NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #9

HOW TO MAKE & MONETIZE A CONTENDEO

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Are you looking for a good, useful and profitable free offer that you can use to attract new subscribers to your list and in turn generate sales?

Here's an idea for you: create and distribute a contendeo.

I know what you're thinking: wait, what? A conten...WHAT?

A contendeo. Simply put, this is a content video. This is a short video (only five to fifteen minutes long) that presents one big, useful idea. Your prospects will walk away with a tip, a set of steps, or other information that they can put to use immediately to help solve their problems.

You can see why your prospects are going to like your contendeos, because they get a partial solution to their problem. Better yet, they get this solution in the ever-popular video format.

If you have any question about whether videos are popular, just spend some time checking out the number of views on popular videos on YouTube, Twitter and Facebook. It's enough to make your jaw drop.

You'll like distributing contendeos too, because their popularity makes them in high-demand. That means you'll get a lot of people viewing your freemium, which directly leads to sales of your backend offer.

And if you're collecting email addresses in exchange for the contendeo, then you'll also build a nice list in the process.

So, how do you put the power of videos to work for you? That's what you're about to find out, as inside this lesson you'll find out how to both make and monetize contendeos.

Read on...

Section 1: Make It

You can think of your contendeo as a video-based "article." That's because your contendeo is going to share one big idea with your viewers, such as a tip for how to accomplish something easier or faster, a set of how-to instructions for completing a process, or even a demonstration of how to do some process.

As always, your first step is to determine what you intend to sell on the backend of your contendeo. Because once you know what you're going to sell, then you can design your contendeo to naturally lead to your call to action.

That's because your contendeo will be useful in that it solves PART of your prospect's problem, yet it is incomplete. This gives you the opportunity to promote a product that helps solve the rest of your prospect's problem.

For example, let's suppose you're selling a blogging guide. You can create a contendeo that shows your prospects how to install and set up a WordPress blog.

Now that their blog platform is all ready to go, your prospect's next step is to build the blog content and start monetizing it. This is the part of the prospect's problem that the blogging guide solves.

Another example: let's suppose your video instructs viewers on how to teach a dog to sit. You can then pitch a dog obedience course at the end of contendeo so that viewers can learn about how to train their dog in other things beyond just sitting.

Point is, pick what you want to promote first, and then you'll be able to decide on the format for your video. With that in mind, let's take a look at the steps involved in creating contendeo...

Step 1: Pick Your Topic and Format

Your first step is to decide on the topic for your video. As mentioned above, it should naturally lead to you promoting the paid product. For example, your contendeo may:

- **Present an overview of a how-to process.** You can then sell an in-depth information product on the backend, coaching or a service to help them complete the process, or even a tool to help them complete the process.

  For example, you can provide an informational video telling people the steps involved in setting up a profitable business, and then sell an in-depth business start-up course on the backend.

- **Provide in-depth instructions for part of a process.** You can then sell a product that helps your viewers with the rest of the process.

  For example, you can provide in-depth instruction on how to create compelling sales letter headlines. You can then sell a copywriting guide that teaches people how to craft the rest of their ads and sales letters.

- **Offer tips for completing a task or achieving a goal.** You can then sell a product or service on the backend to help them achieve their goal.

  For example, you can offer one or more big tips for staging a home for sale. You can then promote a complete homeselling course on the backend.

- **Explain how to avoid mistakes.** Again, you can sell information to help them complete a process or achieve a goal.

  For example, you can explain to viewers the top mistakes dieters make that can sabotage their results. You can then point them towards a diet guide that ensures they diet in the most efficient way possible.

Go ahead and pick out your topic for your contendeo (just one big idea). And then once you've picked out your topic, then you can decide on the format. Here are the top three most common formats:

- **Talking head video.** Here's where the camera is simply aimed at your head and shoulders, and you convey the information. For example, perhaps you share your top five dieting tips.
- **Slide-share video.** This is where your video is composed of slides that share both text and graphics. You may narrate your slide slow, or you may opt to let the text do all the "speaking" for you. (If you don't do any narration, then sure to have background music to add auditory interest to the video.)

  For example, you may create a slide-share video that shares the top mistakes novelists make when marketing their self-published books.
- **Demo video.** Here's where you demonstrate how to do something. This could be a screenshare video (such as showing how to create a PayPal buy button), or it could be an offline video. For example, you might demonstrate how to replace the hardware on a kitchen cabinet.

