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100 Videos in a Day Challenge

Jason Fladlien & Robert Plank

- JASON: Yo, Jason Fladlien here from DailySeminar.com, and I'm interviewing Robert Plank from ProductUniversity.com. How you doing, Robert?
- ROBERT: I'm doing a 722 out of 10 right now.
- JASON: Yeah. I'm doing a 360. I see in all directions.
- ROBERT: Oh, nice.
- JASON: Yeah, yeah. Since we're throwing big numbers out there -- I'm fired up, Robert. I want you to really take it to the next level. I'm kind of concerned about you and your welfare right now, and I think the best medicine for you would be to create 100 videos in a 24-hour period.
- ROBERT: Like just for one period or every single period?
- JASON: Well, let's just start it off with one.
- ROBERT: Let's start small with just 100 videos a day
- JASON: It's the century club. I want Robert Plank to join the century club, and the only way you get admitted is if you make 100 videos a day. So if you had to make 100 videos a day, Robert, what would be the first thing you would do to get ready for this?
- ROBERT: The first thing I would do is ask how long do they have to be?
- JASON: They can be as long or as short as you want. The idea is to get something out of them, though, so you can't record one hundred 1-second clips. They have to be at least two minutes in length.
- ROBERT: Okay, so let's just say three minutes. That would be five hours of video. I've done that in a day.
- JASON: Okay, but that's including preparation?
- ROBERT: I guess there's a little bit of preparation, but I guess if I had a whole day to do it, I would spend the morning coming up with a hundred things to talk about and the afternoon making all the videos.
- JASON: Okay, great. How would you get 100 ideas?

ROBERT: Oh, geez. I'd definitely have to ask my list. Recently I did a launch of a WordPress product, and right before I launched it I asked "Can you give me a suggestion for a WordPress plug-in?" I'm looking at it right now, and I've got 96 conversations tagged with that reply. I would definitely need -- I think the most important thing to recording 100 videos in a day is you need to have a niche that you know a lot about, you can get excited about, where there's enough stuff to talk about.

JASON: Okay. That's smart. The first rule you'd just e-mail your list and say "I'm going to create 100 videos in one day, and I want them to be of value for you in internet marketing. So give me your things that you would like to see quick power videos on where I can give you the best information I can around those subjects." That would be your approach pretty much?

ROBERT: Yeah. That would be my approach. As far as the content, it would have to be either a how-to or a PowerPoint. But I think I could do 100 PowerPoint videos as long as the slide never really changed; so just 100 quick topic ideas, throw up the title, and talk for three minutes. That's pretty doable.

Or I would do some kind of how-to. I think if you're going to make 100 videos, you need to start with really beginner stuff. So if I was going to do internet marketing I would make a video on "Here's how you register a domain name" -- done. That's No. 1. "Here's how to use FTP. Here's how to drag a file over." Done. "Here's how to sign up with ClickBank." Done. "Here's how to set up a product with ClickBank." Done. I think that's how, if I really had to do 100 quick videos in a day, I'd make them three minutes.

And you know what? Scratch the PowerPoint idea. I'm just doing this on the fly. How-to beginner stuff. And then if I run out of beginner stuff, I always have the more advanced stuff. I think the bulk of that 100 is going to be from the beginner/newbie kind of stuff.

JASON: And sounds like something you could just demonstrate; so you could be like "Robert Plank here. I'm going to this URL to buy my domain. I'm checking out here." Pause the video really quickly to check out. "This is how you set it up. This is how you do this," and it's done so you don't even need to do PowerPoint, right?

ROBERT: Right.

JASON: Okay, let's say you didn't have a list. How would you come up with 100 videos?

ROBERT: If I didn't have a list, I would just open up an Excel spreadsheet, and I would go in and I would search on Digg.com, and I would go on the forums for my niche and look at the threads with the most number of replies, the most number of views. I would just do pretty much the same thing where I figure out what are people always asking for.

That's your niche selection system right there, but this is just on a massive scale where, if I see an idea -- doesn't matter how stupid it is -- put it down. Just to be honest, if you're making 100 videos, you don't really have time to pick and choose.

