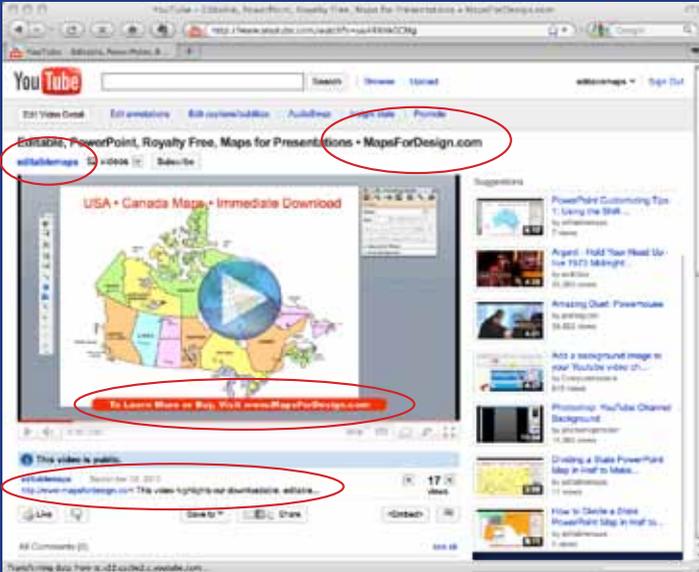


FAST START VIDEO GUIDE

You've Made Your Video NOW WHAT?



10 Essential YouTube Tips The “What Next” for Marketing Your Videos

by Bruce Jones
and Lew Sabbag

BruceJonesDesign.com

Welcome to **“FAST START VIDEO; 10 Essential Tips for Making and Showing Effective Business and Marketing Videos on YouTube.**

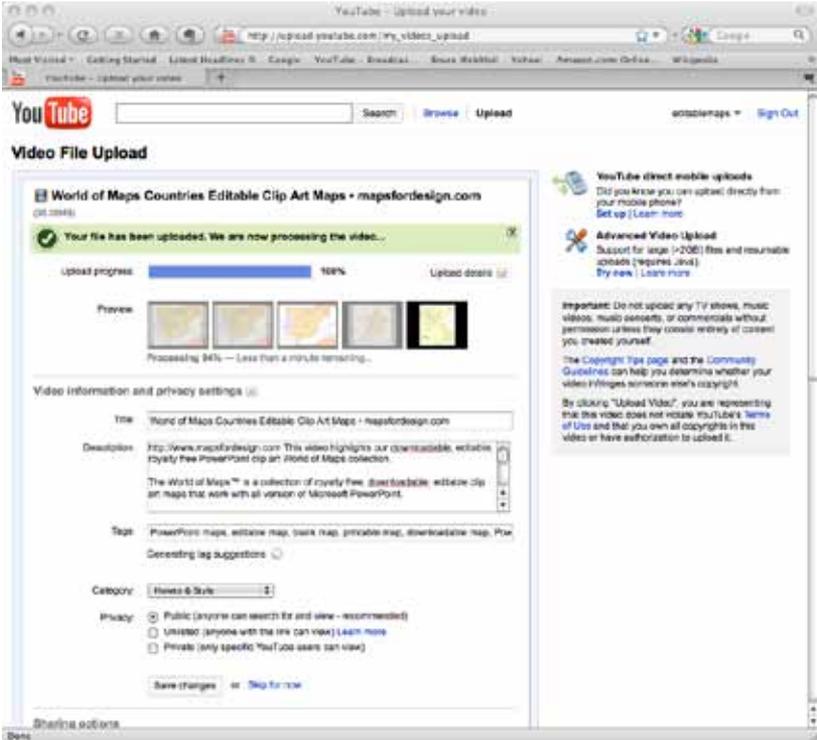
You’ve Made Your Video – “Now What?” the guide for marketing your videos on YouTube. YouTube is one of your main access points to the world. YouTube, which is owned by Google, is broadcast around the globe for free and, as of this writing is seen by 2 billion viewers a day. When you think YouTube, think global, whether it is showcasing your music, your products, your thoughts on a subject, or just your funny cat. It is global platform, and most importantly, it is a free way to deliver your content. Think about that. You can run a world-wide campaign for free. YouTube is seen by more than 2 billion viewers a day. That is a lot of potential customers. Using our NOW WHAT? guide will help you greatly in this process.

Working with YouTube can be broken down into several steps:

1. creating the video
2. uploading the video
3. working inside your YouTube account to enhance it
4. and then promoting the video on and off the YouTube site.

Each step is important to being found on the web and capturing maximum exposure.

This guide will help you set up your videos in your YouTube account to help them get exposure in YouTube and in Google search.

