Yeah.**

Mike: Know with the hour rate, you get them all the time.

Tom: Yeah.

Mike: I can assure you every business owner, every expert, any- anything, if you have an interest in a hobby. I don't care if you're an ex-pat fanatic or a videogame fanatic or whatever it is; people ask you the same questions all the time. And there are at least 10 of them. Okay. So, you brainstorm and you write those down. The next thing is if I said, "Are you okay Tom." There are people who come to you and they don't know anything about writing. They don't know anything about business and, you better write it for how long. How long you've been doing this?

Tom: I don't know about 11 years.

Mike: Eleven years, okay. And you're 11 years. If I said, "Tom, I want you to shorten my learning experience from seven years down to about a day or maybe 10 minutes or three minutes." What's the most important thing you've learned that you do know that changes how respective you are? What's the biggest number one tip you'd recommend that I ask you to draw down and what that is, what would it be?

Tom: Oh, it would be to get in your prospect's head and to think about what they're talking about in their head before they come to my business or whatever it is that I'm trying to selling.

Mike: Great. Great. So, that's the bottom line. And if I had you in that would you how long to basically describe that to me.

Tom: A few seconds.

Mike: Yeah. Yeah, not even 30 seconds. So, what you do, we call SAQs or should ask questions. So, if I said, "Tom, I want you to give me your wisdom, your 11 years of wisdom as a copywriter in a form of 10 questions, do you think you could come up with those?" _____ a bit long, but how long do you think it would take?

Tom: Oh, about 10 minutes, if I would weigh about a minute a question at the most.

Mike: Okay, great. Great. So, basically that's the first 10 are the "frequently

asked questions”, the second 10 are the “should asked questions”. So that’s the first step. At the end of each one of this, just imagine for a moment that either you interviewed yourself or I interviewed you or you did a screen cast and all you did is display the question and you just responded to it. You get to record each one of this. And they would, each response would be between 30 seconds to three minutes long. Ninety-nine point nine percent of the time, anyone can sum up the nuance, the basics, the core of their knowledge base in those 20 questions each taking 30 second to three minutes. So, you do that, I don’t care if it’s a little flip camera that cost you a hundred bucks or a 10,000-dollar high-end camera, now with just knowledge and the information with the information. So, you record of each one, but at the end of each message, you’d say, if you like this little video, I’d love to give you 23 videos that will teach you everything you need to know about how to be a copywriter and how to be a successful business copywriter. Whether you’re working with a copywriter, you want to write your own copy or you’re just a little bit interested in it. You can go to and I would say, writewaysolutions.com/free, and sign-up and I’ll give you all 20 videos. Okay? So, if you just say that after you answer each one of these questions. With me so far?

Tom: **Yup.**

Mike: Okay. So that’s the first one out of the four. The second one is what’s going to be at your free page, okay? And we have something called the squeeze page there for your, you know, anyone whose listening who doesn’t understand what it is, it’s just a webpage and has a box that has an author on it. In other words, I’d like to give you 23 videos about how to become a successful business copywriter and there are 23 videos, sign-up, I’ll give you all of them, all right? All you have to do is enter your name into the box. So that’s going to be your second video out of the four. “Hi, my name is Tom from Write Way Solutions, I’m a professional copywriter. I’d like to give you 23 videos that will teach you everything you need to know that I’ve learned in my 11 years of professional copywriter working for this _____ having a little credibility there. All you’ve got to do is enter your name, I’m going to send you, I’ll send you all 20 videos.” Okay, that’s number two.

Number three is going to be on your thank you page. After they enter their name, they got a thank you page that appears and you have a third video. “I really want to thank you for entering your name and trusting me enough to do it. I just sent you a confirmation email, as soon as you click that link, you’ll gain access to all these videos.”

Okay, and the fourth video is the “buy my stuff video”. That’s what they’re going to end up getting once they’ve watched your 10 or 20 or five videos, however, many of these FAQs and should asked questions that you make, okay.

So, that’s the basic process. And, you know, we basically done and come up with a formula and a little strategy using the tool that we created to deliver all this content, but basically you’re just putting these videos on blog which of course setting up blogs is free. It’s really easy to do. And creating and capturing names is really easy to do. And Traffic Geysers is a tool we make that lets you build unlimited web pages with templates. You don’t have to know anything about programming, and just build them for you in less than five minutes. And then we also, when you use Traffic Geysers to broadcast these videos all over the place, it also will put your videos on a blog. So you don’t have to even know about blogging.

