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Making Module Videos

In this report, I want to talk to you about creating modules - creating modules using slideshows. I'm going to be using Keynote here on my Mac to create a video module for a product that I have coming out very soon. I was about to start doing this today, and I said, "Man! This would be a great opportunity to do this on camera and to show people how I create module videos and create it so that I can deliver content - not a sales video, but just creating module videos, showing you the process.

It all starts with the graphics. I've already ordered graphics for my products. I've gotten them already back from GFX-1, and I'm going to grab them over here. These are all the images that I ordered. This is the logo for the product, so I've got that that I can use. I've also got the mascot, which is this little robot. That's going to be the product mascot in the part of the logo.

The name of the product is WordPress Affiliate Builder. What I figured is I'd use these images in the creation of some presentations. Let me just copy this image. I'm going to copy it and paste it on my desktop here. I've got it there on my desktop. I'm going to grab the logo. I'm not sure if I'm going to use the logo, but I'm going to grab it just in case. I'm going to copy it, and I'm going to paste it on my desktop as well.

Another thing that I'm going to need is basically a background slide. Some people use PowerPoint. I use Keynote. When you open Keynote, it gives you the choice of selecting from a pre-made template. I'm just going to go with the white one because we're going to be changing this. I want the colors of the template to match my website. I'm just going to select the white one for now, and I'm going to start with this basic template. As you can see on the left-hand side, it says one slide. This is the default slide. We're going to be changing pretty much everything about this template, this theme, because it's white and we want to customize it.

The first thing that I'm going to need is to size this slide. I'm eventually going to need some content for it and stuff, but I'm going to need a background for it. I'm going to need a background image, which I'm literally going to create right now using GIMP. I'm going to make that background slide.

As a matter of fact, let me go back to those images, so that I can get the basic colors. I'm going to show you how we do that. Let me come over to that folder with the images. I know I've got one in here, which is a - this one here. I'm going to copy this. This is like a video splash image. I'm going to copy this and paste this on here. You can order images like this. You can order a pack for your website from GFX-1, which is Stevie, and that's who does our graphics.

What I want to get from this image is the background color. You can see it's like a grayish kind of a color, and that's what I want the back of my slides to look like. Then I'm also going to need the title for each of these slides.

What I'm going to do is - I have a document in Google that I've been sharing with Dave, who is my partner in this project, and this is where we've been discussing the project and what we want to talk about. These are the five modules, so we want to create five videos on these topics. This is a great way to communicate back and forth, if you have a partner, or just to have a running checklist of what you need to do on your project. You could do this. This is Google Drive, and the cool thing about it is you can share a document on Google Drive with your partner, and when you update something here, he can see the new updated document. It's really cool.

What I've decided with Dave is to make sure that our slides are 1920x1080. I have that on here. These are the topics that we're going to be talking about. I'll be reverting to this in a minute here, but the first thing I want to do is I'm going to open my inspector. I'm going to come over here to my slide size. I want to go to Appearance, over here. Right over here - Slide Size. I'm going to make this 1920x1080. That's going to give me my real big slide size. But as you see, it kind of made it bigger than my view window, so I'm going to come over here to View. I'm going to go to Zoom, and I'm going to say Fit in Window so I can see the whole thing.

Now what I want to do is create a background for this slide. I want the background to have these colors because gray is like the same color as my header for the website. I want everything to match.

What we're going to do now is open GIMP. I think I already have GIMP open. I'm just going to do File > New File, and I'm going to pick a size. I'm going to pick that same size, 1920x1080 because I want to create a background for this slide image. I'm just going to click Okay, and then boom. There is the actual image that I'm going to be working on.

All I want to do is create some colors here. I need to see my Toolbox. There it is. What I'm going to want to do is select the color from this. I'm going to open that background slide that I just got, the sample. I'm going to open it with GIMP. I'm going to come over here. Open with GIMP. Like that. Now what I want to do is select the color. I'm going to select my little eye dropper, and I'm just going to grab this color - that gray color. You notice how it just changed the front foreground color here to that color that I touched on. Now I'm going to touch my background color. Now I'm going to switch that like that, and I am going to go and touch this darker color - this darker gray. So now I've got my two colors right there.

Now I'm going to come over here to my background slide. I'm going to grab my gradient tool, and I'm going to select the gradient style to be radial, like that. Now I've got black as the foreground and the gray as the background - these two colors. I'm just going to draw a line from the end here

to the middle, and this should create a background gradient in a radial type of image the same way that that background looked for the image.