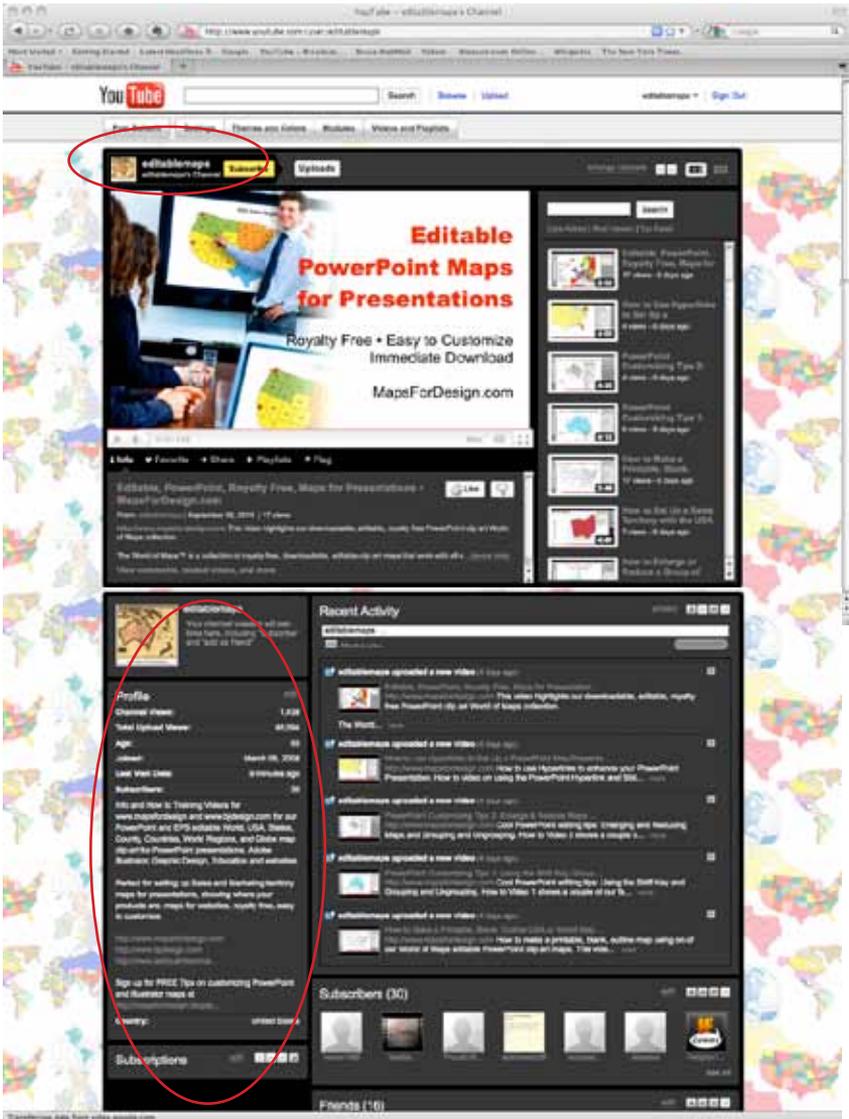


Video File Upload page. This is the page where the title, descriptive information, key words or tags and category is entered.

I. Pick an Account/Channel Name That Relates to Your Subject.

Your YouTube Account which is also your YouTube Channel, is your home on YouTube. It is much more than just a name. You can include all kinds of information here, from the basic name, to your web address, likes, information about what you do, links, phone numbers and contact info. Along with all the text info, you can manage your subscribers, friends, and playlists. The channel includes all of your videos. If someone is interested in one of your videos, they can also see all of your other videos from this one page. Without a lot of effort, you can also customize your page with your logo and organization's branding.

So, while we are here with video and pictures, the essence of Google is all about text; cataloging text, displaying text, and indexing text. Successfully attracting viewers to your video is all about the words. You can help this along by creating a better YouTube account name than SugarCup345. Try to include your main business keyword in the account name, personal name or company name in the YouTube account name. YouTube lets you have multiple accounts, so it is easy to set up a new Channel for your product or website or whatever service you are promoting.



Channel page, showing your profile, video views, subscribers, friends, descriptive text with web links, comments and updates. You can also give this page a customized background. This is your YouTube home page.

2. Keyword Your Video Title and Add a Web Address

One of the most important parts of your YouTube Video is the title. Titles are super important to Google and how you treat them makes a big difference in the frequency of your video being found and viewed. Titles are added when you upload your video.

Your title is key to Google and YouTube searches so setting it up is important and using keywords plays a big roll. Remember you are attracting two audiences: the viewer who is looking for your video, and Google and YouTube search. YouTube search is the number two search engine on the web today and it will shortly become the number one even beating out Google. It is hard to believe that people search YouTube that much but they do. They use it to look for local restaurants, how-to information, product help guides, info on favorite personalities or bands. From what I also understand, if you have two or more videos on YouTube, you are 51 times more likely to be found in Google search. Google owns YouTube and positions it prominently.

To get your video found, you need a descriptive title with the essential keywords for your subject. Your title isn't the name of the video file that you upload, but it is something that is thought out and added when you upload your video. Think search. Think "how would people find my video." Try finding a similar video to yours. What did you put in the search box? Did it work? Good title keywords can be found by looking at other similar videos, search in YouTube and looking at the top one-five videos that pop up. What are they about? Try using



the Google Keyword External Tool. This is a great place to get keyword ideas. Search in Google and look at the websites that come up and that are similar to yours. What words are they using? You don't have a huge amount of space but it is very easy to give your video an effective title.

