

# VIDEO MADE EASY

How to Quickly and Easily Create & Edit Videos



If you want to produce high-quality content with videos, then you want to educate yourself as much as possible first. That is because the world of video production and editing is complex and vast. If you take the time to learn just a little first before you get started, you will feel less frustrated and overwhelmed in the long run. The quality of your content will improve while you gain a wider audience.

## **Know Your Why**

Before you create a video, it's important to think about why you are making the video and who exactly you are creating it for. Who do you want to watch your video, and why? This may sound obvious, but it is often overlooked.

Many video creators have a passion for something and want to share that passion with others, so they get right to it, producing video after video, not seeing much growth or viewership. This is because they are overlooking their reason for making these videos in the first place. You may have a passion for something, but why do you feel the need to make videos and share your passion with others?

Overlooking this message prevents you from marketing your videos successfully and often results in content that isn't very clear on its message. With that in mind, there are a few things you can do to help figure out your why so you can develop better quality videos and attract more viewers.

## **Imagine Your Audience**

Before you create any part of the video, think about who you want to watch it. Imagine all the details you can think about this person.

How old are they? Where are they from? What do they do for a living? What kind of hobbies do they have? Are they introvert or extrovert?

Another way of doing this is to develop buyer personas for each video you make. This is often used when marketing products. Businesses will design their "perfect customer" and then create a product tailored to their exact needs or ideals and interests.

Once that product is created, it is marketed to those similar people they created. If you imagine your audience before you create the video, you will be sure what you are developing next will be something they want to watch.

## **Narrow Down the Topic**

You can have a variety of ideas, but it's always best to make sure each video you create is niched down or narrowed down to one topic. This helps deliver a clear message, and you can market your videos more precisely.

It will also allow you to create the video more easily and faster as you have a clear plan that you want to achieve for your viewers. If you are having trouble narrowing it down, think about who is going to watch the video. What do you want from them? How do you want them to respond? Are you solving a problem for them? Are you selling something? After you answer those questions, you can create the video.

This is basically like creating the hook of the video. In the first 10 seconds of the video, you want your audience to know precisely what they will get from the video. Then after you tell them, you show them. If they like what you have to say, they will stay around and keep watching. You promised something within those 10 to 20 seconds, so you better deliver.

## **Determine the End before You Start**

Knowing your why also means knowing how you want your video to end. You hooked your audience; now how do you want it to end and how do you want them to feel? Having the beginning and then the ending figured out first before you fill in the body allows you to make sure all the information you are providing is valuable to both the hook and the ending. If you don't, you may find yourself adding in information that is not useful or may confuse your viewers.

Overall, knowing your why is the foundation of every successful video. It is basically like creating a business plan for each video.

## **Essential Equipment for Video Production**

Creating a video not only takes work, but it also requires a few things before you can get started. Unfortunately, this is not a hobby or career that can take off without setting a budget and buying equipment first.

The following are a few essentials you need to get started:

### **Camera**

You can't get started if you don't have anything to record with. There are so many options to choose from: DSLR, camcorder, webcam, or even your smartphone.

- **Camcorder** – An affordable and lightweight option, camcorders are designed to record long-length videos.
- **DSLR** – Best option if you want to create high-quality videos. They are higher in price but come with more capabilities that professional video makers enjoy.
- **Webcam** – Best option for live streaming because it is the most affordable option, and all you do is plug the USB in and go. It can also be used to record videos. It is the perfect option if all you need is one camera angle. However, if you are making cooking videos, it's probably better to use a camcorder or DSLR.
- **Smartphone** – While having a camera and computer is the best way to develop videos, believe it or not, you can do without them. A lot of people use their smartphones for everything, and video production and editing are no exception.

There are many people today who run their business, YouTube pages, and other social media platforms only from their smartphones – iPhone or Samsung Galaxy being the most popular as they are said to have the best cameras. Quik App by GoPro, Adobe Premiere Clip, and InShot App are a few popular editing applications.

## **Computer or Laptop**

The computer or laptop needs to be capable of downloading videos and running editing software. The editing software you pick will have guidelines, so if you already know the type of software you want to use, use the information to help guide your computer or laptop purchase. Otherwise, buy the best machine that you can find. Consider buying more than one monitor or a big monitor to make editing easier.

