CONVEYOR

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Hi Friend,

Thank you so much for joining me at the Press Record Press Play Workshop. I hope the resources below are helpful for you as you begin making videos for business.

Everything I mentioned in the talk is below, but if you have any questions, send me an email anytime at the address above.

Thanks,
Nate

READING LIST

Here are some helpful resources for learning more about video for business. Everything I mentioned in the talk is here.

- **Playbook for Creative Advertising - YouTube**
  - Very in-depth manual for creating YouTube advertisements.
- **Think With Google Video Resources - YouTube**
  - Very in-depth manual for building a YouTube channel for your brand.
- **Shooting Video with an iPhone - Wistia**
  - Helpful video tutorial to get you started.
- **2019 Video in Business Benchmark Report - Vidyard**
- **The State of Social Video: Marketing in a Video-First World [Infographic] - Animoto**
- **40+ Video Marketing Statistics for 2019 [Infographic] - Social Media Today**
- **Where to Share Your Social Videos if You're a Small Business - Wistia**
  - Different social channels strengths and weaknesses and how to approach each one smartly.
- **How Tasty's Addictive Cooking Videos Helped BuzzFeed Build a Food Empire - Adweek**
- **9 Ways You Can Use Video to Elevate Your Brand Marketing Efforts - Small Business Trends**
  - *That's why we asked 9 entrepreneurs from Young Entrepreneur Council (YEC) the following question: "How are you using video in your brand marketing now and why is it effective?"*

APPS FOR MAKING VIDEO

- **Adobe Spark Video**
    - "Create impactful social graphics, web stories and animated videos with Spark's free graphic design app."
- **Wistia Soapbox**
    - Incredibly easy Chrome extension that uses your webcam and allows you to share your screen.
- **Animoto**
    - Drag and drop web based software that turns your photos and video clips into professional video slideshows in minutes. Includes the ability to use your logo and make branded videos.
- **Lumen5**
    - Easily turn blog posts and news articles into shareable videos for free.

STARTER VIDEO EQUIPMENT

- **Joby GripTight ONE GP Stand** - ($35 - Check for price.)
    - Simplest, easiest tripod.
- **RØDE smartLav+** - ($72 - Check for price.)
    - Great sounding, super simple lavalier microphone.
- **Tascam DR-70D Recorder Filmmaker Kit** - ($659.50 - Check for price.)
    - For next-level audio.
- **Raya 5-in-1 Collapsible Reflector Disc 42"** - ($14.95 - Check for price)

EDITING SOFTWARE

- **iMovie** - (Free on Mac and iPhone)
    - Comes installed on all Macs. Here's a free, 13-episode starter course on how to use it.
- **Adobe Premiere Pro CC** - ($19.99/mo.)
    - Top of the line pro software that's fairly easy to learn. All you'd ever need for video.