So, to back up a little bit and say, okay, well, how we’re going to get traffic and how we’re going to get rich and famous. The key is distribution. So, you know, we already know You Tube is the most popular search engine, you know, or the second most popular search online. It’s seen as a search engine now instead of a video portable- portal. But, you know, if you put your video on You Tube, you also want to get on as many video sites as possible. You want that your own video to get recognized by what are known as social book marking sites, social networking sites. You wanted to be put on blogs. You wanted to be put on as many podcast directories as possible to spread the word. You know, distribution is key here. It’s the key to getting noticed. So, instead of uploading it to all those things manually which will take you a week or two to do, Traffic Geysers broadcast it to over 70 locations in less than five minutes. So, same amount of work as say uploading to You Tube, you could go everywhere and put it on a blog which is where you’re going to be sending all these videos, and though it might sound a little complicated, but I emailed you a document that describes this in detail if you want to take some excerpts from it. But that’s, you know, it’s nothing more than answering questions.

Tom: **Perfect. You get in here into the distribution a little bit and one I think that I wanted to ask you is how do you make sure can distribute it out there and as you said take quite a bit of time, and maybe get Traffic Geysers that can do it for you, but how do you ensure that the audience that you want to see your video is actually seeing and they’re actually prospects for you?**

Mike: Yeah. Well, that's a really, really critical question. So, here's the deal, right now, whether you put static, you know, you just record static and put it online or you record it some, you know, a great piece of information, what happens right now is the search engines don't actually look at the video and understand what your video is, okay? So, it's up for you to make your stuff easy to find in the way you make your stuff easy to find is by naming it, keywords, that people are searching. So, in other words if we did a little search right now and I could do this, actually, in real time, you could do it too. Let's just pretend, for example, that we're going to go to Google and I'm going to type in "how to be a copywriter" okay? So, I got the results. There are 1.25 million results. And that's 1 million two-hundred fifty thousand results for that phrase, okay? The first one is from "How to Become an Advertising Copywriter career advice from John Kuraoka, okay? And then there's another, there's a bunch of other one too, FAQ how to get started as a copywriter, corporate writers, the third one down. And there's also a bunch of sponsored links on the top and on the right, okay. And the sponsored links are _____ that people are paying for clicks. So, we know that, A this is an area that probably makes money cause you don't advertise an area that don't make money.

Tom: Right.

Mike: And secondly, there are quite a few results. So, if we were going to name one of our videos how to be a copywriter that would be good. Now, maybe we change this a little bit to be "how to be a business copywriter". Because the more specific people search for, the more likely they are to buy. So, interestingly when I type "how to be a business copywriter" you got 2.8 million results. So, the key though is to do some research there are tools out there that are free of charge that you can use to do keyword researching. You can find out what people are searching for and how frequently those searches occur. So, what all you're doing is you're naming your videos the same that people type in and look for. And you match that with what the questions are. So, a slightly more advanced version of this process is, you've done your research, you've created your top 10 FAQs or should asked questions. And then you just go and do a little bit of research and determine what to name them using keywords of people are typing in. And then when you submit your videos to all these different sites you're effectively, you know, Traffic Geyser will go out to 70 sites, but there are also some little things that we do where we start creating relationships between all these different sites that we submit to. It's called cross linking, again social book marking so we social bookmark your You Tube video on

25 different sites. And then we social bookmark your blog link on all these social book marking sites. So, one video to 70 locations suddenly becomes hundreds of cross links and then Traffic Geyser will also resubmit your video, the same video, but with different keywords, so with different titles. So because of someone, for example, were searching for “how to get the best deal on San Diego Real Estate” and but your video is called “how to get the best deal buying a house in San Diego” they’re not going to find the other, the same video. Do you follow me?

Tom: Yeah.

