

# How to Make Money with Web Videos

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This guide will teach you how to shoot videos that can be converted to transparent web videos. Video spokespersons (or greeters) as they are often called sell for hundreds of dollars each. If you already have a video studio, you can get started immediately selling these videos to your clients. If you don't have video equipment, we'll tell you what to buy so you can get started in this lucrative industry.

In either case, YourGreeter.com provides a service where we will do the keying, encoding, and hosting for a single low price. Our clients have been extremely pleased with the quality of our service. Our promise to you is that if you're not happy for ANY reason, you don't have to pay for the work!

To make the background transparent, the video must be shot against a green screen. The color green is later replaced in the computer so that the website behind the talent will show through. The resulting effect makes it look like the person is inside the website.

This eBook is divided into sections so you may easily skim over the areas that don't apply to your needs. If you do jump ahead, you should consider reading the skipped sections later as they may contain information that you didn't know before. You should also visit our website at [www.YourGreeter.com](http://www.YourGreeter.com) to get the latest version of this eBook as it may have been updated since this copy was downloaded.

We are providing this information for FREE in the hopes that you will use the services of YourGreeter.com to create a successful business. If your business is successful, then our business will be successful as well. Good luck!

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## Equipment List

- **Video Camera**

Many people think they need the latest and greatest camcorder to shoot good video. In the realm of web videos however, this becomes less necessary. Since web videos are small and highly compressed, even a quality DV camera from ten years ago can give good results.

The most important feature to look for is “3-chips.” Sometimes referred to as a 3-CCD or 3-CMOS camera as well, a 3-chip camera has a prism inside the lens that splits the incoming light into three distinct colors and records them separately. This means your footage will have richer, more accurate colors and will make our job of keying it much easier as well.

Don't be fooled by cheap “HD” camcorders at your local electronics store. An older prosumer DV camera will give a better result than a new camera that likely records a heavily compressed, low-bitrate picture. The Sony TRV-900 and TRV-950 are nearly ten years old and still make a great picture. You can find them used for as little as \$500. If money is no object, the new Panasonic AG-HMC150 looks like an excellent choice. This 3-chip camera uses SD memory cards to record video just like your digital still camera. That means no tapes, no capturing, and no more \$4000 in your wallet!

- **Microphone**

Next on the most-important list is a quality microphone. There is only one choice for this and that is a wireless lavalier. These tiny microphones clip onto your talents clothing and are designed for recording the human voice.

Quality microphones are expensive, but even a cheap one will be far better than using your on-camera microphone or a shotgun mic. The good folks at Sweetwater have a great selection of mics and you can call them for free recommendations based on your budget. Visit this website for a current list of equipment:

[http://www.sweetwater.com/c994--Lavalier\\_Wireless\\_Mics\\_and\\_Systems](http://www.sweetwater.com/c994--Lavalier_Wireless_Mics_and_Systems)

- **Teleprompter**

Unless you are shooting very short scripts or your talent has an excellent memory, plan on setting up a teleprompter to playback the script. The good news here is that your laptop can double as a prompter using FREE software. Prompt! is a professional teleprompter software made by a company call movieclip. It's available for Windows and Mac platforms for only \$44. The light version is FREE and is suitable for most uses.

<http://www.movieclip.biz/prompt.html>

- **Green Screen**

Buy a high-quality chromakey green fabric that will last you for many years. EEFX makes a reinforced green screen that doesn't wrinkle, is large enough to shoot an entire body, and costs less than \$100. I can personally recommend their excellent screens:

[http://www.eefx.com/eefx2/store/chroma\\_key Greenscreen\\_bk.html](http://www.eefx.com/eefx2/store/chroma_key Greenscreen_bk.html)

With a little creativity, you can hang these fabrics from your ceiling or build your own support system. Otherwise, plan on spending another couple hundred dollars to buy a support system. EEFX has packages where you can purchase both the screen and the support system together.

Although very expensive, retro-reflective screens have grown in popularity due to their ease of lighting. Unless you only plan on doing half-body shots, I cannot recommend these screens for shooting web videos. The fabric does not reflect the light well enough at a floor level angle to make a solid key. If you do shoot a full-body shot using these screens, YourGreeter.com can still get a good key from the video, but you will see a better result using a traditional green screen.

- **Lights**

Proper lighting can seem complicated if you're not already familiar with basic lighting principles. I'm going to cover the basics here and point you to some websites that give in depth details.

You'll need three to five lights for best results. First light your green screen with 1 or 2 lights. The goal here is to light it as evenly as possible. Then light your talent with standard 3-point lighting. TubeTape has some inexpensive light kits that are suitable for this work.

<http://www.tubetape.net/servlet/the-Lighting-cln-Continuous/Categories>

Here are two more websites that describe green screen lighting practices in detail:

<http://www.bluesky-web.com/broadcastvideoexamples-greenscreen.html>

<http://www.eoslightingllc.com/chroma-key/index.html>

- **Tripod**

Since the camera will be motionless the entire time, any sturdy tripod will do. You don't need fancy expensive tripod heads unless you plan on using your camera for other production work.

