

Creating Content for your Traffic Generating Videos

This is a supplement to the Blogpost: [Your Video Content Ideas for 2016](#) at [LearnCamtasia.com](#)

More thoughts on Generating video content...

□ **Content is meant to pre-sell, not necessarily sell.** A sales page is designed to convert a prospect into a customer. Content may do the same thing, but generally, content is meant to warm the prospects up so they will be more receptive to the sales pitch. You still use persuasive language, but you can provide more information and be more objective than a sales piece might be.

□ **Publish content with purpose.** Without purpose, there are no results. Whether your purpose is to get people to sign up for your mailing list, register free software, buy a product or even just warm them up to the idea of buying a product...think about the purpose of each piece you publish.

□ **Be passionate about your topic.** Not all topics are naturally exciting, but show some interest in what you have to say. Your enthusiasm will be contagious to your readers.

□ **Have an opinion about your topic.** Generic content often produces generic results. When you are certain about your stance on a subject, the more convincing you will be. Don't worry if people don't agree with you; your target audience will appreciate your opinions, particularly if they're backed by strong arguments and supporting evidence.

□ **Shape your content around your products.** If you're a writer at heart, this might make you cringe a little, but if you believe in your products...the fit comes naturally. Choose topics that lend themselves to the promotion of your products. Make your angle or opinion on those topics complement your products as well.

□ **Speak directly to your audience.** Even though blogs and other content can be personal and are based on your own experience, always relate to your audience. Choose "you" more than "I" or "we". Ask your readers questions and instead of saying things like, "I hate it when," say, "Don't you hate it when?" Where possible, always turn things around toward your reader

□ **Be objective when it comes to recommending products**

Even if you highly recommend a product, you can still remain objective and offer tremendous value to your readers.

Highlight the type of person a product is suitable for...and whom it is not suitable for. After all, not all products are right for everyone. Skin creams are suitable for different skin types. Some info products are often better suited to beginners than they are to intermediate users. Give this information to your readers. They will appreciate your honesty and will more likely take action on your offers when a product is right for them.

Not all products are perfect either. If there are some features missing, don't be afraid to mention that or things you think would make the product better. Educate your readers and make sure they are informed about their purchases.

□ **A call-to-action is a must:** If you want your readers to do something, don't skirt around the issue. You don't have to put giant "BUY NOW" links or shove anything down your readers' throats, but you do need to tell them what you want or they'll simply do nothing. If you think they should sign up for your newsletter, tell them to do it and give them a good reason why. If you think they should buy a certain product or get more information about it, again, tell them to do it and back it up with a good reason why.

□ **Be an example and a role model.** If you talk the talk, you've got to walk the walk. The more you show yourself doing what you say and reporting your results, the more likely your audience is to take action on the advice you give them. As a content provider, people connect to you...give them that inside look that will inspire them into action.



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