How I Used Free Videos To Generate

1,000 Visitors in 24 Hours

	Summary				
Reported period	Month Jan 2007				
First visit	09 Jan 2007 - 12:12				
Last visit	10 Jan 2007 - 10:14				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	1000	1027 (1.02 visits/visitor)	1374 (1.33 pages/visit)	2532 (2.46 hits/visit)	71.39 MB (71.18 KB/visit)
Traffic not viewed *			1230	1230	98.55 KB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

By Jonathan Leger

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<u>Introducing Web 2.0</u>

I'd like to start this report off with a brief discussion of what's being called Web 2.0. I feel it's important because it helps define why creating videos is such an effective medium for traffic generation, and why it should be a part of your 2007 marketing efforts.

There's been a cloud of mystery around the phrase "Web 2.0" and what it really means. If you do a search on the phrase at Google, as of this writing, you get back 156 million results. What a hot topic, huh?

Web 2.0 has a lot of facets, but the one that matters most to you and your traffic generation is that Web 2.0 properties allow users to contribute to, and share, their content. Users can generally rate, discuss and comment on the content of others. Web 2.0 properties help build traffic to your site by offering ways of sharing the content with other people and often allow their content to be posted to other peoples' sites (such as blogs).

<u>Video Is Hot</u>

Video is probably the single most popular Web 2.0 genre. The top videos on Google Video and You Tube have received millions of views in just a few weeks time. As an example, Weird Al released a video for his comical song "White and Nerdy" on Google

Video, and it was in the top 10 for weeks. As of this writing, that video has been viewed 8,061,248 times and received 83,414 ratings (it has a 5 out of 5 star rating).

I use Weird Al's video as an example, even though it isn't the highest ranking video or the one that received the most views, because it demonstrates that *clean humor* can generate enormous amounts of publicity. If you're familiar with most of the top 10 stuff at the popular video sites, then you know that it's usually dominated with sexually explicit or provocative videos. Even if you don't have personal objections to that kind of content (I do), it simply is not fitting for most sites to try and generate traffic that way.

The Weird Al video shows that clean humor can really perform well, even hitting the top 10 and generating millions of views. And clean humor is one very effective way to send visitors to your site (but more about that later).

Where Weird Al Went Wrong

There is no doubt that Weird Al's publicity generated a lot of buzz and probably sold a lot of his albums. However, he made some mistakes, the biggest one being that he did not try and capitalize on the viewers enjoyment of his new song to sell them the album *immediately*. As the saying goes, you need to strike while the iron is hot. Sure, some people will take the initiative to purchase the album on their own, but people are busy, and most people will put it off and move on to something else.

That's what this report is really all about; not so much how to get a lot of people to view your video, but, rather, how to *transform viewers into visitors*.

Why is that so important? Again, let's use Weird Al's video as an example. He generated 8 million views of his video, but did not try to get people to buy his album in any way shape or form in his video. Let's say that, despite this, he was able to get one percent of those people to go visit his site. That's 80,000 visitors, a good number.

But what if I told you that I discovered a way to get 25% of viewers to become visitors? Wow, what a difference that would make! *His 40,000 visitors would have been 2 million.*

I'll tell you how I do that later in this report as well.

Web 2.0 and Content Sharing

Another defining aspect of Web 2.0 properties is that they encourage the sharing of their content. For example, with videos, you have the option to email your friends about a video you liked right from the page. Most sites also give the option to embed the video on your own site or blog, and some give the ability to post the video link to the various social bookmarking sites (del.icio.us, Furl, Digg, etc).

So if your video is a hit with the viewers, they have a lot of easy ways to share what they like with other people. I've been able to generate more than 500,000 views of my own videos over the last 40 days because viewers liked them. I made mistakes along the

way, though. That number would have been much greater had I known then what I know now. But hindsight is 20-20 and all that.

The point is that videos are *viral*, and so if you cater to the video crowd you can really generate a lot of buzz (and a lot of traffic).

"Social marketing" is the tune of the day. Forget the search engines. Google can take a running jump as far as I'm concerned. I've never had any search engine send me 1,000 visitors 24 hours after I put up a site. Never. If you know how to do that, more power to you. But I'll stick with what's working for me: videos.

So keep reading this report to learn what works, what doesn't, and how to transform viewers into visitors.