It'll take a second to do this because it's a big image, and there we go. We literally just made that. I can try reversing the polarity, so going from the center to the back like that, and that will put the darker in the middle instead of the lighter color. All we're doing is basically creating a dark color background slide, and I'm using the same gray from the website, so it'll match my background.

I don't know if I like this one with the dark in the middle. We'll go with this for now. Or, here's what I'm going to do. I just switched the gray to black, and I'm going to go back again from the middle to the end to go like this. Let's see if that looks a little better. Because right now it is dark in the middle and then light outside. Not sure if you can make that out through the video, but let's try a different way here. You see how now it's got the lighter color in the center. I think I like this way a little bit better.

What I'm going to do now is export this image. I'm just going to go File > Export to the desktop, and I'm just going to call this Slide BG because it's our slide background and save it right on the desktop. Export it. I want to export it as a .png. It's going to take a second. This is a very big file, 1920x1080.

Some people ask me, “, why do you work with it so big?” The reason is that I want my slideshow in Keynote to be the size of my screen, and I have a widescreen monitor. When I run my slideshow to record my presentation, I want it to fill my entire screen, so I don't have those black borders around it. Which in this case, it probably wouldn't matter much because my background slide is kind of black.

I'm just going to close this - close it without saving, and I can close this as well. Now as you can see, we've got this background slide that we made. What I'm going to do is go back to my inspector. And over here in the Slide Setting, under Appearance, I can fill the background in with an image. Now I'm going to select that slide background, and boom! See how it just filled that op there, and now my slide is the color that I selected. This is going to match my website now.

The next thing to do is to change these fonts, and since I've got a dark color slide, I want to go with white text for my slides. I'm going to want to use a nice type of font. Let's see what my font choices are. I like Kozuka. They don't have the Kozuka Bold. I think this is Kozuka, and let's see if I can make it Kozuka Bold. We're going to make it white. I'm going to select white like that, and I kind of like that. This is going to be Sample Slide Text. Then the second line here also needs to be white, and this is going to be Sample Bullet Text.

One of the things that I want to do here for my text is I want to create a little bit of a black border around it, like a drop shadow. I'm just going to go select the text. I'm going to come over to inspector again, and I'm going to click on the little text section here. I'm going to click on the little image graphic section, I'm going to click on Shadow, and as you can see, it just put that little

black shadow beneath it. It's not very noticeable because there's too much of a blur on it, so I'm going to reduce some of that blur. Now you can see that there's a little bit more of a definitive shadow beneath it.

I'm going to do the same thing for this one. I'm going to come over to the little graphic icon, click on Shadow and make this a little less, just make that 3 because since that text is smaller, it doesn't need to be as evident. I'm going to increase the size of that text. It's currently at 50, let's make it at 72. I'm going to increase the size of this text to make it 144.

We have a sample slide here. The next thing to do is to create another slide. I'm going to click on this slide, ctrl+C and ctrl+V. Now I have two slides over here in the left-hand slide. What I want to do is create an animation so that when we push from one slide to the next, the text moves. I'm selecting both slides by simply holding my mouse button down and selecting them both. You know that a slide is selected when it's yellow - the border is yellow over here on the left-hand side. What I'm going to do now is I'm going to come over here to the settings and where it says Transition Effect. I'm going to select Object Push, and you see how it pushes everything to the side.

Now when we click Play, you'll see it starts on this slide. I click Object Push, and it pushes it into the second slide. Pretty cool, right? Then it ends the slideshow. A couple of other things that we want to do now that we have the Object Push on there, I can copy some more slides over. I'm going to copy them again. I just selected the two, and I just copied this, so now we have four slides. I'm going to go to this slide, and I'm just going to put a number 2 in there. I'm going to go to this next slide and put a number 3 in there, and I'm going to go to the last slide and put a number 4 in there. This is just to show you as we run through the slideshow, how the slides are changing. This would be the first slide. This would be slide 2. This would be slide 3. This is slide 4, and then the slideshow ends.

I'm slowly creating the template, which will eventually become my video. Now we've got a couple of other things, right? We grabbed those images earlier. For example, that little robot mascot that I was talking about. What I'm going to do is simply copy this. I can literally drag and drop this onto the presentation. I'm just going to drag and drop it, and boom! See that? It just put the robot onto my presentation from the image, and I can reduce it like this. Now I've got this little robot guy on my first slide. I can bring this title up, like that. Let me reduce this box a little bit by just moving it. You're probably wondering, "What the heck are those yellow lines?" That tells me that I'm centering the text block. You see right there how that middle line goes from top to bottom? That means I'm in the center. Here, I'm going to grab my little robot guy and put him right there and maybe move him up a little bit more, like that.

