



You Can't Ignore Video Anymore

Every day a new mom jumps into blogging without even thinking twice about it, but **momms who have been blogging for years freeze up when they hear the word video.** You need video on your website to stay competitive online!

By recording your face, voice, and gestures you will immediately stand out from the crowd. There are thousands, if not millions, of mom bloggers online that all start to blur together after awhile. There is no one exactly like you, so show your uniqueness in a video.

In May 2009 BSM Media reported that 90% of mothers watch an online video weekly. Statistics from ComScore say that 75% of all internet users watch video online. **Video is rapidly growing online and now is the time to put some on your website.** Being knowledgeable on the subject is a an all around good idea because marketers and businesses are trying to figure out the best way to use video.



Is Fear Holding You Back?

Many times I've heard a mom blogger say, "I want to add video to my site." or "I need to learn how to vlog." **The main things that hold them back are not lack of equipment, but lack of confidence.** They don't like...

- ...the way they look.
- ...the way they sound.
- ...the surroundings.

The mom that is an experienced blogger still fears that she won't be a good vlogger because...

- ...her video is not "good enough."
- ...she doesn't have a good topic.
- ...she doesn't know how to "do it right."



Your readers want to get to know you. Video helps that happen faster because now they know what your voice sounds like, how you move your mouth, if you talk with your hands, and more. Readers will be able to easily recognize you in real life. If you want to stay on top of the online game you need to be involved with video in some form or other.

Vlogging is Fun!



I absolutely love vlogging! I love anything video related – watching them, recording them, editing them, etc. When I first started seeing other mothers make vlogs I was fascinated. **There were other normal, ordinary mothers like me that were making videos and putting them online!** I wanted to do it too.

I plunged in headfirst with my large camera. It took a long time to transfer the video from the CD to the computer. Not to mention editing, figuring out what format to use, and how to get it online! Still, I kept at it because it was fun for me! I – little ole Jendi – was making a video and putting it online! Once I got a pocket camcorder I really took off.

I watched other vlogs and tried to imitate the ones that I liked. **I scoured the internet for basic information.** I found sites with detailed information from people who had been to college for videography or had worked in the film industry. They had big fancy cameras and big fancy words that I barely understood. I grasped what I could and kept searching until it made sense. I tried a technique, read some more, and tried another technique.

I realized that there were many other mothers out there winning camcorders and stuck in the same situation as me. They didn't have the time or inclination to search for video tips. That was when I started filming tips about vlogging. **I take what I learn and tell it to others in an easy to understand vlog, often showing the good versus bad way.**

Video Can Help You Achieve Your Goals

Imagine that you make a video. It's not perfect, but you cross your fingers and put it out there. Someone searches for that topic and your video comes up. They click the link that takes them to the video host, but you have put a link to your website in the video. They like what they see and decide to visit your blog. **52% of watchers will take action after watching a video.**

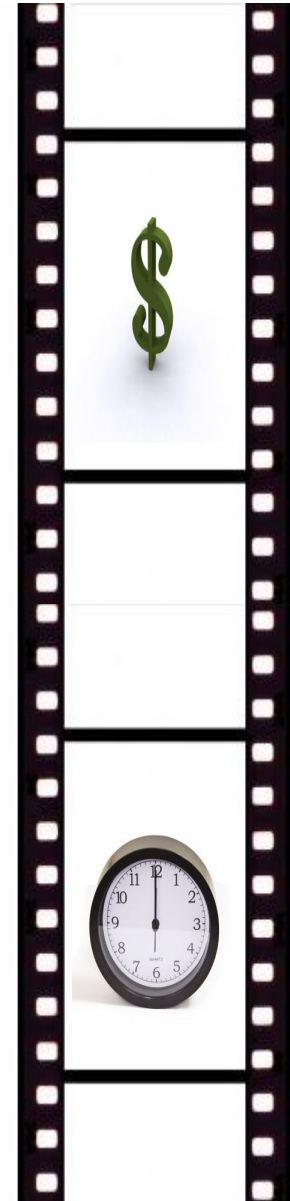
Do you have a product that you sell? Molly Gold of GoMomInc.com uses video to promote her Go Mom Planner. Kelly McCausey has an excellent video promoting her Blog Consultant course. Lynette Chandler has many products that include video in the product.