What Doesn't Work With Videos

Before talking about the kind of content that does work, let get out up front what *doesn't* work. At all. Nada. Zip.   Zilch.

Factual commercials don't work.

Ok, it's said. Don't produce an elaborate video highlighting all of the wonderful benefits of your fantastic product and expect it to get passed around. It won't. Unless it's incredibly funny, it just won't work.

Look at it this way. Do you turn on the television so you can watch the commercials? Not likely. The commercials are a "necessary evil" for most viewers. They know that somebody's got to pay the bills for their favorite TV show, and so the commercials must be endured. Sometimes they're funny and entertaining, but seriously, they're annoying. *Effective,* but annoying.

So don't produce commercials. You want to work the commercial aspect into your videos, not make your videos a commercial. Just like TV: get the commercials in between the show, or at the end of the show. Don't make them the show.

<u>What Does Work With Videos</u>

There are three, maybe four, kinds of video content that really draw eyeballs at the video sites. The rest are just added to Mount Crapmore (to quote Ray's dad on "Everybody Loves Raymond"). They sit there, unviewed, accomplishing nothing but boosting the number of videos that the site can claim it has "for your viewing pleasure".

Those four kinds of content are: sex, humor, shock, and cute. I won't even talk about the first one, because, like I said, I have personal ethics against it and it's not fitting for use in driving traffic to most sites anyway.

<u>Humor</u>

Everybody loves to laugh. You go to work, have a hard day, your boss gets on your nerves, your coworkers get on your nerves. You hate them all, you come home, you watch your favorite sitcom where the boss and coworkers are being jabbed and derided by the incredibly witty main character (who you wish you were more like). You laugh your backside off, you feel better.

So maybe that's not exactly what you personally do, but it's why comedy is so appealing to so many people. It relieves tension. People love to laugh, and if you can make them laugh you'll have a captive audience.

Of the top three forms of video content that get viewed, funny stuff is number one.

Shock

Next to humor, videos that are shocking get tons of views as well. Car wrecks, kids flying off of their bikes into cement walls (but showing afterwards that despite bumps and bruises they were fine), incredibly fat people trying to belly dance – that kind of horrible, disturbing, gross stuff is really popular at the video sites.

Why are people drawn to that which shocks them or scares them? Don't ask me, I'm a programmer, not a psychologist. I just know that if you can produce that kind of video that you'll get serious traffic. Of my 500,000 views I generated last month, 110,000 of those were people who watched video slideshows of really bad car wrecks. Of course, my videos were designed to sell, too (and they did).

Cute

There are some things that people universally love, like babies and animals. It's built into us. Babies doing funny things (even acting bad), and animals doing the same tugs at our hearts and makes us go "awwwwww". Yes, even those of us who like to think we're "manly" still laugh when babies and animals get crazy.

As you might have suspected, these kinds of videos are very popular at video sites as well. There are a lot of parents and pet owners in the world (surprise, surprise), and that kind of content gets passed around fast.

My mother-in-law sends forwards to like a hundred and fifty people on a daily basis. She's got a big family and lots of friends and acquaintances, and they're all in the "To:" field of her emails.

Are you related to anybody like that? Most people are. If you are, then you know what I mean. If not, just trust me: these people will pass around links to your video or site if they like what they see, too.

Should You Try Other Content?

The question might come up – well yeah, that stuff works, but I've got this great thing that I think will catch on… Well by all means, give it a go, but don't put 100% of your time into anything experimental. Spend at least half of your time creating the kind of content that has proven itself to work over and over again.

I encourage experimentation, though, because it's through experimenting that I hit on my method for converting 25% of video viewers into visitors. The greatest (and worst) inventions in the world were discovered through experimentation. So spend some time on research and development, just make sure you're also putting time into what is established as being effective.

Set Goals When Creating Your Videos

Like with any business endeavor, it's important that you set some goals when you decide to create and distribute videos. You need something to shoot for, say, a certain number of views of your videos in the next 30 days, or a certain number of visitors generated from those views.

Personally, I'm not out to create that one video that will hit #1 and rake in ten million views in a week. To me, that's like dreaming of ranking for the phrase "stock market" or "search engine optimization" on Google. It's certainly possible, but incredibly difficult, time consuming and expensive.