JASON: Let me just give a demonstration of that. I'm at the Warrior Forum right now. I just organized it in views. Just off the top of my head looking at these topics here, your first video could be "How to make money on your first try. Three success secrets. Self-help books that will change your life. How to write down powerful goals," etc., etc. I'm just in the Warrior self-improvement actually. I wasn't even in the main forum.

ROBERT: Oh, okay.

JASON: That's just some ideas there, but I just came up with five ideas in three seconds.

ROBERT: A lot of the time you don't even have to look at the thread itself because they'll have some kind of title. They'll give you a picture in your mind of what you should talk about. If you actually click through the thread, it would mess up your idea and you'd be just copying someone else's idea.

But that's why you want to choose a niche where you're excited and you know a lot. So if you see the title you're like "Ooh, I know exactly what three things I'm going to teach them to succeed in my first try," or whatever.

JASON: Exactly. That's a good strategy. Now, we want to leverage our time. The end goal here isn't just to show off and make 100 videos, but it's to utilize our time that's going to make us the most money with those 100 videos. So what would your monetization strategy be?

ROBERT: I guess I would do -- so if I had 100 videos, I would make sure to shoot them so if I wanted to combine them later, I could. I would make each three-minute thing, but have them all lead up -- if I could. If I wrote down these ideas and there's ten different ideas I could group together, I would so I could combine those later into a big 30-minute. So that's what I would do. I'd combine them into bigger chunks and then go and post them in pieces to YouTube or something and have a watermark with my URL and post them once a day or twice a day and have them lead back to lead capture where they can get the full video, either as a downloadable or as a free CD lead generator.

JASON: Nice. I like the strategy Robert's talking about here. He's planning multiple ways to leverage the same content. And so what he's doing here is he's not only going to drive them back to a site, which would either be your squeeze page or your blog, right?

ROBERT: Yeah.

JASON: So not only is he doing that -- and probably if you're doing 100 videos in a day, the easiest would be to drop them on your blog, which is pretty well monetized to put them on a list, right?

ROBERT: Yeah, yeah. I guess for YouTube I get the incoming traffic, but then for building my own content, then just ship them out to the blog. And then on the blog have the usual popup stuff, opt-in box on the side bar so that they can get more of that if they want it.

JASON: Cool. That's a good strategy, and that simplifies the process a lot so you're not having to make landing pages and offering download videos and stuff. You could throw up an offer that would be simple to test to, like he's saying, with the CD. So let's talk about the CD offer.

ROBERT: Okay. The CD offer is where you take your best videos or the videos that have a logical how-to and just have an hour or 45 minutes worth of content. It doesn't have to be five hours, just 30 to 60 minutes. Convert it to DVD. If you can't do that, joint venture with somebody who can. Then you just have an opt-in page where they can also type in their mailing address.

Make it so they pay \$7 to get the CD, and then maybe give them a video or two right out of the gate so that they get the instant gratification. But you capture their physical address and maybe their phone number so that you can mail them this CD. That's a lot more powerful and a lot more physical and permanent than if somebody had just bought some \$7 e-book from somebody. Then you got their e-mail from them.

Actually, just this morning as we're recording this interview -- 10:31 a.m. on a Saturday -- I got a phone call. And the other day in the afternoon I got a phone call in the afternoon from Russell Brunson's office. I got on his Forced Continuity, where you sign up to get the \$7-CD, and then he puts you on a \$30 a month magazine. I did it on the very last month where my card is going to expire and they sent me a new one. So then I dropped out, and his office has been calling. They used to call once a week, and then they stopped for a few months. Now I guess I'm in some other lead generation category, so now they're calling me once every few months to see where I'm at.

JASON: Nice.

ROBERT: And obviously if they're putting that much effort into it -- and Russell's got a pretty good refined system that obviously pays off really well for them.

JASON: Oh, yeah. Absolutely. He's switching them so he can contact them by e-mail, by phone if he has to, or even by physical mailing address.

ROBERT: And the only thing these guys are even trying to push on me -- they're not even trying to push a product --

JASON: Coaching.

ROBERT: Yeah. Half an hour of free coaching, which comes with the \$7 thing. I just haven't claimed the coaching yet. Of course, the coaching leads to another offer. I just keep putting it off.

JASON: Yeah, I'd recommend you don't do that coaching because I always end up buying something.

ROBERT: Yeah, yeah. That's kind of what I'm afraid of, too.