What I'm going to do is I'm going to look at this slide in a second here, but I want my robot to slide in. What I can do is animate that one guy - I'm going to come over here to Action, to the Effects. I'm

going to select that particular - I'm just clicking on it. I know that that image is selected because when I touch it - you see these little nine dots around it? Now what I'm going to do is to build. I'm going to select Move, and I want it to move in from the right to the left. Right to left. I'm going to speed it up, the duration. I want that build to happen in half-a-second. It's going to happen right after the transition. I click for more options. I can click here to have that happen automatically after the transition. What I'm going to do is click Play, and boom! See how that just slid right in there?

Now, what I'm going to do is copy this first slide, and I'm going to paste it. Now I have two of those first slides, and on this very, very first one, I'm just going to remove everything from it, so it's just a black slide like this. When we press Play, you'll see that the video is starting now on a black slide, and Keynote is now waiting for me to trigger the next slide by pushing the button. There it is. I just pushed any key on my keyboard, and it's moving from slide to slide. As you can see, this is the way that we set up for our module video.

The way that I go, and I start inserting my text here is, I'm going to need a couple of things. I'm still going to want a little couple of images, and I like putting little bullet images, things like little arrows, things like that. Since these are content videos, they are not for commercial use. I'm not selling in these videos. I can use icons from Icon Archive. I'm going to go to iconarchive.com, and I am going to grab a little green arrow. I'm just going to type "green arrow." We've got a few of them here. Let's see what else we have. How about if I just type "arrow?" I like this one right here for a bullet. That looks great. What I'm going to just do is right click Copy and just paste it right into here. There is my little bullet arrow.

Now what I can do is I can reduce the size of this and just make it about the size of the text right there. What I want to do is I'm highlighter the text, I want the text to be left justified - text alignment to be to the left like that. Now I want to take this title and just bring it up to the top, like this, and you could see what we're doing here is literally creating some bullets. I'm going to move this up by selecting both of those, bringing it up like this. Now, I can copy this. All I did was click on the slide and just selected both the text and the image, ctrl+C, ctrl+V to paste. Now I'm going to bring these so that they're in alignment. See that little yellow line on the left-hand side there? Paste again, paste again, paste again. So now, I've got five bullets on my second slide. Let me bring this down a little bit more, and boom!

Little by little, this is coming together. What I want to happen is for each of these bullets to come in when I click a button on my keyboard. Let's see right now how this presentation is going to work out. I'm going to click Play on the first slide, which is the black slide. Now I'm going to click the spacebar. My first slide comes in with my little mascot robot. Second slide here. Notice how all the bullets came in at the same time? I don't want that. I want the bullets to come in one at a time because I want to push the bullets as I'm talking, during the recording. So, what we do is we come over here to the little animation section, to the Builds, and I'm going to select the image

and the slide. I'm going to click on More Options, and what we want to do is we want the little bullets to slide in from the left. I'm going to select all these, and I'm going to click Move In. I'm going to have them move in from the left to right, and we're going to have it moving fast - half-a-second.

Now down here which says On Click, that means that these bullets are moving in on click, so when I click, not automatically, but rather it's going to wait for me to click the spacebar. I'm going to select all my text, and I'm going to select Move In. I want this to come in from the right. I want to go from right to left. Again, I want these to all happen on click, but what's happening is all the little images are coming in before the text. What I need to do is make sure that they're coming in one after each bullet.

All I'm going to do is arrange the order here, like this. I got one dropped image, one bullet; one dropped image, one bullet; and so on and so forth. They're all coming in On Click. The thing is I want the text to come in right after the bullet or even simultaneously. All I'm doing now is holding the command button down on my keyboard and I'm selecting all the bullets, little text. You see how it was just selected? Those are all green. What I'm going to do now is I'm going to come down here, and I'm going to say, "I want this to happen automatically with the prior built." So now the little arrow and the text are coming in together. See that over here in the sample? Notice how they come in at the same time?

Let's push these slides and see what we've created here. It's going to start on the black slide. There is our title slide with our mascot. Here's our first bullet. Now I can click the button for the second bullet. Now I can click the button for the next bullet, all the way to my five bullets. Pretty cool. There's the next slide and so on and so forth.

So now I've created a template that I can literally use for my presentation. Now depending on how big my presentation is, I may need more slides than this. I literally copy slides and just paste them as I need them.

What I recommend - and this is a formula that a lot of people have started using. It really becomes easy to generate content for your sites when you follow this formula, and that is I create at least five slides. What I'm going to do is I'm just going to copy this over: one, two, three, four. So, you got one, two, three, four - a total of five slides with bullets. Let me just get rid of that one, and now we're going to make this one just be like the closing statement. Then I'm going to grab another black slide so that we end on black.