NOTE: Yes, there are other formats for videos, such as animated videos. However, for the purpose of this lesson we're going to stick with formats that don't require as much skill and/or expense to create.

You can, of course, combine these formats. For example, you may start out with a talking-head video to introduce the topic, and then move to a demo video to show how to complete some process.

Point is, pick the format that best suits your topic. If you need to show how something is done, then pick a demo video or a slide-share with illustrations. If you're presenting information without the need for visual aids, then a talking head video is a good choice.

Step 2: Prepare Your Content

The next thing you need to do is prepare your content. Specifically:

- **Talking-head video.** You'll need to prepare a script. The average speech rate ranges from about 110 to 150 words per minute. You'll likely speak on the upper end of that range to keep your video engaging. That means that a five to fifteen-minute video could range from roughly 750 words to 2250 words long.
- **Slide-share video.** Assuming you're doing a voice-over (narration), then the length of your script will be roughly about the same as the talking head video.

  NOTE: Your slides will show just a few words – the main points of what you're talking about, while your narration will provide details. For example, your slide may share a tip such as "Eat clean carbs," while your narration will explain this tip.

- **Demo video.** In most cases, you'll be speaking at a slower rate while you're demonstrating how to do something. You may need to do a few practice runs to figure out about many words your script needs to be.

When I refer to the script, we're referring to the words you speak during the video. Take note, however: you don't necessarily want to read word-for-word from your script. That's because you'll end up sounding unnatural and robotic. Instead, you may opt to provide an outline of the main points you want to cover, so you can refer to that outline while you're creating the contendeo.

Either way, you'll want to start by creating an outline for your video. You can think of this as "storyboarding" your video, which is when you decide what your videos will hear and see for each minute of your video.

For example, if your topic is installing and customizing a WordPress blog, then you can start by drafting an outline for this process. Your steps may include downloading the files from WordPress.org, editing the files as required, uploading the files to a domain, and so on.

For each step, you need to decide what you're going to say and what viewers will see. For example, during the step about editing the files, you may simply share your screen as you locate, open, edit and then save the files that need to be edited. (If you were producing a slideshare video, then you'd offer applicable screenshots of this process.)

Point is, lay out a minute-by-minute outline of exactly what your viewers are going to see and hear during the course of your contendeo.

NOTE: To create the highest-quality video, you may want to research each step or tip you're sharing so that you can provide comprehensive information for your viewers. That way, you'll be able to share information that you may not have thought of on your own.

For example, if you're going to share dieting tips, then search Google for phrases such as "best dieting tips" or "nutrition tips for losing weight" or "exercise tips for weight loss."

TIP: Keep in mind that your entire contendeo should naturally lead towards the paid product that you'll promote at the end of your video. You'll learn about how to do this in more detail in the "monetize" section of this lesson. But for now, take note that your video is going to end with a link and call to action for this offer.

Once you've outlined your video, then move onto the next step...

Step 3: Produce Your Video

The next step is to produce your video. Specifically:

- **For demo videos and talking-head videos:** Be sure you have good lighting, a good camera, a good mic, and a clean backdrop. If you're demonstrating how to do something, zoom in and offer a close-up demo. You'll also need video-editing software. (Here are PC Mag's recommendations: https://www.pcmag.com/article2/0,2817,2397215,00.asp.)
- For slide-share videos: Here you'll need slidepresentation software (such as PowerPoint® or an alternative, plus you'll need screen-recording software. The software Camtasia (at https://www.techsmith.com/video-editor.html) is both a screen recorder and video editor.

TIP: *As always, if you don't have the skills, time or inclination to create a video, then you can hire a competent freelancer to do it for you. You can start your search for a good freelancer by posting a project on a site such as upwork.co or guru.com. Just be sure to do your due diligence so that you select a freelancer who provides good work at a fair price.*

Keep these production dos and don'ts in mind:

- **Don't try to record your video in one-take.** This is just an exercise in frustration. It's better to break your video into smaller segments, record them individually, and then piece them together with your editing software.
- **Do sound enthusiastic.** If you're doing this yourself (rather than hiring a voice-over specialist through a site such as voices.com), then you'll want to spend some time on YouTube viewing popular content videos. Pay attention to both the sites and sounds of the video.
- **Do keep the backdrop clean and simple.** You don't want your viewers to get distracted by what's going on in the background of your video. That's why talking-head and demo videos should include a clean backdrop (such as a simple white background).
- **Don't show one scene for too long.** This is particularly true if you're doing a slide-share video. You'll want to keep your video visually interesting by changing slides often. Be sure to have graphics, illustrations or even videos within the slides to hold your audience's interest. (Again, watch popular videos to see how it's done, or hire someone to produce your video for you).