For increased resolution, consider buying an adapter to rotate your camera 90 degrees so it records sideways. We'll rotate the video back upright for you after performing the key in post.

## **The Shoot**

Plan on spending about 20 minutes to shoot a single 60 second script. Although the script itself may seem short, your talent will need time to dress and review the script. Load the script into your teleprompter software and place the laptop so that the screen is directly underneath the camera lens. If the teleprompter is too low, the talent will appear to be looking down in the finished video.

Have your talent read through the script once prior to shooting. Fix any errors in the script and add punctuation in sentences that don't read smoothly. While the talent is reading, use headphones to check and make sure the audio levels from the wireless microphone are at a normal volume. The audio should be high enough to be heard clearly, but not so high that it is "clipping" and going beyond the camera's recording ability. Most professional video cameras will have a level indicator so you can see how loud the sound is being recorded by the camera.

Next record your first "take" of the script. You'll probably need two people for this step. One person to run the camera and monitor the audio, and another person to run the teleprompter and adjust its playback speed to match your talent's reading speed. For most scripts, you'll want to instruct your talent to read quickly because web videos will have a limited amount of time to keep someone's attention. However, make sure your talent doesn't feel rushed by the teleprompter. Inform them that your operator

will always keep up with them so they should read at a pace that is comfortable for them.

Each video must be read through in a single take without any mistakes. This is usually easy to do on a short script, but may require several takes on a longer script. Before your talent leaves, make sure you have at least TWO good takes of the entire script. This will ensure a backup version in case any problems are noticed in the first recording.

## **Sending Your Video**

YourGreeter.com accepts nearly any format of video. However, we prefer that you follow these guidelines for the absolute best results:

1. **Capture or digitize your raw video and trim the files you want us to process.** Leave 1 second before and after the actual dialog to ensure a smooth beginning and ending. If you record your talent walking onto the set, leave at least three frames of video before they enter the green screen. If you do not have editing capabilities, don't worry as YourGreeter.com can do the trimming for you as well. Just send us whatever files you have.
2. **Save your newly trimmed video files.** We recommend using the original resolution and codec for the best quality. On Windows systems, this would probably mean saving the trimmed file back as a DV AVI or an HDV MPEG. On Mac systems, save the video through QuickTime using the Photo-JPEG codec or a high-bitrate H.264 MPEG4. If you are unsure about what format to use, just send a message through our website at [www.YourGreeter.com](http://www.YourGreeter.com). We'll tell you exactly how to get the best results with your setup.
3. **Login to the client interface on our website to upload your video.** The upload limit is 2GB per video file so if your files are larger than that, you will need to burn them to a DVD and mail it to us. If you haven't uploaded files before, use the online form to request an upload link. You'll need to create an account from this link before using our service for the first time.

## **Business Model**

The video spokesperson industry is booming right now with many video production facilities getting into the business. Some of these facilities have the proper equipment to record the video, but lack the ability to key to the finished video or to do the programming needed to get the video working on a website. YourGreeter.com does all the technical work for you and we both benefit.

Once you have the necessary equipment, your out of pocket costs to produce a single video will range from \$100-\$150 per video.

### **Example:**

- \$50 Model fee
- \$60 YourGreeter.com full package
- \$110 ← YOUR COST

If you sell this video to your client for say \$399, you will have made nearly \$300 on the initial sale. Of course, your time is involved as well, but it's still a nice profit. You can also profit by reselling our video hosting packages. Visit [www.YourGreeter.com](http://www.YourGreeter.com) and click on "hosting" for details.

## **BONUS SECTION: Finding Talent**

Your available models are a key selling point for this service. Many clients will make their decision on who to use based entirely on a particular models being offered. For this reason, get at least two of each male and female models that are top quality and feature them on your website. You can add other models to this list in the future, but be sure that your best models are the ones people see first.

Models can be contracted through a local talent agency at an hourly rate which can range from \$50 to \$300 dollars per hour. Unless you can arrange a schedule where you will tape multiple scripts at a time using the same agency model, this will likely be too costly an approach.

I would suggest finding freelance models because it will be easier to work out a compensation plan that is acceptable for both parties. Freelance models can be found online by posting an ad on craigslist.org or backpage.com in your cities "talent" board. Be up front in your ad about how much you are willing to pay per script or per hour. Expect to pay around \$50 per script or \$150 hour for quality freelance talent.

You should always meet with the model prior to using them in a real video. Tell them to dress semi-professional for an audition and record them reading a short script from your teleprompter. Look for models who can speak clearly and professionally. A very important skill is being able to read smoothly from a teleprompter. This can be learned quickly, but be prepared to shoot a bunch of takes if your talent isn't experienced.

If you judge their on-camera performance to be satisfactory, then have them sign a release form that allows you to use their likeness on your website. Basic legal forms can be found online, but you should have your lawyer review them to be sure that they cover your liabilities in case of any legal dispute.

You will find that some clients would like to star in their own videos. This has an advantage of not having to pay a professional model, but many people unaware how difficult it can be to speak on-camera or read from a teleprompter. Caution these customers before the shoot that you recommend using professional models to represent them. If they still want to proceed themselves, just be prepared to scrap the footage if they aren't happy with their own performance.