Now, we've got a template here with a total of 10 slides, and I did that by just creating a couple of master slides. I got my blank slide. I've got one with my title, and it's going to have a little bit of a bullet here and then a little mascot. Then I've got this slide here that has a title and then some bullet text underneath, and I copied that five times. So, they could be five different topics with five bullets underneath, and then I've got a closing statement slide. Then I end with a black slide.

What you might want to do is maybe end with your logo on that last one. I'm going to drag and drop that logo on there, and there it is. That's our logo for our product, and you can expand it a little bit - that I just got from my graphics guy. We're going to put it right in the middle there, like that.

What I'm going to want is for this one to use a different animation. I selected it, and now I'm going to come over here to the Build section. I'm going to have it do, let's say, Flash Bulbs, or we can do a Lens Flare. It's cool because you could see a preview of it in this little window in the inspector. This little window here is the inspector. Let's see how this works out. It's going to push through these slides. Now it's going to take longer through them because of all these bullets. You must click through all of these bullets.

If we're recording the video, it would be something like this. We'd start right here, and this will be the first module slide, where I start talking about the title of this video and what we're going to be talking about. Here's the first topic of the video. Here's the first bullet of the first topic, and there's going to be a total of five bullets. Then once we get through the fifth bullet of this topic, we move to the next topic, and we have five bullets here as well. This process repeats five times.

What I like doing is creating five slides with at least five topics basically, in the video, and five bullets within each of the five topics. If you can talk for about three to five minutes on each one of these bullets, you're going to end up with a video that's about 60 to 90 minutes long, believe it or not. All you've got to do is come up with five topics and five things to say within those topics. Here we are now on that last slide, which is WP Affiliate Builder, and this is where it will be where I close everything out. That ends this module video.

You've just watched me create this, and now what I would do is I would come over to that document that I mentioned when I started, where I'm keeping track of everything that we are creating this about. Let's say this first video would be about Affiliate Recruitment. I would copy that first thing right there, Affiliate Recruitment. Now I would come over to my desktop over here, and I'd paste that. I want to paste and match styles, like that. When you paste and match style, it attaches the styling that we did: the font size and that shadow that we did to the text.

Then over here, we could give - this video is going to be about Affiliate Recruitment, and now I can give this a subtitle like "How to Get JVs and Affiliates to Promote for You." This would be the topic or the subject of our first video, and then we would now come up with all the different titles. I want five separate titles to talk about, and let's see what the notes are I have here. We're going to talk about list building, the possibility of having a JV manager, and I would then come over here and put that in there. "JV managers." I'd start talking about JV managers.

This is the way that I build my module videos, and when I'm done creating my actual slides here, I literally record the video. I'm not going to go and do the whole because it'll take me a while, but

for the purpose of this training here - loop, I got to expand this little bit. I just noticed that the G is getting cut off, so I just need to expand this a little bit.

What I wanted to do is show you how I record a video, and I literally record it using the record feature inside of Keynote. I'm going to come over to File and just click Record this Slideshow, and what'll happen is it'll start playing the slideshow and recording my microphone. Then it'll give me a file that I can export right from here, which becomes my module video. I'm just going to quickly show you how that works.

Here we are on the Affiliate Recruitment Video, and I'm going to be talking about how to get JVs and Affiliates to promote for you. This is the first slide, where we're going to be talking about JV Managers, and this would be all my bullets. This is the part where I talk about each bullet. Obviously, I'm pushing these bullets through quickly by pushing a key on my keyboard just for the purpose of this sample video. We have a total of five slides that make up the actual content of this video, and within each one of these slides, I have five bullets. Each one of these bullets pertains to the topic of that slide.

What I've found is that if you create five slides, each of them has five bullets on them. And if you talk about each one of the bullets for 3-5 minutes, you're going to end up with a video that's going to be about 60-90 minutes long basically, because if you do the math, five slides times five bullets each five minutes long, it could even be up to two hours long - the video, which is awesome for a module because later you can export this and you can turn it into a PDF as well and just create the content for your product. Here we are in our last slide, and that's the end of the video.

Now, we've got the recording inside of Keynote. I can literally come over here to my file, and I can go over to Export. I can export it as a QuickTime Movie, and I can include the audio. Now I just clicked Next, and you'll see that it's going to ask me for a title. I'm just going to do a Test Recording, and it'll literally run through the recording in this little, tiny preview window here, as it exports it onto the desktop. This takes a while, depending on how long your video is. It might take five minutes. It might take ten minutes, but this is the way that I create my module videos.