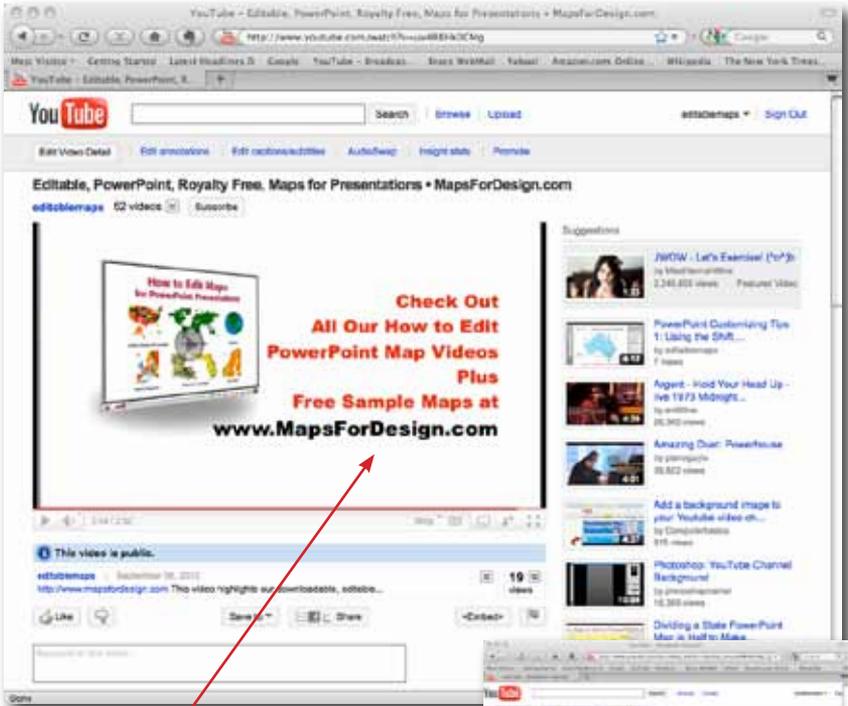
Along with a good title, one of the cool things you can do is to add your web address to the end of your title. This isn't a live link but tells the viewer that you have a web address and what it is. How about adding your name or company name? All of these ideas work. It is all about thinking from the perspective of the searcher and Google.

3. Have a Call to Action and Web Address in the Actual Video

If you have access to some kind of editing software such as Apple iMovie, MS MovieMaker-both of which come free on the Mac or PC-or you are using FinalCut, Sony Vegas, PowerPoint or almost any other editing software, then you have the ability to add text on the screen. Even YouTube has editing software now: <http://www.youtube.com/editor>. If possible drop, in some kind of call-to-action or contact info as the video plays and at the end of the video.

Most videos are played no more than 20 seconds, so you have a very short amount of time to capture and keep your viewer. One of the best ways is to put what is called a lower third or a block of text along the bottom of your video. This block of text doesn't have to be on the bottom of the video. It can really be anywhere on the screen but is often here. But now that YouTube and other video hosting platforms are often dropping in ads along the bottom you might want to place them along the top. This message also doesn't have to be the same all the way through. You can alternate it with: "For more info visit www.XYZ.com" or "We Have Free Samples" or "We Have a Free or Discount Offer at the End of the Video." At the end of the video repeat your call to action, drop in your contact info and website address or "we have more videos that you can watch." Videos should work whether the sound is on or off, so adding a text overlay is one of the best ways to connect with your viewer.

If you don't have access to editing software and are just shooting straight from the camera to YouTube, then how about having your web address on the wall behind you; on



Call-to-Action

your shirt; or just hold up a sign saying “go here for more info.” Let viewers know how they can reach you.



YouTube also has an Annotation Feature that allows you to add text boxes on the front of your video after you have uploaded it. It is easy to do.

If you have access to editing software you can also drop in a cover of your book or CD, or maybe a picture of your store or product, with a caption that says “For More Information,” or “To Buy,” or “To Learn More.”

4. First Sentence of the Video Description Box, Add a Live Web Link

Your video description box is one of the most important areas on YouTube and one of the most under utilized. Remember, Google indexes text and the description area is a perfect area that you can fill with text and weblinks. Description text is added while you are uploading your video.

There are several key areas to include in the Description box. The most important is the first sentence, which should have a full web address (including the <http://>), such as <http://www.mapsfordesign.com>, followed by a short intro description. The visible description area is very small. The first few words need to grab the viewer's attention because this is all they will initially see below your video. A lot of people don't even know that the description box has text in it and that they need to click the little arrow button to open it, but Google sees all and indexes this copy.

5. The Rest of the Video Description Box; Include More Live Web Links

Next comes your description text. YouTube allows you to put in a ton of text. A lot of other video hosting sites limit you to 150 words or so, but YouTube doesn't seem to set limits on this, and all of it is indexed by Google. So drop in the transcript of your video; add in company info; if you are a songwriter put in the lyrics; put in the chords of the song so others can play. This is a fantastic place to talk about the subject matter in your video. List how people can contact you. Put in your web address so folks can link back to your website or other information. Drop in resources. This is a great place to tell your story and Google indexes all of it.



