

# The Map to Online Marketing Success:

## Video Series Resources



## ***Disclaimer, Terms of Use and Legal Notifications***

Copyright © 2011 by Path Insight, LLC and J. Patrick O'Donnell. All rights reserved. This is your personal copy. You do not have rights to share this personal copy with others. You are given a non-transferable, "personal use" license to this product. No part of this publication may be shared, copied, reproduced, stored in a retrieval system, or transmitted in any form or by any means without prior written permission of the author. There are no resale rights or private label rights granted when purchasing this document. Instead, use the sharing option provided in the document.

The information contained in this book is for educational purposes only. This information is designed to help you understand the specific information covered. It is not an attempt to render tax or legal advice. The information is an account of what we have experienced. While the author and publisher have made every effort to accurately represent the information along with our opinions and insights, we make no representation or warranties with respect to its contents. The author and publisher shall not be liable to any party for any of the content or results of use of this material. All content is provided as is, without warranties. By reading this document, you assume all risks associated with its advice and fully understand that you are responsible for anything that may occur as a result of putting this information into action in any way. You further agree that our author, publisher and company cannot be held responsible in any way for the success or failure of your business as a result of the information presented below. It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of our information in any way to your business operations. You recognize and agree that the Author, Publisher and Company has made no implications, warranties, promises, suggestions, projections, representations or guarantees whatsoever to you about future prospects or earnings, or that you will earn any money, with respect to your purchase of this publication, and that the Author, Publisher and Company has not authorized any such projection, promise, or representation by others. Any earnings or income statements, or any earnings or income examples are simply examples. There is no assurance that you will reach or equal these examples. Your success is up to you and the many factors of your industry. Success requires hard work.

YouTube, Google, Facebook and Wordpress and all registered trademarks. The author and publisher are not affiliated in any way with these companies.

All links are for information purposes only and are not warranted for their content. Some of the links in this publication and on our websites are affiliate links. Therefore, if you choose to click on these links and choose to purchase a product that we have suggested, we may be paid an affiliate commission for the purchase. You may or may not pay more using these links. Often you will receive a discount over published prices, but this is not warranted or guaranteed. We only recommend what we believe in and should you choose to purchase these products, we appreciate you using our links, as that helps us earn additional income so we can continue to provide you with top quality products and services at the lowest possible price.

## ***Video Series Resources***

I hope you enjoy the video series and that it provides you with helpful information to start down the path of creating success through online marketing. This short guide provides the links, software and resources that I mentioned in the video series.

I trust it will serve you well on your journey. Of course, if there is anything I can do to assist you, please let me know!



A handwritten signature in black ink that reads "Patrick O'Connell". The signature is written in a cursive, flowing style.

Patrick

## [Define the Right Target](#)

For Keyword Research:

Go to the [Google Keyword Tool](#). You can click on the link or enter “Google Keyword Tool” in a search engine and it will bring up this result.

## [Easy Video Creation](#)

For Slideshow-style videos:

A very simple and super fast way to create videos is using an online platform, such as [Animoto](#).

For Screen Capture:

If you are just looking to create simple, short videos that are less than 5 minutes long, you can use a free tool, such as [Jing](#). It allows you to select the part of the screen that you want to capture and then you record it, save and share.

If you're looking for professional solutions on a larger scale and/or longer videos, there are other options:

On a PC you can use [Camtasia](#). You can sign up for a 30-day free trail. Or, you could use a free open-source software, called [CamStudio](#). It lacks some of the features of Camtasia, but still works quite well.

On a Mac, use [ScreenFlow](#). It's a great tool that allows you to do screen capture and can also be a video editing solution as you can combine live video with screen capture.

### Equipment for Affordable “Live Shot” videos

An affordable HD camera is the [Kodak Zi8 Pocket Video Camera](#). I like these because they are the most affordable cameras I've found that produce a quality video and have an external microphone input. An external microphone input is important because it allows you to plug in a microphone to have professional sounding videos.

If you are using a video camera with an external microphone input, like the Zi8, you can get a microphone such as the [Audio-Technica ATR-3350 Lavalier Omnidirectional Condenser Microphone](#) for about \$30.

For a tripod, you could use one you already have, or try this one that works well: [Manfrotto 055XPROB Pro Tripod](#).

## Setting up Your Online Sales System

To get started setting-up your video channel, [Create a YouTube Account](#).

When you are ready to set-up your business page on Facebook, once you are logged into Facebook, go to [this link to Create a Page](#).

Once your Page has 25 “Likes,” you will want to get your own username, often called a “vanity name.” Go to [Facebook Username](#) to set-up the name for your page.