The other equipment you'll need in addition to a proper editing computer or laptop include:

## **Encoding Software**

Encoding software or broadcasting software is what captures visual and audio data. It then converts it into a digital format that can then be streamed or recorded live over the internet on platforms such as YouTube or Twitch.tv. It is one of the most essential tools to live streaming content.

One of the most popular encoding software is called [Streamlabs OBS](#). It is free and offers templates and integrations for creators to grow and interact with their audience. It can be used with Windows, iOS, and Android platforms.

## **External Microphone**

Crystal clear audio is crucial for both pre-recorded and live content. It is best to purchase an external microphone because they provide better quality sound. External microphones can be adjusted and will eliminate ambient sounds. [Yeti USB professional microphone](#) is by far one of the most popular choices for streaming and pre-recording videos.

## **Green Screen**

A green screen may not be as essential depending on the type of videos you make; however, it is an excellent idea for those thinking of live streaming their content. It allows you to easily create a clean space in your home, while also being creative with visuals. Green screens allow you to overlay any background image you want.

## **Professional Lighting**

Along with good audio, you also want to have bright lighting – especially if you are creating videos around food. Natural light from the outdoors is best, but if you can't film in perfect weather every day, then opt for a professional set-up. Softboxes are ideal for creating natural lighting without harsh shadows.

## **High-Speed Internet**

You can't expect a live streaming video to be successful without high-speed internet. It is also a great idea to make sure you are hard wired or use an ethernet cable to ensure there are no breaks in your connection. You also need to be able to connect to platforms such as YouTube or Twitch to download and upload your video content.

Having the fastest and most reliable internet ensures that your content is uploaded with no problems.

## **Video Editing Software**

After the video is recorded, it needs to be edited with video editing software. This is how content creators develop professional videos by cutting and rearranging scenes, adding music, animations, and much more. You may want to try iMovie.com, Adobe Premiere Pro CC, or Final Cut Pro X or any of the other options available. You may even have something that works on your computer already.

## **Live Versus Pre-Recorded**

There are two popular ways to create video content. You can pre-record the content, or you can livestream the content. Pre-recorded content is recorded ahead of time and

made from shots that are put together later through editing. Live video is when the material is shared with an audience in real time.

There are pros and cons of each to consider.

## **Equipment**

A live video requires different and sometimes more equipment. You will likely need to acquire more equipment to get a live video started successfully with no glitches. Due to the various equipment required, it may seem more natural to produce a high-quality pre-recorded video. You can run pre-recorded video “as live” on some platforms too.

## **Audience Interaction and Engagement**

Live videos typically do better and rely on live interaction with your audience. Depending on your personality type, this can be either a pro or a con. If you can speak naturally to an audience without stage fright, then live video is an excellent option for you.

This type of interaction isn’t available when pre-recorded, as the comments are often a reaction to the final product and not a factor during your live interaction. You can’t know how your audience is feeling at that very moment like you can during a live video by simply asking them.

## **Acting/Public Speaking**

Pre-recorded videos allow you to edit and refine your message, whereas live videos are like acting or public speaking. While your subject may not require you to act a particular part or character, it may be harder for you to follow a prompt or remember what you want to say live.

A pre-recorded video allows you to mess up and redo shots if needed. With live videos, you will have to go along with your mistakes or practice not making any.

Having said that, your audience doesn’t expect perfection. It is normal to mess up on a few words here or there. For some people, this can also be considered fun, and live streaming may be the best style for your type of content as well.

## **Editing**

Editing is a great benefit when it comes to the ability to redo, but it can also be considered a negative due to it being time-consuming. Live videos are sometimes believed to be easier because they often don’t require any editing. Even if videos are reused later, the editing is usually straightforward and easier as the viewers know that at one point it was recorded live.

## **Unexpected Issues**

Live videos require you to deal with issues that may happen, such as loss of internet or lag time that slows down or blocks your viewers from seeing your content. This can cause delays in schedules or even a spur – an adverse reaction from your viewers. While pre-recorded videos are not entirely free from unexpected issues, loss of internet one day won't prevent you from developing the video at least.

As you can see, the pros and cons depend on your personality type and type of content you want to produce. If you love the idea of interacting with your audience as you teach them a subject, then your content is best done live.