Are you a service provider? Sarah Pinnix and Jen Hinton use videos to connect with others and promote their social media consulting businesses. Angela Wills made up a song about her business that has gotten her extra attention because she shared it in a video.

Do you have a niche site? Audrey McClelland of MomGenerations.com went from being a Mommy Blogger to the red carpet in LA by making videos about fashion – now she has a book deal. Esther Crawford of sheposts.com went from being a homesick teenager in England to a social media influencer and official Weight Watchers vlogger just by using her camera and YouTube.

Is your site your memoir? Stacy of TreeRootandTwig.com won a contest to attend the South By Southwest conference with a video of her and her family. Ladies have participated in cooking contests and many more!

You can be a vlogger too. All it takes is a way to record video, even if it's just your phone or webcam, and some free editing software that comes with your computer.



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Often a mom blogger is her own worst critic. You know what I hear mothers criticize the most? The way they look. **There is nothing wrong with the way you look.** Know that your readers want to get to know you – not a supermodel with an entourage. Here's some tips if you really struggle with going on camera:

1. Practice in front of a mirror until you're comfortable.
2. Only show your hands - just until you get a bit more comfortable.
3. Have someone else in the video with you to interact with.
4. Be very excited/passionate about your topic.
5. Find a video contest with a prize you really want.
6. Think of an online friend and talk to them. One lady actually taped a picture of her friend to the front of her camera.
7. Know that it usually gets easier the more you do it.

Just Vlog It

The best advice I can give you is "Just start." **Hit record and go for it.** There are tips to help you make great vlogs, but first you have to make one. You will improve one vlog at a time. You didn't start writing like a Pulitzer prize winner. You learned your letters, your spelling, how to form sentences, use punctuation and much more. **Learn how to make a basic vlog and get it online before you move on to the next thing.** Don't let the fancy videos intimidate you. They've just been doing it longer than you.

Once you're comfortable with making a simple vlog you can start editing, voice-overs, green screen - the sky's the limit! If you want some simple tips sign up for my mailing list at <http://simplevloggingtips.com/resources>. I will send you lots of tips and ideas.



The Possibilities Are Unlimited



In 2007 I started a written blog and posted content at least six times a week. In February 2009 I went to a conference and nobody came up to me and said, "I read your blog, and wanted to say hello." Not one person. In July 2009 I started my blog about vlogging tips. In February 2010 I attended another conference and had five people say to me, "I watched one of your videos, and wanted to say hello." I know that five is not very many, but it's a start. **My videos had accomplished more in six months than my writing had in two years.**

Several mom bloggers have connected with me who never vlogged before. They wanted to try, and just needed a push of encouragement. **Now they have vlogs online and know that their community has expanded.** They took it one step at a time and fell in love with vlogging. One blogger now has her own live show, another has been contacted by a company she loves working with, and another's business is taking off.

Get started now!

Are you one of those mom bloggers with a camcorder in a drawer and no video in your computer? It's time to get started!

Maybe you have recorded a couple videos, but never uploaded them. It's time to make that happen. Perhaps you have some vlogs online, but you want to make them better. It's time to go to the next level!

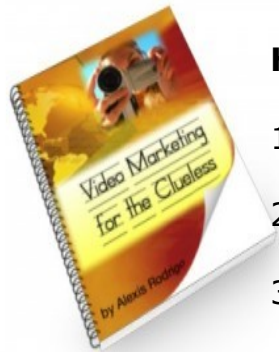
I'm holding a special one time only seminar where I'll be answering new vlogger and vlogger wannabe questions and providing some of my juiciest vlogger promotion secrets. You'll even be able to ask your own specific questions.

**If you missed the webinar – don't worry!
You can get the recording, the transcripts, and 3 bonuses!**



[Get your info HERE!](#)

If the link doesn't work for you go to <http://simplevloggingtips.com/awesome.html>



Here are the 3 bonuses I am including in this package:

1. The ebook titled Video Marketing for the clueless by Alexis Rodrigo
2. The ebook titled Video Blogging Your Way To Millions by Liz Tomey
3. My resource list with relevant links, links to music sites, 22 video host sites, and other sites with video information.



I can't wait to help you achieve your vlogging dreams!

Jendi

If you know someone else that is interested in becoming awesome with video please tell them about this. [Sign up here to become an affiliate](#). If you are already my affiliate you can [log in here](#).