

Creating Videos That Grow Your List Checklist

This checklist covers creating videos that don't require you to be on camera. Check off each action step as you do them.

Creating Professional Screencast Videos

- For presentation style videos, you need a screen capturing program. [Screencast-O-Matic.com](#) is my favorite. It is basically the slimmed down version of Camtasia. It is \$18 a year vs. almost a thousand for Camtasia. You can do edits with Screencast-O-Matic.
- If you want to start with a free option for screen capture, you can use [Jing Project](#) and use it with [Google Presentation](#) or PowerPoint. If you are a Mac user, Keynote comes free with the Mac. Note, you can't edit with Jing, so you have to get your presentation recording just right.
- Use the slides as thought triggers. Don't use a lot of words. You don't want your viewers trying to read and listen to you at the same time because you are going to overwhelm them.
- Since you are not on camera when doing presentations, you can have your notes in front of you.

Creating Affordable Spokesperson Videos

- Write a script for the actor or actress (with tips in the script writing section of this checklist)
- Identify any instructions to the actor, such as pauses, hand gestures, head or body movement, clothing suggestions, accents, etc.

Things to consider when hiring:

- Do you want an actor or actress to shoot the video? Do you want a specific accent?
- Will you be using a green screen in the background?
- Will you be using a certain background or a specific place?
- Will I be using a plain color background?

- Do you want it hi-def?
- Do you want it on a mobile device? Depending on the niche, mobile device has a more real feel to it. It seems more genuine versus the clean, professional lighting.

Find your actor or actress:

- Locate [spokespersons on Google](#). Type in 'voice spokesperson service'.
- If you go to [Craigslislist.org](#) and go to Gigs → Talent Gigs.
- You can go to [Fiverr.com](#).
- You can try [PeoplePerHour.com](#) or [UpWork.com](#)
- Do any editing needed after getting video back.
 - You can do a lot of edits with [Screencast-o-matic.com](#),
 - Edit the green screen with a free tool like [Shotcut](#) or [Windows Movie Maker](#)
- Hire someone on Fiverr to make edits.

Marrying the Voiceover Audio to the Presentation

Tool to combine your audio with your presentation

- [Shotcut](#)
- [Screencast-o-matic](#)
- [iMovie](#)
- [Windows Movie Maker](#).
- Or hire someone to do it for you through [Fiverr](#), [PeoplePerHour](#), [UpWork](#), [Video to Order](#).

Use this checklist to create your videos using tools and outsourcing parts of the video production.