JASON: They're good. They've got closers on there that can get you. Cool. And then the other thing is -- what he's doing there is not only is he getting them on his list somehow or trying to get him to his blog to get on his list or buy a product, but he's strategically shooting these videos so he can package them and create little low-end ticket items or maybe even a mid-range product later. So now he's doing one thing once, but being able to monetize it two different ways very easily. That's smart. Everybody should think like that strategically.

ROBERT: I actually haven't done the free CD thing, but if I had that many videos, it'd be a lot of fun to try.

JASON: I agree.

ROBERT: And also another thing with having a lot of videos is try and go to get affiliates to somehow promote it. So if you could put the very best videos into a paid product and give away some of the videos to your affiliates, that helps as well. If I have 100 videos, I'm probably going to be able to profile somebody I want as an affiliate. Say he's into shopping carts or something, then maybe I can look in my 100. If I have a video on something similar to shopping carts, I can say "Here's this video I made just for you," but it's really one of the 100 videos. Maybe I don't give it to anyone else for a while, but it's as close as a match to his list as possible. So that's another good way to get some traffic back -- by just donating a product basically to somebody else to get them to promote.

JASON: Right. Another thing I'm thinking of here, too, is you can package all 100 videos together and offer resale rights to it, too.

ROBERT: Ooh, that's good. That's probably the best way to make it the most profitable with 100 videos.

JASON: Yeah, especially right out of the gate. Then you could just hit your list and say "Would you like the century club video package?"

ROBERT: And the thing that's hitting me about this idea is that -- we'll have written down here ten times ten. So if 100 videos sounds like a lot, just think of ten affiliate programs that you want to promote or ten membership sites that you're maybe a member of that you want to promote and record ten 3-minute videos about it. If you're a member of any membership site, you don't think you can open it up and talk for half an hour about "Here's what this one guy talked about in his article," or click on the screen and say "Here's what this guy's latest video talks about." If you just do some kind of a review or a summary about what's inside the member's area, give them a hint, or show them some kind of proof about what's something you did in the past where you took this guy's product and had some kind of result from it. Just take ten recent products that you bought, maybe over the course of the past year, and what lessons you learned from those or what results did you get, and that's easily 100 videos right there.

JASON: Yeah, that's a good idea. A lot of people when they hear 100, they go into shock. It's really simple. When people are saying "How are you guys going to keep coming up with content for Daily Seminar?"

ROBERT: Just record six interviews at a time and keep doing it.

JASON: Yeah. We had a little bit of speed bumps, but we never figured we'd run out. We just started thinking creatively on different ways we could come up with stuff. We were trying to provide top-shelf value on a higher level. When you drill down to the basics, then it's just there's new topics. And there's new stuff being invented every day. Twitter wasn't here a year ago, was it? Not very big at least.

ROBERT: It was here, but it wasn't very big. I think it's been around since '06.

JASON: Oh, okay. But all the apps that come with Twitter now. Think of all the ones that have been invented.

ROBERT: Oh, yeah. Okay.

JASON: So it's like each one of those could be a video in itself.

ROBERT: Yeah, perfect. You want to talk about Twitter? Talk about your TweetLater, talk about integrating with other social media stuff, talk about the desktop applications for Twitter. Record a video of yourself setting up on your cell phone. Put yourself in front of the camera and then say "Here's me texting on my cell phone." Then you hit the button, and then it sends a text to Twitter. Then you can point the camera to your desktop or switch to Camtasia and say "Here's the exact same thing I just texted." Or "Somebody talked to me on Twitter," and then you hold your phone, and then your phone rings. Right there that's three different videos about how to use one particular feature of one particular service that's related to Twitter.

JASON: That's exactly right. That's cool.

ROBERT: And just if you don't believe me about that stuff, if you look on YouTube for FTP program or Twitter or Twitter tutorial, there's so many. It's not even funny. Go ahead.

JASON: I could create 50 videos probably on just Dreamweaver tutorials, 50 on Photoshop, 50 on Don Lapre and Robert Plank.

ROBERT: You're such a bookworm. You can probably think of the last 50 books you read and just give a brief 3-minute blurb about it and say "I would rate this a 3.5 out of 5."

JASON: Bam. That's awesome.