This formula really, really helps me, and I'll be honest, sometimes I create the module template like this in Keynote before I even create the content for it because it helps inspire me, it helps me come up with the ideas for what I'm going to be talking about. So, I might have just the topics for each of my slides, but I might not have every single one of my bullet points prepared for. Sometimes it might be more than five slides. Sometimes it might be less than five slides depending on how much material you have. Sometimes I add images as well, if I'm demonstrating a chart or something like that. You can easily drag and drop an image, as you saw me do here right on to the presentation template, so that you can end up with a nice, fully rounded presentation.

As you can see this is taking a little bit here. I'm going to go ahead and let this keep running, and I'm going to go ahead and show you, in the meantime, a couple of other things that you can do while this is recording - unfortunately - while it's rendering the recording. I can't show you anything else, because it doesn't let me do anything with the presentation while it's rendering the recording, which is what's happening now. It's exporting that recording that we just made - that file.

It's exporting it into a .mov file, which is a movie file. The cool thing about that is that you can then take that and upload it right into your Easy Video Suite, or you can put it into ScreenFlow so that you can edit it even further. Sometimes I like to interconnect a slideshow video, like what I've just made here, with maybe me on camera. You might have a video that you recorded on camera, and you might want that to be an introduction to the actual part, where you're going to be sliding in all the module information. What I would recommend is that you use something like ScreenFlow to do the editing and then export it from ScreenFlow. Once you have an .mov file, you can just go right over to your Easy Video Suite, drag it and drop it, and it will automatically upload your file for you.

Right now, we are on the final slide here. It should be done with our video in just a second, and then we'll be able to play it back and see how it came out. It should be putting it right now onto the desktop. Let's see. It should just take a second here. Again, this will vary depending on the size of your video. By size, I mean the length - how much you recorded, as well as the size of the screen. I have a big HD file size, 1920x1080, so it's going to take a little bit for the entire thing to render, plus it's also rendering the audio that was recorded, so it's going to take a minute. Here it is. It's done now, and what I'm going to do is minimize this, and this is the recording that we just did. I'm just going to click to test it.

“Here we are on the Affiliate Recruitment Video, and I'm going to be talking about how to get JVs and Affiliates to promote for you. This is the first slide, where we're going to be talking about JV Managers, and this would be all my bullets. This is the part where I talk about each bullet. Obviously, I'm pushing these bullets through quickly by pushing a key on my keyboard just for the purpose of this sample video. We have a total of five slides that make up the actual content of this video, and within each one of these slides, I have five bullets. Each one of these bullets pertains to the topic of that slide.

“What I've found is that if you create five slides, each of them having five bullets on them. And if you talk about each one of the bullets for 3-5 minutes, you're going to end up with a video that's going to be about 60-90 minutes long basically, because if you do the math, five slides times five bullets each five minutes long, it could even be up to two hours long - the video, which is awesome for a module because later you can export this and you can turn it into a PDF as well and just create the content for your product. Here we are in our last slide, and...”

As you can see, we just created a video for our module, and it's in .mov format. I would have to upload that right now to my Easy Video Suite to get a link and have it on its own page.

The final thing I want to show you is once you have all these created here - once you've put in all your content, you can also export this as a PDF. You can give your viewers - your subscribers can get a PDF version of the slides as well. The way that you do that is you simply come over here to File > Export just like we did for the movie. You just select PDF. Now what I do is I tick off this part that says, "Print each stage of build," because if you do that, it'll make every single animation - it'll print a page for it. I'm not going to include the date. I'm just going to make the image quality good, and I'm going to click Next. I'm going to give it a name. This is going to be my Temp PDF, like that. I'm going to export it, and it's just going to take a second here.

Now, you'll see that I've also got a PDF document here on my desktop. Look at that, you could literally have a PDF that you've given now to your subscribers, as well as a video presentation. Heck, if you even get really fancy, you can separate the audio that you recorded and now give them three media types of content. You can give them an mp3, a PDF, as well as an mp4 that they can stream or download using your Easy Video Suite in your member's area.

I hope that you enjoyed this video, where I've taught you how to create your own modules and your own content using Keynote. The process will vary depending on what software you're using and whether you're on a PC or on a Mac. I love to use my Mac and the Keynote software. It is very easy to use, and you don't need a PhD in Computer Science to make that happen, but you can also choose to use PowerPoint and do that on your PC. I know that it's very similar.

Thanks for watching this video, and I look forward to seeing you in the next MUA video. Take care!



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