Mike: So, if you name it different things to appeal to the way different people search, you’re going to get your stuff found. Traffic Geyser automates that. It actually lets you multi submit. So, your 20 videos that you’re broadcasting suddenly can become over 5000 impressions, totally automatically. And all those little mini-commercials and all those mini-tidbits of information are pointing back to your free page where people sign-up. They join your list and then you give them all the videos all in one place. So that in itself is a great thing because now you got your distribution. But the other ways you can use this is you could take all your videos, you can have someone transcribe them all for you, it take, you know, less than 50 bucks. And now you got a little mini-buyer’s guide that you can give out to potential prospects. You could put them all in a CD or a DVD and use that because now, if you handout and you say, “Well, I’m the expert copywriter.” And you give out a DVD, boom! It’s incredibility. You’re the man! You know, I don’t care if you’re a flower, you know, you’re an expert in flowers or insurance salesman, you know, doing some sort of financial investments. And I know the complicated stuff associated with that. But if you’re a realtor, you’re going to be an expert in some area and just having people listen to your particular point of view and expertise is going to connect with them, and the fact that you’re giving this information away and takes away the sense that you’re a salesperson.

Tom: Yeah, so they think something of value.

Mike: Right.

Tom: Then going back to where you’re talking about titling your video, and I mention _____ along with the description that you put with your video, the idea of placement of your URL in your description...

Mike: Uh-huh.

Tom: Now, I've heard a couple of different things, I tend to go on the side that I like to put though the website first and then the description, is that the right way to do it?

Mike: Yeah.

Tom: Or do you put it towards the end.

Mike: Don't. Never put it towards the end. I'll tell you why, because if you look in You Tube, there are a few reasons why you do that. Okay, the number one reason is you want to make it easy for someone to watch your video and then go to your site. And the other thing is there's something called bucking that gets created. Now, a buckling basically is if you have authority site like You Tube, if you think about it, if you're in a crowded room right now and you shouted out to the entire crowded room and no one knew anyone said, "Whose the smartest, the most talented person in this room?" And people would look around at each other and maybe a couple of people would raise their hand and say, "It's me," right?"

Tom: Yeah.

Mike: But no one else say it's them. But if someone came out, let's say Barack Obama walks out in the platform and give a two-hour speech about one person in the audience and why there's a smartest person in the whole world and give examples and prove and samples to this, and talk about this and pointed them out and brought them out on stage and have them go back. And at the end of the presentation, you have two smartest person in the world, who do you think the people in the crowd will point to.

Tom: Yeah, whoever the...

Mike: Okay. Yeah, Barack would say because he's an authority. The whole idea is You Tube is an authority. _____ is an authority. You go on down all these sites. So, the way Google works is its popularity contest. Whoever is the most popular and have the most links pointing to them, Google says, "Well, they must be pretty important 'cause a lot of people are pointing to them," especially if they're an important site. So, by putting the link first, what happens is when You Tube is indexed by Google, it's seen by it, it's found by it, and searched by it. If you'd search and look at a video, only the first sentence actually appears in the listing under description in You

Tube. And if that isn't a URL, it won't get scraped and seen as a link by Google and so what winds up happening is, you don't get what's known as a back link. And also won't get turned into a hyperlink because it's not first. Someone has to click for more information. So, the whole deal is lots of other sites do the exact same thing. And if you aren't, if you aren't starting with your URL, you're missing out a ton of opportunities to get linked back to your site back links back and make it easier for your customers to click. I think again that's a really, really critical element to this thing that a lot of people ignore most. And the other one is, you know, the sites don't want people to leave their site. So, they're going to not make it easy to do that, okay? So, it's up to you to make it easy and take advantage of anything you can to get that link back to your site.

Tom: Yeah. I know that like in You Tube, the entire pertinent search function embedded into your video.

Mike: Uh-huh.

Tom: You know, you bring outside and since I got, that one was like that I guess I want you to continue searching on their site--

Mike: Right

Tom: --with some more videos that are related.

Mike: So, what we do is when we're posting to blog for example, we created a custom video player, so what we do is, when we take your video we actually grab the video itself from You Tube and then we put it on your blog, but we use our own custom video player that doesn't have You Tube advertising and their search and their branding and logo on it. It's totally legitimate. We are using their code to take advantage of this. But by doing that once someone is on your blog we don't make it easy for anyone to leave the blog because you want to keep them there and you want to own them and you want them to make a decision to buy your stuff.

Tom: Yeah. That's the key.

Mike: Uh-huh.

Tom: You can keep them with your stuff.

Mike: That's right.

Tom: Okay, I know you've mentioned before you had about a half hour, I know we've gone--

Mike: Yeah.

Tom: --go beyond here. So, I'll wrap it up real quick. But I want to give people an opportunity who want to get more information from you, okay. Do you give your information and how they can get it for more information about Traffic Geyser if they want to contact you?

