

**Dial: 1-218-862-7200**  
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## **Session 1 – Strategy & Planning**

**We'll be starting shortly**

While you are waiting:

Please say Hello at:

<http://CamtasiaTraining.ning.com>

**“Chat” icon is in  
lower right-hand corner**



**LearnCamtasia® FAST**

With Michelle Schoen & Lon Naylor

# Agenda

## *Session 1 – Strategy & Planning*

- Housekeeping
- Video Strategy
- The Video "Process"
- Getting Started RIGHT
- Scripting and Storyboarding



# *Housekeeping*

# Welcome

## *Housekeeping*



- Meeting Times
- Recordings & Stuff:
  - [ScreencastProfits.com/login](http://ScreencastProfits.com/login)
- Camtasia Training Site:
  - [CamtasiaTraining.Ning.com](http://CamtasiaTraining.Ning.com)
- Where to get Camtasia 6

# Details Please!

## *Demo*

- Screencast Profits  
Gold Membership

# *Video Strategy*



# Video Strategy

*From 30,000 feet...*

- Not just HOW to record...but
- WHAT to record



# Strategic Thinking

# Our Video Strategy

## *Job #1...*

- Content is **KING!**
  - Have a specific **GOAL!**



Or...

You Are **WASTING** Time!





The

Video

Process

# *Video Process*

# The Video Creation Process

*It's linear...*

- Understand the Process
- “Workflow”
- A Creative Process..
- Planning is key:
  - Processes are dependant



**Incorporate Best Practices into YOUR process**



# *Getting Started*

# Setting Up For Success

- Job #1
  - **Ace the Audio!**
- Getting Organized
  - Directory Structure



# *Planning*

# Planning

## *Is HUGE...*

- Is a matter of personal preference...
- 75% of my work
- Gold Member “Planning” Module
- Pick 1 or 2 Tips and Plan to **USE THEM**

# Planning

## *Favorite Tools...*

- Mind Maps
- PowerPoint

# Engage Your Viewer

## *And their senses...*

- Engage Your Viewer
- Something “visual” every 30 - 45 seconds
- Don't be **BORING!**
- Show the Last Thing  
**FIRST**



*Scripting*  
&  
*Storyboards*

# To Script or Not to Script

*That depends...*

- Is a matter of personal preference...
- Client requirements?
- A minimum of a good outline
- A complete script can act as **sales copy**

# Storyboards

*That depends...*

- Good for planning “flow”
- **Visual**
- PowerPoint
- OpenOffice Impress

# Exercises!

## *Recommended...*

- Review Module 5 Planning
- Review FREE Module:
  - Ace the Audio
  - Listen to YOUR audio!
  - Did you Ace it?
  - Ask questions!

# Exercises!

## *Optional...*

- Create your Video Directory Structure
- Watch Modules 2 – 6 of Screencast Profits

# Questions?





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