

WEB VIDEO PRODUCTION *for* NON-PROFESSIONALS



RESOURCE CHEAT SHEET

Now you know everything you need to know to start making amazing videos that will really help you sell yourself as a business. You'll know how to ensure that your videos look and sound just as good as anything put out by the competition and you'll be able to do it in a fraction of the time you probably would have expected!

Chances are then that you're ready to get started. In that case, this sheet will serve as the perfect launchpad, offering links to all the different tools, materials and resources that can help you on your way...

Software

The software you use to edit your videos is perhaps the single most important choice you will make for your video production. The right piece of software can make this whole process much easier and result in a video that is much more professional. *But* the wrong piece of software will make more hard work and will limit what you're capable of producing!

Try these software then:

[Video Maker FX](#)

Video Maker FX is a tool specifically designed for the business man or woman looking to create a professional video with minimal effort, time and experience. The great thing about Video Maker FX is that it lets you combine elements like animations, slideshows and voiceovers to create the kind of corporate videos your users are used to seeing.

Easy Sketch Pro

Easy Sketch Pro is a brilliant tool for building animated 'whiteboard' videos where everything is hand- drawn. It's a brilliant tool because you don't need to record *any* footage to make something very professional and again something that is somewhat an industry standard now.

Explaindio Video Creator

Explaindio is like Video Maker FX, giving you lots of tools for creating very professional looking videos in the minimum time. Again, you can combine slideshows, animations, voiceovers, HD video and more all to create one seamless video that will enhance your brand and further your goals.

Explaindio Video Converter

Explaindio video converter makes it super easy for you to convert video files to different formats. This can come in handy for all manner of reasons – from helping you to compress your videos to smaller file sizes to letting you upload to choosy sites. So keep this link handy!

YouTube Editor

Can't afford fancy editing software? Don't worry! YouTube actually provides its own free editor to use!

Movie Maker

Another option is Microsoft's own free video editing software which you can download onto your PC for offline editing.

Adobe Creative Cloud

Adobe Creative Cloud though is where you'll get the very most powerful tools for editing. These are

'Adobe Premier' and 'Adobe AfterEffects'. Premier is where you'll do your initial editing and cut your sections into one long sequence. AfterEffects is where you can subsequently add more fancy special effects to really enhance your footage.

Adobe CreativeCloud is unfortunately very expensive and it's not super easy to learn. Invest the time and money though and this can be an invaluable tool that gives you limitless options.

Sony Vegas

The only real competition for Adobe Premier comes from the other impressive suit Sony Vegas. Vegas is again very expensive but as it's a one off payment, it's actually the better long-term investment. Really it should come down to which software you find easiest to use – so just make sure you try the demos for each first before you commit!

Hardware

[Here](#) is a guide that can help you when it comes to choosing which type of digital camera you need.

[This](#) is a guide for choosing a digital camera for photography, which can also be used for filming. A lot of this information overlaps and bear in mind too that photos do have their place in your video editing!

And [this one](#) offers an introduction to the sort of hardware you need on your computer to power video editing software. This isn't really relevant for the likes of Easy Sketch Pro, more for the likes of Adobe Premier and Sony Vegas Pro.

Places to Upload

Of course [YouTube](#) is one of the most obvious places to upload your videos.

However, you also have [Vimeo](#) which is not as big but which can give you access to a less crowded video market.

Another interesting option is [Vine](#) which lets you upload very short videos. This is great for short animations like stop motion and works very well on mobile through the apps. Vine is now owned by Twitter.

And speaking of social media, how about using [Facebook's video advertising](#) option to reach a huge and tailored audience.

Tips and Advice

Here is a video explaining how to create an '[infinite white](#)' backdrop for your videos. And [another](#).

Here is another that is more generally about making [good quality YouTube videos](#). And [another](#).

[This](#) will help you to write persuasive sales copy – you can use this to make more convincing scripts for your sales videos.

Outsourcing

Finally, you can use the following sites to outsource the various aspects of your video production such as creating video openers, adding music or getting your editing done for you!

[UpWork](#)

UpWork was formerly known as 'oDesk'. This is a freelance site where you can find professional writers, web designers, logo designers, video editors and more!

[Elance](#)

Elance is a very similar site to UpWork. If you're looking for someone to edit your video or create your logo, it's worth looking on both sites!

[Fiverr](#)

Fiverr is slightly different from either of the previous options. Fiverr is basically a site where you can find all manner of services for just \$5. These services include music creation and video openers – but do be careful to look around and ensure you're not in danger of copyright infringement. Some people on here have a bad habit of borrowing their work...

[Virtual Helpers](#)

Virtual Helpers is a lesser known alternative to UpWork or Elance but the one that gets **highest recommendation**. This is a particularly good one for finding longer term relationship – handy if you have a whole video series in mind!