On your web links make sure you put in the full web address including the http:// part. This give your viewer a direct live link back to your website. How cool is that! You don't want to be keyword stuffing this area, but make sure you work your essential keywords into your copy. Remember, the search engines read all of this.

The other big point here is that almost no one is doing this. Most videos are losing a huge opportunity to be found. It is very easy to become ranked in the top group of YouTube searches just by filling in the description box with good, relevant copy and lots of it. Remember that YouTube will be the number one search engine shortly, get your videos ready.

6. Video Category

Ok, category isn't a big area but it is still important and it is just a short click. Everything that helps the viewer find your video is important

7. Tags and Keywords for Your Video

This is a big one; super important. Google works by indexing the text it finds on webpages, in descriptions, captions, anywhere there are words. It does this using keywords or tags that it finds (the words keywords and tags mean the same thing). People search by typing words into Google and YouTube search they think will give them links to the places they want to go. These words are called keywords or phrases. When there is a match between the keyword or phrase that you typed into the search box, Google or YouTube can make a connection and send you there.

In YouTube the keywords are located at the bottom of the Description area and are added while you are uploading your video.

YouTube gives you a lot of room to add keywords in the Tag box, around 400 characters worth. Describe your video with keywords, the subject matter, people's names, organization's names, use different versions of the keywords, with an "s" without an "s", as many as you can.

How do you find these words? Well, one of the easiest ways is to do a Google search on your video's subject and look at the



Category

YouTube Tags or Keywords

sites that come up at the top of the search page. Look at their keywords for ideas and adjust them to use for your video.

Google Keyword Tool External

<https://adwords.google.com/select/KeywordToolExternal>

The Google Keyword tool gives you a window into what is being searched on for any phrase or keyword on Google and has tons of words you can use. Search in Google and look at the bottom of the search results page, and you will see what Google thinks are the important search terms for your subject. Now, with Google Insight, these appear right below the search box as you are searching.

There are many ways to find these words. The important thing is to use them to help people find your video.

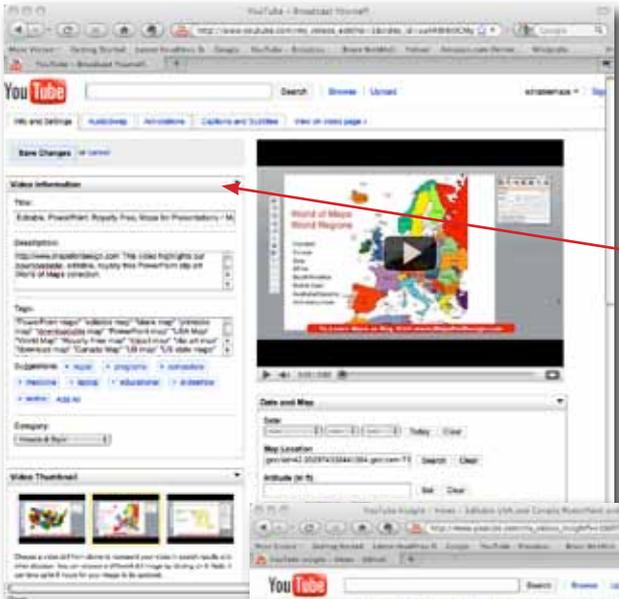
8. Inside Your YouTube Account, Learn About Your Video

YouTube has a lot of information on your video and its performance that you can use to learn about your market, including demographic info, location, popularity, and keyword suggestions.

You can see where in the world people are viewing your video, how they are viewing it (Hot Spots). You can update and add more text, change the titles, add more keywords and change the video thumbnail.

You can also update and customize your Channel page. Everyone who has a YouTube account has a Channel page that is like a home for your videos. It includes sections for contact info, description area, places to put web links, all kinds of stuff. You can also customize the look, adding in logos or artwork to extend your brand.

All of this is located inside of your account once you log in and it is well worth reviewing and tweaking.



YouTube general account page, from here you can edit all the text and make adjustments.



Insight page, see how your video is playing to the world.



Hot Spots, shows you second by second how your video is being viewed and what the interest is.

9. Annotating and Linking Your Video to Other Videos in YouTube.

There are a lot of features of YouTube that aren't obvious right from the start and are available to you once you log into your account. One of them is Annotations.

The Annotation feature allows you to add text info and text bubbles with arrows and links to your video after it has been uploaded. Annotations are those little red boxes you see on some peoples videos, or the little transparent boxes with arrows. Annotations isn't just for text notes but can also be used to make internal links inside of YouTube. This is great if you have several videos on the same subject or maybe Part 1, 2, 3 type videos. Using Annotations you can link videos together. This is also great if you forgot to highlight or mention something important in your video and don't want to reshoot it. It is an easy way to update.

Most videos don't use this feature very much but it is very powerful.