Your goals will probably come in stages, like mine did. My first goal was to produce videos that got views. My second was to figure out what kind of titles and descriptions worked best, and my third was to work on converting the viewers into visitors. I'll layout all of what I learned about those three things in just a little bit.

Right now, before you read any further, establish some goals. Do you want to generate 100,000 views in the first 30 days? If so, be willing to keep creating and uploading videos until you reach that goal. Do you want to generate 5,000 visitors in the first 30 days? Again, be willing to keep creating and uploading.

By setting and reaching for your goals, you'll be getting extremely valuable *experience*. I can *tell you* how to create great videos and headlines, and can *tell you* how to convert

viewers to visitors, but when you actually *start practicing it*, you'll find that you get better

and better at it with each video.

So set some goals, and then keep reading.

Easy (and cheap) Methods for Creating Your Videos

Once you know the kind of video you want to create, the next task ahead is to actually create the video. Aside from hiring a film crew and a producer like Weird Al did (read: mega bucks), what I like to do is simply create slide shows with music or sound effects in the background.

It doesn't sound very exciting, I know, but the pictures are either very funny or shocking (like funny cats or bad car wrecks), and the music behind it sets the tone of the video.

The beauty of the slideshow is how easy it is to create. You can use cheap or free software to do it, and you can either take the pictures, use pictures people send you, use stock photos without any restrictions on them, or you can purchase professional photos.

Free Movie Making Software

The free software I like to use is Windows Movie Maker. It's great, free, and comes with computers that have Windows XP (Service Pack 2) installed. I strongly recommend you get familiar with this software. I've created a set of video tutorials on how to use the software for maximum effect, which you can find here:

http://www.videotrafficpower.com/index2.html

Stock Photography Sites

For some places where you can find stock photography (some free to use, some you have to pay for), go here:

http://www.fotosearch.com/

And here:

http://www.istockphoto.com/index.php

And here:

http://www.sxc.hu/

Creating Photo-Submission Sites

As a side note, I recommend you setup a number of photo-submission sites that you use for AdSense income *and* for gathering images for your videos. The great part about that is that it feeds itself. People watch the videos and go to the site to submit their own pictures. You then run around and create new videos from the new photos, which drives new people to your site, etc. You earn AdSense and other advertising income from the sites, and they continue to grow.

I've done very well with a few sites I have that I use this method on. Each one brings in

hundreds of dollars a month on autopilot. All I have to do is create a video once a

month or so and it continues to grow. A nice business plan, I think. :)

For turnkey sites that let people upload photos (which you can then use in your videos),

go here:

http://www.jonathanleger.com/recommends/turnkeysites.php

Using Sound Effects and Music

You want to have sound in your video, either sound effects or background music. For

background music I usually use MIDI files that I convert to WAV format for use in

Windows Media Player. One of my favorite MIDI song sites is:

http://www.mididelight.com/

Since Windows Movie Maker doesn't import MIDI directly, you'll need to convert those

files to WAV files, which you can do with a free tool called Jet Audio:

http://www.cowonamerica.com/download/

Don't underestimate the power of choosing the right music. For funny videos, the music should be lively, happy, or silly. For shocking videos, it should be dramatic and powerful.

One twist you can use with funny videos is using very serious music with very silly pictures. The contrast of the music to the photos can be funny. Be careful using this method, though, because if you don't get it right it will detract from the video instead of adding to it.

You may be thinking, "Should I create some actual motion picture videos using my digital camera or camcorder?" My answer is: if you have the time, yes. I personally don't use that method, because it's too time consuming, but if you've got the time, it's worth it. I say "it's worth it" because the top 10 videos are *always* that kind of video, showing that the actual human interaction videos do the absolute best.

For me, though, since there's too much risk involved in each video you produce to spend too much time on each one. The videos you think will be hits aren't always, and the ones you don't really like sometimes do great. So I "hedge my bets" so to speak by creating a lot of videos fast, to get maximum spread and exposure. The 500,000 views I generated last month came from a total of 10 videos, of which the top 4 performing videos accounted for 95% of the views.

Titles and Descriptions that Draw Eyeballs

Like I said earlier, my first goal was to discover what worked to get the eyeballs to the videos *first*, because without eyeballs, the rest just doesn't matter, does it? So I set about learning and testing what I've already told you: that humor, shock and cute are the best ways to get people to watch and pass around your videos.