However, that doesn't mean you shouldn't utilize pre-recorded content too. These platforms are often interchangeable. You will see businesses and other video creators using both, and for a good reason. They both get information to your audience.

## **Eight Things All Videos Should Contain**

While any video you make should be unique and have quality content, there are some tried-and-true things that all videos should contain.

### **1. Hook**

Always include a hook within the first 10 to 20 seconds of your video. A hook is kind of like a thesis statement to a research paper, but right up front. It is a few sentences that brings in viewers and makes them want to keep watching.

### **2. Graphic Intro**

After you hook in your audience, include an intro that has your channel name, logo, and title of the video. Most people just use this to add their logo and catchphrase. Make sure it is short rather than too long. You don't want your viewers to forget why they clicked in the first place.

### **3. Eye-Catching Thumbnail**

Make thumbnails that show your viewers what they will get from it. If you are teaching a recipe, show a beautiful, mouthwatering image of the dish and add text to describe what you are making. Make it hard for people to keep scrolling.

### **4. SEO-Friendly Title**

Make sure your title is search engine optimized, meaning it has proper keywords for what the video is about. You don't want to confuse viewers or have them guessing

about what they are going to be watching. More than likely, they won't click the video if they can't tell from the title what they are going to watch.

## **5. Ask Viewers to Share, Comment, Like and Subscribe**

Always ask your viewers to share, like, comment, or subscribe at some point in the video. It is just a friendly reminder so your audience knows how to help you back. This will allow you to grow your audience faster.

## **6. Call to Action**

Asking your viewers to share or subscribe is also a call to action, but it's always essential to include a separate, more personal call to action that is only about your audience and encompasses the entire point of producing the video.

For example, ask a question that is related to your video. Maybe you are doing a cooking video, and you want to know what your audience's favorite food. Viewers love it when content creators are personal and friendly, especially if you tell them in a future video that you're using their ideas.

Adding a call to action like this shows your viewers you care about them and want to learn more about them – not just have them watching your content. However, the point is to get them on your list and to cross-promote everything you're doing too.

## **7. Consistent Audio and Music**

If people can't hear your voice clearly or you pick music that is too fast, or that strikes the wrong tone for the type of video that you create, it may cause the audience to leave and not want to stay to watch the full video.

Ensure that as you are filming, your audio is consistent and nothing is making it sound bad. Turn off fans and invest in a high-quality mic. Make sure the music you pick goes with your content and is not copyrighted.

## **8. Great Lighting**

Videos are all about the visual and what the audience is seeing. Make sure it is clear and balanced. If the video is too shaky and fuzzy, likely people will click off because they can't tell what you are trying to show them. Invest in a good camera and take your time learning all the proper settings. Purchase suitable lights for indoors and take advantage of outside and natural lighting. Don't assume a ring light is right for you. Research lighting to find out what will work for your needs.

After you create your videos, use this as a checklist to be sure you have all the tried-and-true ways to make a successful video. Don't forget to include your own style or

tone. You don't want to look like you are coping your competition. Instead, you want to do them one better.

## The Stages of Making a Video

While video creation is unique to the artist creating it, the artists all follow a plan before they get started. That is because they understand that developing a plan and following that plan is what leads to success.

1. **Pre-Production** – Create an outline and timeline on when you would like to finish each part of the video. Include your own and your team's schedule, and the time you will need to edit. Make sure to add extra time where it is reasonable to extend, especially during editing time or filming big scenes. Includes items that need to be purchased, if any, for the video – anything you need to come up with for the video and its content.
2. **Script** – A script is a chronological outline of events in the recording that includes characters, dialogue, scenes, and even camera directions. As you read a script, you should be able to envision the video before it is even recorded.
3. **Film** – Hit record and following your script. Make sure you get every angle you need and that you ensure that your lighting and audio are good as you go. You don't want any surprises later during editing.
4. **Edit** – Now, it is time to put all your filming together and edit. Keep using your script to help guide you to where you want to guide your audience. This will speed up your editing process. Make sure to use the right editing software for your project too.
5. **Upload** – Once your video is ready to go, it is time to upload it so your viewers can see it. Remember to fill in all the details in the description box so that search engines find you.
6. **Distribution and Marketing** – Many believe that uploading is the final stage of video production, but it is not. Now you need to market your video and make sure your viewers know it is there. Making the video and uploading it are only the first steps. If no one knows about your video, how will you become successful?