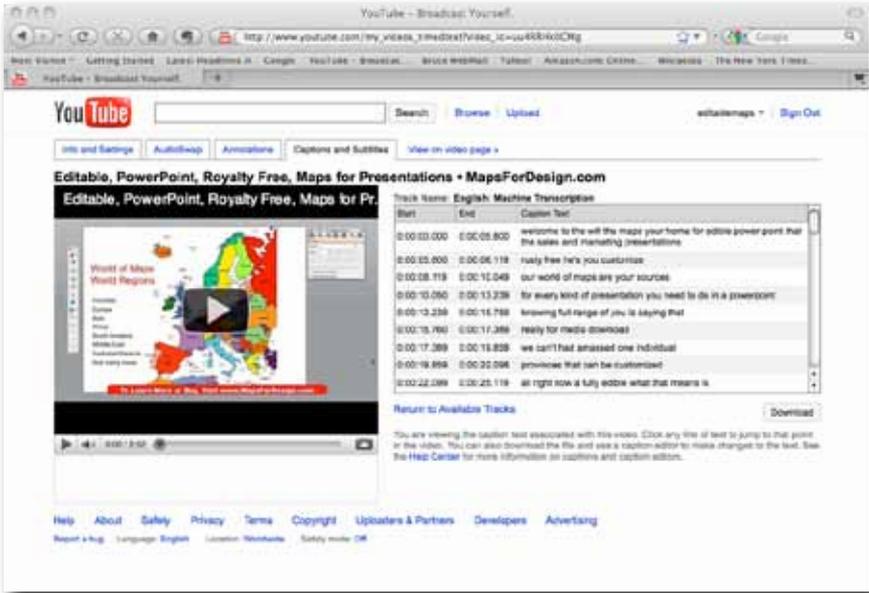


YouTube Annotation page

10. Closed Captioning of Your YouTube Video

YouTube added a major feature this past year with the addition of closed captioning. They now close caption all videos using voice recognition technology as they are being uploaded and add the text to a CC file. Video CC text can also be updated and corrected. On older videos you can go into your account and hit the transcription button to have your video closed captioned. Closed captioning works unless Google can't figure out what is going on, including videos with music in them if the words are clear enough. This is pretty amazing and often pretty accurate.

Closed Captioning is important not only for hearing and site impaired folks, but for search. Google and YouTube index this copy for their search results. Why do we use this? Most videos are watched for no more than 20 seconds before the viewer leaves. We want to get our essential message or key phrase into those first few seconds. Because someone has come here through a search, we want to make sure they hear or see those key words right away. We want to reward our viewers with a positive search experience based on the key words that we gave them. If we are lucky maybe they will stick around and watch the entire video.



YouTube Closed Captioning, Machine Transcription page.

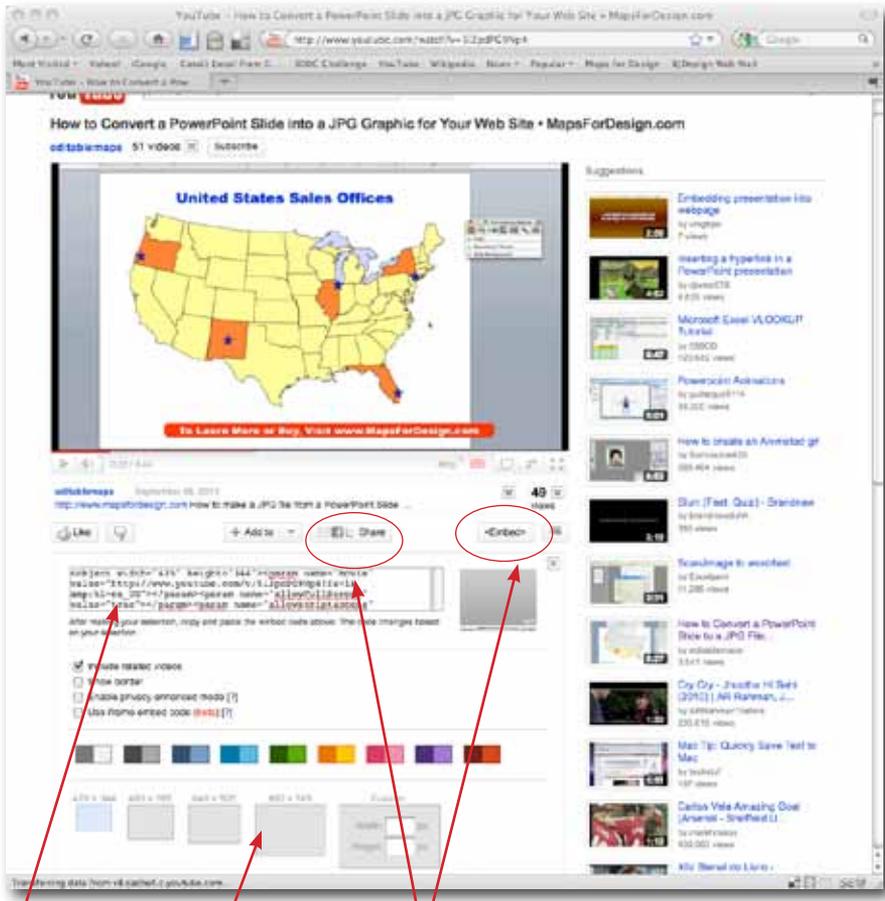
11. Bonus Tip: Outside of YouTube, Increase Your Viewers. Get More Exposure

Ok, you have made your video, you have uploaded it, titled it, tagged it, and written a killer description with your live web links. You put calls to actions in the actual video with all kinds of contact info. You are ready to rock. Ok, what next?