My second goal, which I'll get into more now, was to create titles and descriptions for the videos that drew viewers in. A great video will eventually get passed around anyway, but a good title will make that happen *much faster.*

As an example, I created a slideshow video of funny and cute cat pictures submitted by visitors to one of my blogs. The video had a decent title I thought, and got a few hundred viewers the first week. Since it was my first video, I was thrilled with that. The video eventually ended up with thousands of views.

Once I started testing titles, though, I reworked that same video and uploaded it to the same site under a better title. With the new, improved title, I got a few hundred views *the first day*, and *thousands* of viewers the first week. Big difference, 'eh?

One thing I've learned is that putting something really shocking at the front of the title works great. I've used the phrase "OH MY GOD!" (in all capitals) to much effect. For example, "OH MY GOD! Horrible car wrecks!" is one title I used that got lots of attention.

For funny videos, I've used "Very Funny!" or "Hilarious!" at the beginning of the title, again, with good results. Also, making something *the worst ever* works well. For example, "The most horrible thing I've ever seen!" and "This is just incredibly pathetic!" are two titles that have worked for me.

Remember, these videos are getting uploaded by regular people to these sites. People without any commercial intent. So you have to make your video titles very catchy while *not sounding commercial*. The video itself shouldn't be a commercial, so don't make the title sound commercial either – just really, really interesting.

That's the bottom line with titles: peak people's interest or curiosity. Make them wonder, "What's he talking about? I gotta go check it out!"

Doing that will bring in the viewers fast.

Converting Viewers into Visitors

You might have the greatest video ever produced, and it might generate tens of millions of views on You Tube and Google Video and the other video sites, but if you take no steps to drive those viewers to your web site, what have you got? Some notoriety, perhaps, but notoriety doesn't mean much if your pockets are empty.

So after creating a great video, the goal should be to get those viewers to go to your web site. There are a few ways to do this, depending on what you are trying to accomplish with the video.

There are four main reasons to create a video: branding, clicks, leads and sales. I'll discuss each one here.

Branding

If your goal is branding your domain name, then maybe you didn't create the video with the intent of turning the viewer into an immediate visitor, but rather, to keep your brand in front of him or her so that when they are ready to buy, they know where to find you.

Branding is the goal of most TV commercials. They know you're not going to drop everything and run to their store at that moment, they just want you to remember them when you do need that widget that they sell.

If that's your goal, too, then just putting your domain name and logo at the end of each video you produce should suffice, or having your domain name as a watermark on every frame of the video will do. Getting hundreds of thousands or even millions of eyeballs looking at your message briefly can be very effective long-term advertisement.

Clicks

If you have an AdSense site, then your goal is to drive visitors *right now* who will (hopefully) click on the ads on your pages. If that's your goal, your ad at the end of the video needs to give people a really good reason why they should come see your content.

Perhaps you have more great videos up at your site. Be sure to tell every viewer that in a message at the end of the video! If they liked your video, they'll go to the site to get more, and a certain percentage of them will click on your ads.

If AdSense is your goal, try and design your content so that the ads which are shown are related to videos and humor (or shock, whatever you're using). Use keywords on your page and in your page title that will pull those ads from AdSense.

I've started doing this myself, and my first attempt is yielding an 11% click through rate. Not too shabby, I must say. The clicks aren't high paying, but it's so easy to generate them that they really add up.

Leads

If you have a mailing list, your goal might be to generate leads, or subscribers to that list. In this case, offer a free gift or some powerful reasons why they should join your list at the end of your video.

With lead generation, your video probably needs to be at least somewhat related to your list or lead program. For example, I created a video that told people they were losers and needed to get off their duffs and use their skills to make money. At the end of the video I sent them to my site to sign up and learn how. From this, I generated a number of new subscribers.

In a separate case, I created a video of really awful car wrecks that advertised free auto insurance quotes at the end. Within 10 days I had generated 5 leads – and I got paid for each lead.

Videos are great for driving traffic to sites that pay you for each action the visitor takes (like filling out the auto insurance quote form). Since the visitor doesn't have to pay anything to take the action, and you still get paid when they take it, it really works well.

Here's a useful list (not mine) of programs that pay-per-lead:

http://www.clickquick.com/subcat.asp?S=9

Sales

I included this in the list because I know you are probably interested in direct sales

through videos. My recommendation: don't do it. It's not worth the effort. You can earn

a lot more through pay-per-lead programs or AdSense than you can with trying to

directly sell people something either in the video or at the website they go visit after the

video.