Planning your video, making the video, editing the video, and eventually uploading and marketing your video to your audience may seem like a lot of work. However, if you set up a consistent schedule and follow your plan, you'll get a lot more finished than you may realize or think you're capable of doing.

## The Best Editing Tools and Tips

Probably the biggest job you'll have as a video producer is the editing. It is time-consuming and can be difficult to master due to its complexity. However, with the right tools and tips can get you started on the right foot.

Test and choose the right software first. Test each editing software to see what the best fit is for you. Some software may be easier to learn or match your style better. There are hundreds of paid and free editing tools to choose from.

### Top paid editing software:

- **Adobe Premiere Pro** – Compatible with Windows and Mac, this is considered the best option for Windows 10 users. It is deemed to be expensive but offers the most functions, and you can start with a free trial.
- **Adobe Premiere Elements** – Compatible with Windows and Mac, this is one of the most affordable professional options for Windows users. It can be purchased for around \$99. It is a little less complicated than Adobe Premier Pro but delivers excellent features for those who don't need top of the line.
- **Apple Final Cut Pro X** – Only available for Mac OS platforms and easily the most used software among professionals.

### Top free editing software:

- **Lightworks** – Great for Windows, Mac OS X, and even Linux users. The free version offers the most functions as professional-grade editing software. It also has a feature that outputs directly to YouTube.
- **Blender.org** – This free editing software is also available to Windows, Mac, and Linux users. It offers features that cater to both beginners and advanced users. Blender is known for 3D animations but has many other editing features as well.
- **OpenShot.org** – This is like iMovie due to its drag-and-drop interface, but is available to Windows, Mac, and Linux users. This option is best for those who don't need many features and like the ease of use.

Depending on your computer or laptop, you may also already have free editing software preloaded to your device; the most popular of the two being Apple iMovie and Windows 10 Video Editor. If you are going to upload videos to YouTube, you could also try their free built-in editor.

## **Take Time to Learn New Software**

After you pick the software, make sure you take the time to learn and truly understand it. Learn every single bit of information you can on it, including hotkeys or short cuts, tools and hot features, and tips and tricks. This will help you speed up your editing, while also allowing you to be a little more creative in your editing style.

Give yourself time to learn before you expect to feel professional and capable with your craft. It will happen, but it takes some time and lots of practice. Learn all the different cut styles the programs come with to avoid any jump cuts or unnatural transitions that can turn viewers away.

## **Create Templates**

Create templates for each of your videos to follow along with. Save information you use in every video on this template, such as an intro and outro, and then leave spaces to insert in information later depending on the topic.

This will save time and prevent you from repeating tasks. Templates will also help speed up the planning process as you already have an idea where you want to lead your viewers each time.

## **Film More Than Once at Different Angles**

You don't want to wish you had a different shot of something on editing day. Film more than once to get a feel for the scene and make sure you have all the information needed to convey the message. This way, you are not left feeling like you need to schedule another filming day while editing.

## **Rough Edit First**

Put all your shots or main footage together without worrying too much about anything coming together perfectly for the time being. Just make sure you have the bulk of the information in the order you would like it to be. Then take the time to cut everything out that you don't want. Don't go frame by frame and then put it together as this may slow down the process and cause more confusion later.

## **Enhance but Don't Go Crazy**

Add the right music, transitions, and effects, but don't go crazy and overdo it. Don't cut too many times too fast or add too many effects, as this can tend to look amateur. Only add a little flair where needed to keep the audience interested or to direct their attention.

Utilizing these tips will free up your schedule, allowing you more time to focus on other vital aspects to video production such as marketing.

## **Best Locations for Live Streaming and Video Storage**

For live stream videos, it is important to make sure you are in a location with fast and realizable internet. There are products you can buy that make it easier to live stream from places that are not your home; however, if you want to be sure there are no glitches or problems, the place to be is at your home or office building with secure and faster internet.

This way, you can be sure your live feed gets delivered to the audience clearly.