One of the genius moves that YouTube came up with was to let people freely embed videos on websites, Facebook accounts, blogs, really anywhere you want. Not only do they allow this but they give you the code to do it. They make it super easy.

Depending on the site on which you want to play your videos, there are two types of code you can use. The code is located just below the video and the short Description line. Some sites like Facebook use just the web address up at the top or the link in the **Share** button. Copy and paste this into the status box on your Facebook wall. The video will appear. Other sites like Blogger blogs use the **Embed** code. Again, copy and paste it into your blog posts. The embed code also allows for some customizing. You can change several things, including the size of the video and the color of the player. You will have to figure out which works for your particular site but the videos play almost everywhere.

The important thing here is that you can greatly increase the exposure of your video by dropping it into any and every place that you can. A second cool thing is that they don't have to be your videos. You can drop any YouTube video into your site. This is a great way to add content and spread information to your viewers.



Embed code, customizing options

Share and Embed buttons for connecting to sites other than YouTube

An important point to remember when you are making your videos is to put all your essential contact info right in the video, use a lower third, or at the end. Most people don't copy the video title or description text when they embed videos on their site. They just take the video. If the contact info is right in the video then the viewer can reach you wherever they view it. This also helps if someone wants to steal your video; you have it branded with your information.

Fast Start Video

10 Tips for Making Effective Business Videos

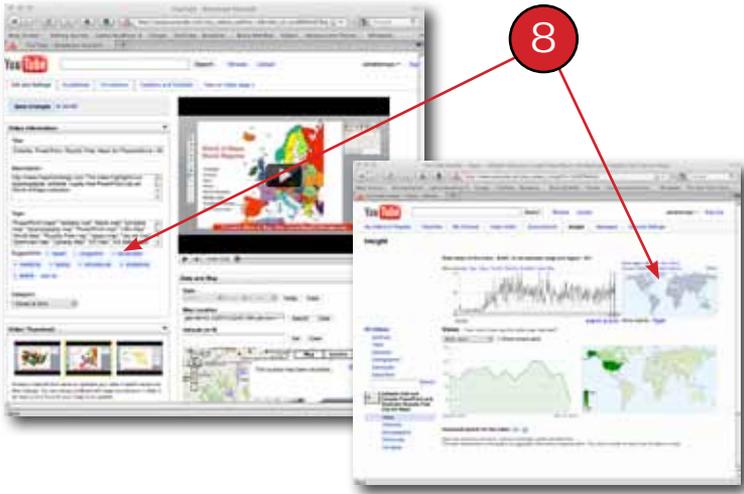
Filling Out the Video Description Boxes

Video title, description and key words or tags are added into YouTube when you upload your video. The key to getting found is to fill in the boxes they provide with lots of relevant text.

1. If you can, pick an **account name** that relates to your subject matter.
2. **Keyword** your title and include a web address. This isn't a live link but it reinforces that you have a website.
3. All promotional videos should have some kind of **call-to-action**, including a web address or contact info during or at the end of the video.
4. In the initial sentence of the description, include a **full web address** as the first item, including the `http://`, then a short intro description. The first sentence needs to grab viewers attention because this is all you initially see below your video.
5. For the **rest of the description**, fill it out with a lot of relevant copy, maybe with a transcript of the video and contact info. You can really fill this area up with text. Google indexes this area so it is important to also add in your keywords to the copy.
6. Pick a relevant **Video Category**
7. **Relate Keywords or Tags** to the video and the topic, this is super important.



Bonus Tip: Share and Embed code for re-posting your video on your blog, website, Facebook, and social media.



8. YouTube has a lot of **data on your video** and its' performance, including demographic info, viewing locations, popularity, and keyword suggestions. All of this is located inside your account once you log in.

9. Your video can also be **annotated and linked** to other videos in YouTube. This feature is available once you log in.



10. YouTube now **close captions** all videos and adds the text to the video file. Most videos are watched for no more than 20 seconds, so make sure your key phrase is included in those first seconds. It is rumored that Google indexes this copy and it also can be updated and corrected.

Suggested Videos You Can Make for Your Business

- Product Demos
- How-to Videos
- Testimonials
- Event Videos
- Meet the Staff
- Who, What, Where, Why, How Videos
- Show Your Store, Factory, Location
- Frequently Asked Questions (FAQ)
- News and Announcements

Sample 30 Second Script

Hello. My name is Bruce Jones of Bruce Jones Design. We are a business graphic design firm located in Norwood, Mass. We work with professional service firms, law firms, non-profits and general businesses, producing brochures, newsletters, promotional material, stationary, and websites providing solutions to your marketing and promotional needs. We also design and produce portable trade show booths, environmental wall and vehicle graphics, and business web videos. To learn more or set up an appointment, call me at 781-255-7171 or visit brucejonesdesign.com.

Most videos are watched only about 20 seconds, so get your essential keyword phrases and message right up front.