You see, people watching videos are in "entertainment" mode, not "buying" mode, and

so it's very, very tough to get them to buy anything at that time. Getting them on a free

mailing list with the promise of sending them great information which they can read later

is much easier. Getting them to take a free action that you get paid for is also easier.

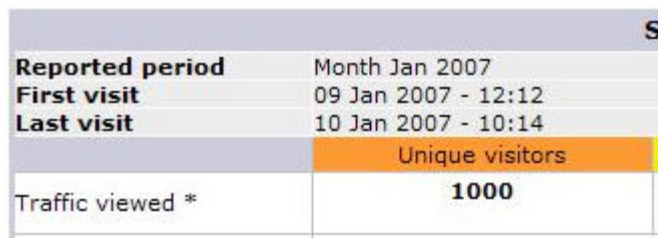But to sell them on something right then? Very tough. In fact, I've never managed to

do it.

If you discover a great way to directly sell people from inside a video, I'd love to hear

about it!

Your Domain Name Matters

The domain name you advertise in your video is very important. You want it to be

something that's very easy to remember and spell, since most video sites don't give you

a link back to your site from the video page. That means that the viewer will be typing in

the domain name directly. So make it easy, even if it just redirects somewhere else.

1,000 Visitors in 24 Hours

Ok, it's time for the big enchilada here. The method that I used to get 1,000 visitors to come to my site in just under 24 hours. Here's a close-up image of my stats page when it rolled over to 1,000 visitors (I'm still amazed that I happened to catch it at that point):

The first visitor came just after noon on January 9th, right after I released my first video using this method. Visitor number 1,000 came the next day at 10:14 AM, less than 24 hours later.

The method I used isn't allowed at all video sites. A couple of them deleted the videos with nice emails to me about how they violated the site's policy, but the majority of the video sites have no problem with the method, and I always submit to dozens of video sites (really fast, too–more on how to do that later).

So are you ready for it?

Do you want to see the method I used to generate 1,000 visitors in 24 hours?

Is that *why* you started reading this report to begin with?

Then turn the page.

The Golden Method

What you just read is a brief example of the method I use to convert so many viewers. You peak their interest, and I mean *really, really* peak their interest, and then you tell them they can get the answer (or punch line, or whatever) at your web site.

For example, here's how the video went that's responsible for those 1,000 visitors (and those are unique visitors, not page views). There were no pictures *at all*, just text.

Frame 1 : You're not ready for this.

Frame 2: No, no, I don't think I should show you.

Frame 3: You WANT to see it, but I don't think I should show you.

Frame 4: It's frightening, gruesome, horrible. You probably can't handle it.

Frame 5: You want to see it? Are you SURE?

Frame 6: Well, it's against my better judgment, but OK.

Frame 7: If you really, REALLY want to see it, go to <my domain>

Frame 8: But don't say I didn't warn you. <my domain>

That's it. That was the video. It made people really wonder what *it* was that they weren't supposed to see. Are you wondering what "it" was? Haha. I'm not going to tell you.

Doesn't that stink? You really want to know don't you? If I put the domain name here you would probably go there and look, just to know.

That's why this method works. *People are curious.* It's hard to fight that curiosity. In fact, about 25% of the people who viewed the video turned into visitors to the site. Yup, 25%. Before using this method, my best videos converted between $\frac{1}{3}$ and $\frac{1}{2}$ of one percent of viewers into visitors.

So the simple method for converting viewers into visitors is: don't give them the whole story. Make them go to your website to get it. Cut your video in half, and give them the first half but not the second.

These visitors were AdSense-clicking visitors, too. That site got an 11% click-through rate that day. That's money in the bank!

An example of how to do this with live video: I saw one video of a kid who rides his bike up a cement wall with the intention of jumping off the end of it (real genius, let me tell you – where were *his* parents???). What if the video stopped just before he made it to the end of that wall and said… "What happened to this guy in the next two seconds is beyond belief. You will never get over it. To see what happened, go to <some domain>"? I *so* would have gone there to see that the kid missed and flew into the concrete wall. Like I said, he was a real genius.