There are a few popular platforms to choose from to stream your live content. Here are a few popular choices:

### **Twitch.tv**

One of the most popular platforms owned by Amazon is Twitch.tv. It is mainly a platform utilized by video gamers to stream their gameplay. Many people use this platform live to stream their exercise routines, chatting with friends, cooking, and much more.

Twitch makes it easy to interact with audiences and has a subscription service where streamers can be paid monthly from the viewers who are subscribing to their channel. Browse by the game or select the “Just Chatting” category to see who else is live streaming content.

### **YouTube**

YouTube also offers a streaming platform where you can stream using your webcam, cell phone, or an encoder. If you want to stream using your smartphone, you must already have 1,000 subscribers.

### **Instagram**

Instagram is a social media platform where users share pictures and video content only from their mobile devices. Due to it being a phone application, you can only stream on Instagram from your cell phone.

Facebook owns Instagram and offers video streaming from a browser or mobile device too. To start a live stream from your Instagram, select the camera icon on the top left of the screen. Then when the camera opens, select Live on the bottom next to Story. Once you are ready, click the middle Record button.

## Storing Your Videos

After you record a video, you will want to make sure you store it somewhere in case something happens to the uploaded video. Do not trust the platform you use to share your videos to be your storage system, especially if it's a free-to-you platform.

Luckily, there are many ways to store your content as videos do take up a lot of space, and your computer hard drive will probably not cut it depending on how many videos you plan on producing.

Here are a few popular choices for storing your video content:

- **External Hard Drives** – Great option for those who don't want to save their content over the internet. An external hard drive is a portable hard drive that is separate from your computer and can safely store large files of data. This is the most realizable option for saving videos as this is something you own and don't have to worry about accessing if the internet is not available.
- **Dropbox** – This is a file hosting service that brings all your data together in one spot. They offer 5 terabytes of space for \$12.50 per month. Dropbox allows you to share files and data with others easily without having to open other applications.
- **Google Cloud or Apple iCloud** – Both are great options to store your videos in the cloud. They both offer free space and then paid versions once you go over a certain amount of space. The cloud is storing data over the internet and doesn't take up space on your computer or hard drive.

Using the right editing and file storage will make your job as a video producer a lot easier. You'll feel good about what you're doing, and you won't be terrified of something happening to your hard drive.

## The Pros and Cons of Running Ads

Today, you can make a career out of video content creation without having to produce big box films. One of the ways content creators make a living from their videos is through ads. The most popular are Google AdSense, affiliate marketing, and brand sponsorships.

**Google AdSense** is a combination of different brand ads that are in the form of text, video, or interactive media ads. Typically, these ads will run at the beginning and end of the video. There can also be pop-up text ads while the video plays. Usually, the content creator does not know which brand ads will appear, and they get paid depending on their CPM (cost per thousand) views.

A CPM all depends on the niche and how much the audience typically buys things through ads. Also, the viewer needs to watch the ad for at least thirty seconds before you can be paid for it. The other way to get paid, and this is usually the case, is CPC (cost per click). To be paid, a viewer must click on that ad and sometimes even buy a product first. To use Google AdSense, you will need to sign up for an account first.

**Affiliate marketing** is when the content creator shares a product that is usually paired with a particular link or coupon code. If a viewer purchases the product using the link or codes, the creator will get a certain percentage of the profits.

**Brand sponsorships** are when brands pay for a certain portion of the video, and in turn, the creator mentions or teaches their viewers about the products. A popular example would be makeup artists. Cosmetic brands such as MAC or Urban Decay will pay content creators to develop and share a tutorial to their viewers using their makeup.

Before you decide if you should use any type of ads in your video content, it is a good idea to learn about all the pros and cons associated with it. Ads are a powerful tool that allows you to reach more people globally. Reaching more people makes it easier to grow your audience, and when you grow your audience, you'll be able to make more money.

Ads also provide a source of income to the content creator. They can be both a negative and a positive experience for the creator and the viewers. Make sure the ads that are picked reflect the overall message you want to deliver to your audience. One wrong choice can make your audience move onto other people. Don't share the ad if you know most of your audience won't appreciate it.