Making Your Video; the Quick Steps

- Almost any simple digital camera will do for making a video, from the Flip or Kodak Zi8, to simple pocket cameras like a Cannon SD 780, even your cell phone if it shoots video.
- A little tripod can really help with the quality.
- If you don't have a camera, then use the Save as Movie option of PowerPoint or a screen capture program like Screenflow.com or Screnr.com.
- Check out our list of basic business video ideas on page 1.
- Keep the video short. This is key; around 1-3 minutes is perfect.
- If you can do it in one take, you might not need to do any editing. If you are editing, then make each shot at least 10 seconds; (count in your head). You can also add in still images, or video from a PowerPoint presentation.
- Lighting is important. Turn on the lights or stand by a window. A dark video just doesn't look good. Watch out for backlighting. It can kill your video.
- Stay close to the camera for good sound, turn off any radios, and watch out for background noise. If your camera has a mic input, you can also add one for better quality, lavalier mics work well.
- In your video, give viewers a call-to-action: ask them to do something, call, go to a web site, suggest something to get them to your web site.
- Do some simple editing with iMovie on the Mac, MovieMaker on the PC, for more complex, use FinalCut or Sony Vega. You can even edit right in YouTube and the new PowerPoint. Many cameras also come with video editing software you can use.
- Add your web address along the bottom or lower third of the screen. Add contact info or a call-to-action at the end.
- Upload your video to YouTube, then link it to a blog, your website and announce it using Facebook and other social media sites.
- Check out our 10 YouTube Marketing Tips for maximum exposure.

Video Hosting Sites and Services

There are many video hosting sites out there along with YouTube, and more coming on-line every day. They all allow you to add descriptive text and keywords or tags, which will help people find to your videos.

The largest and most important video hosting site is YouTube, with over 2 billion views a day. YouTube lets you put in the most descriptive copy and live links. The basic idea here is to place your videos on as many sites as you can, with the goal of driving traffic back to your website or blog. More and more video sites are also offering some manner of ad supported payment, so check that out also.

Some of these video sites host and some just grab videos from other sites and replay them. Either way, they are worth checking out.

<http://www.metacafe.com/> Very popular; also pays you for views.

<http://revver.com/revver/>

<http://www.viddler.com/>

<http://www.vimeo.com/> Popular with film makers and photographers.

<http://www.blip.tv/> Will host long form programs, like a series.

<http://www.dailymotion.com/us> This is a world wide site based in Europe

<http://www.flurl.com/>

Most of the major sites also host videos:

Google Video <http://video.google.com>

MyspaceTV <http://vids.myspace.com/>

AOL <http://video.aol.com/>

Facebook <http://www.facebook.com>

Yahoo <http://www.Yahoovideo.com/>

There are also a lot of other places to host videos, including your own web sites, blogs, Facebook and tons of free blog/websites such as squidoo.com and hubpages.com. You can find them by searching video hosting on Google.

To assist you in uploading your videos in bulk to these site many people use video distribution services like TubeMogul.com which give you free online video distribution and analytics, <http://www.tubemogul.com>.

UStream.TV Broadcasting Live on the Web

It is now possible to have your own TV channel, and have it will be global. All you need is a relatively fast internet connection and a camera; either the one built in your computer or a USB webcam that you can plug in. Set up a free account at <http://www.ustream.tv> and hit broadcast.

Ustream.tv web based interactive broadcasts allows viewers to communicate back to you in real time while you are broadcasting and you can also record and save your show for later viewing and sharing on other sites. How cool is this? This can also be done at <http://www.justin.tv> and <http://www.stickam.com>. Go to <http://www.blogtalkradio.com> to set up your own web-based radio show.

Recording Screen Capture from Your Desk or Laptop Computer

A great way to make videos these days, especially if you are making “How-To” or “Talking Head” types of videos, is to create them right off your computer. One of the best ways is to use a screen capture program such as ScreenFlow on the Mac or Camtasia on the PC.

Screenflow from <http://www.telestream.net> is a fantastic program. It’s almost worth buying a new Mac just to be able to use it. The PC equivalent is Camtasia Studio, but it isn’t anywhere near as powerful. What is great about Screenflow is that it can shoot two video tracks at the same time. What is on the screen or screen capture and a second track with the built in computer camera. Screenflow also lets you manipulate these two tracks individually. This feature is very powerful it accomplishes what has been a pain to do up to this point.

The second feature that it has is it allows you to edit and delete sections of the video. This is a normal feature on an editing program like iMovie or Final Cut but not so normal on a screen capture program. ScreenFlow is a game changer.

If you want a web-based free screencast program check out Screenr at <http://screenr.com>. Screenr allows you to do short screen capture videos just by clicking the record button; no camera or anything.

You can produce a very nice video file by just running whatever footage you have from a Flip or pocket camera and capturing it using Screenflow instead of outputting from your video editing program. This method also works well if you use video from say a Flip Camera and you want to add titles. Screenflow allows you to bring in PhotoShop and jpg files for extra graphics. The .mov file that is produced has excellent resolution and can be uploaded to YouTube.

In Screenflow Output Settings, I use the default settings which are High res, saved at 50% reduction. I also try to crop the screen capture to either 4:3 or 16:9 proportions. The file is saved in the .mov format and will upload to any video platform.

iMovie also produces excellent videos. iMovie is integrated beautifully into the Macintosh computer and comes set up for making MP4 files and uploading to Youtube.