Use that method in your videos and you will pull *a lot* of traffic to your sites. Give them the promise of something really funny, or really terrible, and then end the video without fulfilling it *unless* they go to your site. Do that, and watch the traffic flood in…

Distribute Your Video Really, REALLY Fast

To generate a whole lot of views, and a whole lot of visitors, you need to submit to a whole lot of video sites. I've found that the absolute best way to do this is using Traffic Gyser:

http://www.jonathanleger.com/recommends/traffic-gyser.php

Traffic Gyser lets you upload your video to their site *once*, and then they turn around and upload the video to dozens of other popular video sites. I use them for all of my videos. Saves me hours and hours of time uploading videos.

Traffic Gyser will also create slide shows from photos for you, and will submit your video link to social bookmarking sites as well. It's a great way to get your work out really fast so you can focus your time on creating more videos.

If you don't do anything else I tell you to in this report, you *NEED* to get a membership to Traffic Gyser. There is no better way to get your videos distributed all over the Web 2.0 videosphere.

Here's the link again:

http://www.jonathanleger.com/recommends/traffic-gyser.php

You Need Thick Skin When Distributing Videos

Ok, I'm going to be blunt about most people who hang out at video sites – at least about the ones who like to write really nasty comments – THEY ARE LOSERS.

These are the burger flipping nobodies of the world who get a lift out of having really, really nasty things to say about your videos if they have any kind of commercial intent *at all*. Expect them to say these things. Prepare yourself for them if you're sensitive.

Some video sites let you delete comments you don't like, others don't. Some sites let you disable comments, others don't. I wouldn't spend too much time worrying about it. I've never seen negative comments prevent people from watching the videos.

One prime example of a site where people will post really nasty stuff is Break.com. I've had videos get 6,000-7,000 views from Break with a dozen profanity-filled hate comments and a rating of 1 star out of 5 (which means they thought it was really bad).

You know what, though? People *still watched the video,* and I *still got visitors from Break* to my site. Great titles and great videos pull in the viewers and visitors no matter what the losers have to say.

On the other hand, some sites are more friendly to cute videos (Break is NOT cute-video friendly), and for the same video that Break users flamed, I got great reviews and comments about elsewhere. *C'est la Web!*

Make Money With this Report

Making money with this report is very easy. Simply send people to the sales letter site using this URL:

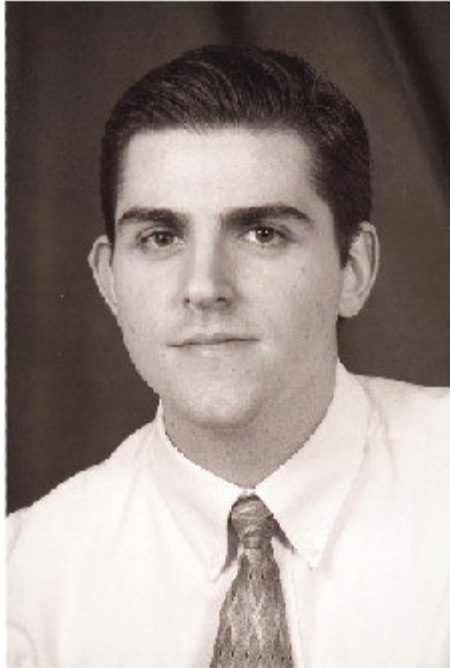http://www.1000visitors.com/?e=YourPaypal@EmailAddress.com

Just put your PayPal email address at the end of that URL and the entire cost of the report will go directly into your PayPal account when somebody buys—no strings attached. Your email address will automatically be hidden after the visitor arrives to the site to protect your profits.

I am using this report to build up my list, so that's the benefit I get from it personally. Also, there are a couple of my affiliate links in the report – but mostly I'm interested in the list building. In order to facilitate that, I am more than happy to pay you the full price of the report each time you send a customer my way.

So get your email out to your list ASAP and start to watch those dollars roll directly into your PayPal account! Because the report is very inexpensive, it sells very well.

About the Author

I am the creator of many powerful tools
for marketing online, including:

http://www.VideoTrafficPower.com/

http://www.AdSenseGold.com/

http://www.TranslationGold.com/

http://www.InstantArticleWizard.com/

http://www.InstantArticleWizardPro.com/

http://www.ArticleBuilder.net/

http://www.KeywordExplosion.com/

http://www.SeoExplosion.com/

Jonathan Leger, Me!

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