Depending on the type of ad you use and what you are promoting, it maybe helps you engage with your audience. However, the opposite is also true. The ads you choose might upset some viewers. Some ads may cause your viewers not to want to watch your content or get bored and click off before it starts. They may even find it annoying and simply don't want to watch a channel that puts ads in between the content they are watching.

It could be more time-consuming or a waste of time, depending on the ad. Often you will do yourself more justice by using your time to create valuable content rather than by creating an advertisement for a product that your viewers don't care for anyway.

## **Video Marketing Tips**

Creating, editing, and publishing your video is only the first part of video production. You cannot expect your video to do well without marketing it. You don't want all your hard work go to waste and not share your art or message. After you publish your video, it's time to get to work on your marketing plan.

## **Share Across Your Social Platforms**

Use any social media platform you can and share your videos to it. Don't be worried about oversharing as there are going to be different audiences on each platform. Each platform has its own algorithm as well that can reach more people and diverse audiences.

## **Collaborate**

Find other people or businesses that have a similar audience to yours and collaborate with them. When you work with others, you all share your audience and resources, which is a win-win for not just you but also for your audience, as you introduce them to other people who can help them solve problems.

## **Ask Your Audience**

You know your audience is watching it for a reason and finds it valuable. If it is worthwhile to them, they will want to share it with their friends, families, and colleagues too. You will be amazed at how much people want to help you back because you helped them. If you are new, you could ask your friends or family to share as well.

## **Interact with and Engage Your Audience**

Answer their questions or just talk to your audience. Don't act like there isn't anyone else on the side of the camera just because you can't see them. People like to know that where they are getting their content from is reliable and honest. The best way to prove this to people is by talking with them just like an average person would do.

## **Know and Understand Your Audience**

The main reason videos fail is due to marketing to the wrong audience. If you cater to those who cook and then create a video about drawing, you are likely to get way less traction. Stay in your lane.

## **Remember the SEO, Titles, and Descriptions**

Craft a title that will make people want to click it. Typically, this means that the title will be SEO friendly, and your audience knows exactly what they will get out of it when clicking.

Search engine optimization is how search engines help their audience find the information they're seeking.

When people search terms in Google and YouTube, it matches these terms with all the content available to them and tries to give their audience the most accurate search

results possible. Therefore, when you develop a title, make sure it has the proper keywords that your ideal audience is searching for.

For example, if someone wants to figure out how to make a chocolate cake, they will probably search “how to make a chocolate cake,” and your title could reflect this by simply saying “How to make a chocolate cake.” You can punch it up a bit, but it needs that basic information in it for SEO purposes.

### **Understand and Use the Correct Tags**

Just like your title needs to have proper SEO or keywords, so does the video itself. Make sure you fill in the “tags” portion and fill in any keywords that would work to help your audience find your content. Tags are the data your viewers don’t see but are what search engines use to find your content.

Think about your audience again and what they are trying to find. If your video is about training dogs, make sure there are relevant tags or keywords about dogs and dog training. Examples could be “dog training,” “puppy training,” “how to teach your dog,” or whatever fits.

### **Fill Out All the Information Available to You**

Don’t skip out on the description fields or any information available for you to fill out. This allows search engines to get an even better idea about what your content is about, so your content shows when people search. A video must have text information with it for the search engine to find it; therefore, make sure you utilize proper titles and tags.

### **Solve a Problem**

The best way to market a video is to make sure you are solving someone’s problem. When people search for something it’s usually about fixing a problem. If you know what problem you are solving, market and advertise that portion, and then show them how you can help.

### **Create and Build an Email List**

Always invite viewers and your audience to join your email list. Email lists are a potent tool for marketing. They are your direct link to your audience. If your video platform or website goes down, you won’t have to necessarily worry about starting over because you have your audience’s contact list.

A great way to build an email list is to offer your viewers a free product. Develop a how-to guide or send free merch or give a discount in exchange for their email address and other information. This way, anytime you create a new video, you also have another way to share it with them.

## **Conclusion**

Having a proper marketing plan is what ensures the success of your videos. You don't want to spend hours planning, filming, and editing a video to have no one watch. If you put proper marketing and planning techniques in place, you can be sure to prevent this.

Video production is a rewarding path. Video production and marketing takes time, dedication, and proper knowledge to be successful. Just follow the guidelines in this report and get started. You can do it!