Mike: Sure, yeah. Well, I'll give you three things. First of all if you just go to trafficgeyser.com, I actually give away free videos that describe everything we have here. We've got, right now, we probably got about 10 videos, training videos, but the first four that actually appear one is a camera buyer's guide, and you had said you've seen that before we even met. It's what to buy and where to get it, so you go through what to look for and the best places to buy them and you go through all the features that you look for. I have another one on a 10 x 10 x 4 system that explains in detail, step-by-step and it even includes an e-book with examples. There's another one, it's the three keys to persuading with videos. It's basically how to answer questions that appeal to three different primary psychological types. You know, we all fit into one of the top three. This is how to answer simple questions that will appeal to those types. And then the fourth one is macro PC desktop or laptop which one to buy. It's another buyer's guide to computer for people who are like trying to figure out, should they make that switch to Mac as they're doing it right now or should they stick with PC and I just go over all the features, and I also talk about screen testing software. And you know, what things, what add-ons you need to get for your particular machine. And what the benefits and drawbacks are for each of them.

Tom: That's valuable information there.

Mike: Yeah. Yeah, so you can sign-up for free. And if you want to try out Traffic Geyser, we have a free trial. You can just go to trafficgeyser.com/freetrial. It's another thing you can do. And if someone has questions they can just send an email. It will go through my support, but to go right to me, just go to info@trafficgeyser.com and I'm happy to support and help anyone who's looking to take the next step.

Tom: Oh, excellent!

Mike: And we give away free training. We've actually got about 40 different videos that teach you everything about how to start your own, even your own Traffic Geyser business. If you want to start doing videos for other small businesses which is a huge, huge potential market now, that's a really, really good thing to think about doing. If you're thinking about, you know, you want to do something even part time or full time, even if you don't have technique or video experience and if you want to do it for yourself or you want to learn how to have someone else do it for you, we actually have courses that you watch and then I've got a one add that's pre-written to help you find the Traffic Geyser guy or gal to do it for you. And then we have training videos that you give to them so they can learn how to do all this stuff. So, you know, our whole approach is some people want to do it themselves. You know, they got more that do-it-yourself mindset, someone want it done for me. And then we got brand new services that are for people along that with line as well.

Tom: **And so that was similar to what you went over with your seminar this past weekend?**

Mike: Yeah. Yeah, we spent three days teaching people that very thing. In fact we're going to be, we're editing the event and that's being turned into a product. So, we're actually basically built a how to build your own Traffic Geyser business in a box. We're going to continue to do this event if we actually originally thought we're going to have about 70 people in the room, we ended up having 131 people. And it was a high-praised event; it was a 3000 dollar event. So it was, you know, people went crazy. It was like a rock concert.

Tom: **Wow!**

Mike: The audience was so happy and we actually went through and have real people who are making six-figure incomes come up and either they make presentations or I interview them and ask them, you know, how they get their clients, how they prospect, how they close them, how much they charge, you looked at examples of their work. And then we did hot seats for people who are thinking about starting their own business cause they already did. They have questions. We had a panel of experts who answered questions and then, you know, we interviewed and they describe, and they show people how to sell. We gave out contracts and agreements and simple proposals. So, people actually, I actually had a call from one of the attendees last night. He said, "I left the event," and then he said, "I just

signed a 25,000-dollar contract with a new client who has agreed to also pay me 500 dollars a month to support him in creating additional videos like, you know, the 10 x 10 x 4. Just do support. So, you know, you basically can establish yourself as a credible expert in video just using these tools. And he was like, “All I did is I went out, I use one of the agreements that came with a kit and I was able to close this deal.” So, if you think about it, you’ve got 25 hundred plus 500 a month and a six grand, so you basically has an 8500-dollar contract with one conversation the day after the event. Not too bad.

Tom: Phenomenal.

Mike: Yeah.

Tom: Anyway, I’ve really appreciate...You definitely, you over deliver on your information and I really appreciate the great quality and very valuable information.

Mike: All right. Well, I just...it’s my pleasure. This is what gets me excited and keeps me going every single day at time and I’m here just to make sure people make money with my tools. They don’t use them and they won’t continue buying them if they don’t work. So, that’s the name of the game.

Tom: I love the passion.

Mike: All right, thank you very much. All right, well I look forward to our next conversation.

Tom: All right. Thanks, Mike.

Mike: Okay. Ba-bye Tom.