As mentioned earlier, your video will include a call to action and link at the end.

Section 2: Monetize Your Contendeos

The overall goal of your contendeo should be to naturally lead your audience towards the sales page of a paid offer. If you use the guidance you've learned so far – to create a contendeo that's useful yet incomplete – then you're well on your way to monetizing your video.

Check out these additional tips...

Plant Seeds Early On

You don't want to promote an offer right away at the beginning of your video. At this point, you haven't had a chance to impress your prospects yet. You haven't had a chance to build rapport with the viewers or build value for the product you're promoting. As such, promoting something at the beginning of the video would just lead to low conversions.

However, this doesn't mean that you can't start planting seeds at the beginning of the video. In fact, you can and should do this. Basically, the goal is to start laying the foundation early on for the offer that you intend to promote at the end of the video.

For example, let's suppose you're selling a diet guide that includes six months' worth of meal plans. And let's further suppose your contendeo focuses on how to eat right to lose weight. Early on in the video you may plant a seed for the paid offer by saying something like this:

"Just a bit later I'll share with you a superb weight-loss guide that includes six months' worth of delicious meal plans and recipes that the whole family will love. But first, let's talk about good carbs..."

See how that builds anticipation for what's coming? Then the next step...

Embed an Offer at the End

You've already planted a seed early in the video, so now at the end of the contendeo you can promote your offer. In fact, you can even remind viewers that what you're about to promote is the offer you were telling them about earlier.

Let's stick with the dieting guide promo. Here's an example promo at the end:

"Okay, one last tip for you: even though you now have the knowledge to create a healthy eating plan, don't try to do it yourself. You'll waste too much time combing through recipes, doing ingredient substitutions, and finding healthy foods that actually taste good.

Now put another link and call to action at the conclusion of the swipe file. Indeed, you do not really need to write a formal "conclusion," since everything that needs to be said about the swipe file itself was already mentioned in the introduction. Simply end the file with a reminder of the offer.

The good news is that I've done all the work for you by preparing six months' worth of meal plans and recipes that your whole family will love. No more making two meals. No more hearing the kids complain. Everyone will eat it, everyone will love... guaranteed!

But don't take my word for it – check out these delicious meals now by heading on over to [link]... you'll be glad you did!"

Create an Evergreen CTA

If you've ever taken a piece of text-based content and changed something about it or even repurposed the piece, you know it's pretty easy. It literally takes a minute to change a link and republish the new piece.

Not so with videos. As you well know, it takes longer to change content in a video. And often times you can even end up with a choppy video, where it's pretty obvious that pieces of it were made at different times and spliced together.

Oftentimes the audio is what clues people into it being a spliced video. Simply put, it's more professional if your video flows seamlessly from segment to segment.

So, here's the point...

Whenever possible, you want to create an evergreen call to action. In other words, you want to reduce the possibility that you're going to need to go back into the video to edit your link and call to action.

Follow these tips:

- **Don't refer to any specifics of the offer.** For example, don't refer to the price, the bonuses or the guarantee. The parts of an offer can change at any time, so avoid mentioning them in a contendeo.
- **Don't use direct links if it's an affiliate product.** Sometimes a better affiliate product will come along. In other cases, the vendor may decide to retire the product, move it to another affiliate platform, or remove it from the market for other reasons. Whatever the reason, you end up with dead links when that happens.

  That's why you always want to run affiliate links through a redirect link, such as a link on your own domain. If an affiliate link changes or goes dead, all you have to do is change the redirect link through your own domain to the correct link or even to another product. This helps ensure you never have "dead" links floating around in your contendeos.
- **Do consider whether to even name the product at all.** You may refer to the type of product or service you're promoting (e.g., "diet guide"), but you may decide to not name the product from within the video. That way, you can easily change the link to a different product without there being any confusion.

So, the point is, keep the specific details out of your call to action, and run all third-party links through your own domain. That way, you can quickly and easily change your contendeo offer at any time.

Conclusion

You just discovered how to both make and monetize a very popular type of free content: the contendeo (content video).

A whole lot of your prospects love videos. That's why sites like YouTube and Vimeo are booming, and even your social media feeds are likely full of videos.

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