ROBERT: And then if anybody in the future -- so if you read even five copywriting books, you can just have it where you hold up the book and say "Here's the table of contents. My favorite part was this one chapter, where it taught this one thing." Blah blah blah. Just talk for two minutes. "You should definitely buy it, and if you want more copywriting stuff, go to GaryHalbertSwipeFile.com."

JASON: Yeah.

ROBERT: Yep. And then I think another important thing is incorporating a bunch of stuff to do in one sitting. That's our secret for coming up with a lot of articles, a lot of videos, a lot of interviews. We just bang out five or ten things in one sitting, because otherwise you're going to spend all this time getting yourself psyched up to record this one video. You're going to go off and do something else and then you're going to be like "Wow. That was so much work. Now I have to psych myself up again to do this one video." But instead you psych yourself out to do the ten videos. It's not as much time wasted.

JASON: Exactly. That's right. And then you could promote it with Traffic Geyser. Just go to geyser-traffic.com and sign up for that, and you can drip all 100 videos out over a certain span of time so they continue to keep popping up over and over again. You can take each video and encode it four different ways.

ROBERT: Oh, there you go. The spammer technique.

JASON: It's not a spammer technique.

ROBERT: Oh, okay.

JASON: People search for it with different search words; so you want to make sure you're maximizing it so they're finding it as easily as possible.

ROBERT: All right. I'll give you that. I actually have 102 videos on YouTube, unlike you.

JASON: You don't do the trans-coding so it's one video four different ways? You just post one video?

ROBERT: Nope. Just post one video.

JASON: Hmm, that's interesting.

ROBERT: Yeah. I don't want to go to all that effort.

JASON: I hear you. There's a little bit of effort because you got to come up with a new title for each one, a new keyword sometimes, and whatever. So there is a little bit more work to it. Definitely not if you're making 100 videos. That's insane.

ROBERT: Yeah. That'd be 400 videos.

JASON: So let's talk really quickly in the last three minutes about how you would get in the right mind state to shoot all this. Would you try to do two, two and a half hour sessions? Break it down into chunks? Do it all at once? What would be your strategy for getting it down?

ROBERT: I think two, two and a half hour sessions sounds good. I've had a lot of good luck with doing it at different times of the day. I don't really have a lot of luck with doing it once and then taking an hour break. Instead I'll just do it right when I wake up and right before I go to bed. So I'll do half of them before I wake -- I wish I could do half of them before I wake up. I'm using my subconscious there. Half of them right after I wake up and half of them right before I go to bed. It almost feels like two different days.

JASON: I hear you, yeah. That's a good idea. So when are you going to start this challenge so we can see if you can do it or not?

ROBERT: Let's do it tomorrow.

JASON: Okay. I don't know about "let us" do it tomorrow.

ROBERT: Both of us?

JASON: I don't want to do it.

ROBERT: Why not?

JASON: I don't want to create 100 videos in one day.

ROBERT: All right, all right. We'll save that for March.

JASON: I'll do it with you eventually when I clear some of the stuff off my calendar because I lost two weeks, man.

ROBERT: That's true.

JASON: It's really just a pissing contest is what it is.

ROBERT: You know what would be something that comes to mind that you can make 100 videos if you were brain dead? iPhone apps.

JASON: Oh, okay.

ROBERT: You could just get an iPhone and download 100 top-rated applications -- well, the 100 top free rated ones -- and then just record each video where you're like "This is this app," and hold it up to the camera and show "This is me drinking beer. This is me using the Google maps," or whatever.

JASON: How would you monetize that?

ROBERT: How would you monetize that?

JASON: Yeah.

ROBERT: Good question. Well, you would use some of the videos as an info product on how to use an iPhone and how to find the best apps.

JASON: That's a stretch.

ROBERT: You know what? You'd send them to a CPA offer, some kind of iPhone-related CPA offer.

JASON: Yeah, that would be a good idea.

ROBERT: Boom. Done.

JASON: All right, cool. Well thank you for giving us some tips. I know that you could do that because Robert Plank can do many things. I have no doubt that with that strategy he could knock out 100 videos, and in March we will see if he can actually do it.

ROBERT: I accept your challenge, sir.

JASON: You accept my challenge. All right, thank you for being on the call, Robert Plank from ProductUniversity.com, and we will talk to you on the blog.



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