



Work Smart Hypnosis

WITH JASON LINETT



**Hypnotic Business
Systems**

ONLINE VIDEOS

Online Videos Q&A

VIDEO LINK:

<http://worksmarthypnosis.com/hypnotic-business-systems/online-videos/>

ONLINE VIDEOS

Online Videos Q&A

JASON LINETT:

Any questions on online videos? Yes?

STUDENT:

There's been a lot of talk recently among internet marketers about the talking head video being dead, and there being more voiceover over text. What are your thoughts on that?

JASON LINETT:

Try them both, test, and see what works out. All of mine are talking head videos, and they work very well for me. Because, again, let's draw a line here. The information marketers are selling a product, so if the graphic is showing my product, what they are actually buying, I can buy into that. But you're coming in to work with me, and I want you to feel comfortable with me. That's why I do that.

I do have a couple of text-based image things. There's a radio interview I did in Alaska when I went out there for ... shows. I don't have video of that interview, but my wife was there, and she took several photos. So, like the Ken Burns documentaries, which are just voiceovers and still images that are slightly moving, I made one of those in Windows Movie Maker. I just took the MP3 of the interview, and I put that over it. That worked perfectly fine.

Can you do a video testimonial that's actually not a video of that person talking? "Hey, Michelle, I'd love to get your feedback for an upcoming project. Can I give you a call tomorrow and record the call?" You can call that person using Skype; there are tools out there to record the call. Look into them; a lot of them are free. Record the call. Take the audio. Stick it over some still shots. She came here to quit smoking, so here are some still photos of people snuffing out cigarettes and a photo of the person breaking the cigarette that seems to be on every

hypnotist's website other than mine. All these things are out there. We can take audio and put it over images, and that would still be effective if that's all we can do. I'd rather see her talking, but if the comfort level is there just for a conversation over the phone, there's not really a resource out there like YouTube for audio, where people can search around and click things. But we can watch still images moving around and listen to that audio as well, so there's another option. Are there any other questions? Yes?

STUDENT:

I just want to clarify: if you embed the video on your website, there's the share button to let you share the video.

JASON LINETT:

Right, underneath the description there's Play, Information, Share, and a few other things. It's one of them.

STUDENT:

OK, and then do you put it on your website as a link, or do you have to embed it into the code?

JASON LINETT:

You would actually embed it into the code. And again, if you can't figure that out, outsource it. A great tip for outsourcing: if there's something you don't know how to do, change the password for your hosting, post the job for someone to do it, then when they are done change the password back. I've done that many times. The borders on my website suddenly disappeared one day, and I couldn't figure out how to do it, so I changed my passwords, I put the job on Elance, someone fixed it, and I changed the password back. Why did I do that? Because I'm lazy and I hate to admit that's the same password I use for a lot of other sites. Don't do that. Yes?

STUDENT:

You said to frequently put up content. What would you define as frequently?

JASON LINETT:

As frequently as you can. As valuable as this is, I'd make it a goal to put up new videos maybe

twice a month, or at least once a month. Not every day; that's going to be overkill. You could. It would work for you very well. Again, not every video you have on YouTube needs to be on your website. Although you could; you could have a video library page on your website people could browse. You could do that, but I have a lot of things that are just on YouTube and not on my site, just because there are so many of them that it's just not necessary.