Doing Interview or How-To Videos with No Experience But a Lot of Energy

Ok, you are ready to start shooting some videos for YouTube, maybe some interviews or simple how-to, but you don't have any real experience. So what. Lets just get started.

My basic advice is to go simple. Use one of the basic Flip or Kodak Zi8 cameras or that basic camera in your pocket. Your first video will be rough and full of mistakes. Your second video will be a little less and your third will be even better. By this time, you will be ready to go.

My second piece of advice is to get these first videos out of the way. Make a bunch of mistakes. Don't be perfect. Develop a personality. Get use to asking questions and noticing the light and sound around you. The best way to learn to produce videos and get the necessary skills to move to bigger things, is to just start shooting.

In the beginning, think backpack journalism style: you, your notes, a camera, a computer, a tripod and away you go.

If you go guerilla, editing should be at a minimum. It will mostly be one shot takes and then cleaning up and adding tiles and tags.

For equipment look to the Kodak Zi8 digital camera or a Flip HD camera. With the Kodak you can add a microphone and it takes stills but I understand there is a new Flip camera coming out that will also let you add a mic. Both are easy to operate and the quality is excellent. Because these cameras are inexpensive, you can try them out then move to a more expensive camera when you are ready.

Want a little higher sound quality? Add a decent lavalier microphone if you can and you should be Ok to go.

I would also add in a monopod or tripod. The monopod will give you more mobility and a steady shot. A tripod will allow you to move away from holding the camera, and you can get a light compact one. Pro tripods have a special plate that attaches to the bottom of the camera and gives you a quick release; very helpful in changing environments.

An advantage of the Flip style cameras is that they are simple to operate, very forgiving in low light, pretty good quality, and the video files can be dragged right onto your computer's hard drive through the USB connector.

Things to think about

- Sound; how are you capturing it? My preference is to capture sound in the camera with your video, but some people record it independently of the video. This seems like one extra step you don't need to deal with at this point. Capture it with the camera, with a hand-held mike, with a clip-on lavalier, or a mounted shotgun mike. Listen to what is going on around you; shut off radios and music, watch for blowing fans, crying babies, leaf blowers, clicking things, papers, pens in hands, jewelry. Watch out for scarves and lavalier mics.
- Lighting is one of the hardest things to get a handle on. There is never enough, or too much, or in your face, or yellow, or florescent and constantly shifting, or backlit. Lighting decisions often have to be made on the fly and very quickly. Portable lights are never that portable and need their own power. Travel light and figure out how to deal with it.

- Look for what is in the shot; like trash, logos that shouldn't be there, odd people, kids, a pole running through some ones head, mirrors, plants with hanging branches.
- The actual interview. What are the questions? How much time do you have? What is your style? Are you in the shots or not? If possible, I write the questions down and try to do some research to understand the industry by looking at Youtube and doing the top 10 trick on Google. You also need to listen to what the answers are and remember to go get B roll shots of what is mentioned in the interview. Get their name and title on tape. Re-ask the important questions. Ask "is there anything else you would like to say?" "How did you get your start? What were the obstacles? What have been your biggest successes? What are you doing right now?"
- Releases are important and essential to get beforehand as people don't always want to sign them afterwards. Get all electronic and print rights and carry the forms with you.
- Where will the video be shown: Cable, TV network, on line, YouTube, blogs, DVD, all of these? Knowing this information will make you do different things in terms of media, how you record, how you edit, etc.
- I try as much as I can to take stills, lots of them if possible. You can fill in a lot of bad stuff with a moving still image edited into your video.
- Move the camera instead of zooming. Don't pan too fast. Film moving things with a still shot and still things with a moving shot.

For editing you can start with iMovie on the Mac or MovieMaker on the PC, but you may find you want to jump to something like FinalCut, Express or Sony Vega.

As you gain more experience you will want a camera that has controls and that can accommodate at least one or two plug-in mics. Panasonic, Sony and Cannon are all great brands. Some of the controls you need are the ability to adjust exposure; adjust recording levels and mixing; white

balance; the ability to have on-camera and off-camera mics; and removable storage either with tape or digital sticks or hard drives. You want to be able to clean out the camera and keep going. Cameras are quickly moving from the MiniDV tape format to all digital and from Standard to High Def, so this is an issue that needs to be thought out. MiniDV is very dependable and works well with FinalCut and the Mac. If you are going all digital you might want to think PC and Sony Vegas. In our experience though, go Mac if you can. It is just better.

High Def files are a lot larger and can have some issues with your PC and with getting the files out of the camera and into the computer. This is mostly because HD hasn't been around all that long and the standards haven't been set yet. You want to make sure you have everything working before going out in the field.

But before you buy?

I would recommend trying out a friend's camera and software all the way through to final editing and processing to make sure you are comfortable with it. Because MiniDV has been around so long, all of these issues have been worked out, but HD hasn't so give it a test. I occasionally use digital backup hard drives to record my shooting but I always drop in a tape for safety sake.

So, just get out and shoot and shoot and shoot. The more you do, the better you will become.

For More Information or Questions

Bruce Jones
BruceJonesDesign.com
781-255-7171

Lew Sabbag
PublishingTodayMedia.com
617-686-0621