## Google Places

When doing your citations, start with [SuperPages.com](#) to make sure you are using the mailing address that is registered with the postal service. Then add your sire to [ExpressUpdateUSA.com](#) since many other directories pull from this online database. Of course continue with the rest of the major local directories and add them to your video descriptions as well.

## Next Steps

Hopefully, this provided you with helpful information to get you on your way. If you found it helpful or if you know others that could benefit from this information, I’ve made it very easy for you to “Share the Wealth.”



Simply, [go to this page](#) and use the icons at the bottom of the page to share via e-mail and/or your favorite social networks. I’d really appreciate it, and I’m sure those you share it with will too!

After you finish the video series, you may be thinking this is a good start, but you want to know the details of how all this works. You want to know all the software we use. You want to know the steps to make it happen and need a step by step guide. Or, you just want to pick and choose the components that you want. In either case, I want to let you know where you can find all of that.

I have hundreds of different guides and videos with “how-to” information that I’ve been using to train my outsourced team and share with clients on all the pieces of the online marketing puzzle. All that was needed was to organize it all into the one place, an all-encompassing guide to follow.

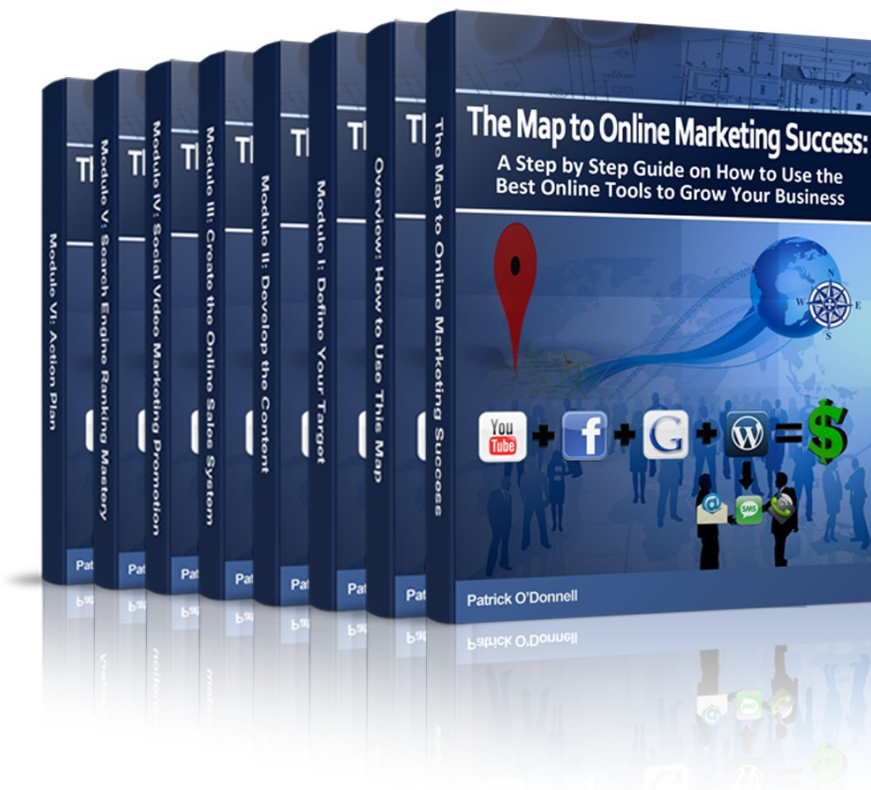
Now, it's here. This guide consists of the best of the best of everything I've gathered, written, shared and published over the passed 12 years.

It includes step by step instructions that I have given to multi-million dollar clients and to my own contractors and outsourced team who have been following our system to do the work for our clients.

Therefore, you can take the information in this guide to do the steps on your own, have your in-house talent (office manager, admin assistant, etc.) take care of it or you can outsource the work.

There's nothing held back in this blueprint. From our secret software that quickly exposes the best opportunities for your business vs. your competitors - to the hottest free tools to explode your business - and the latest tricks and tips to save thousands on your marketing videos, it's all here.

***The Map to Online Marketing Success:  
A Step by Step Guide on How to Use the Best Online Tools to Grow Your Business***



It's over 100 pages of pure content that provides you with the steps you need to take to reach success in your business. This is a step by step guide for you to follow. Here's a copy of the table of contents to show you what steps are included:

<b>Introduction</b>	
Ignite the Spark .....	4
Capitalize on Opportunity .....	6
Change or Be Left Behind .....	8
The Catalyst for Growth .....	11
<b>Overview</b>	
How to Use the Map .....	13
Where to Start .....	16
Where to Thrive .....	18
Where to Focus .....	19
<b>Module I - Define Your Target</b> .....	20
Step 1: Keyword Research .....	22
Step 2: Domain Research .....	30
<b>Module II - Develop the Content</b> .....	33
Step 1: Determine the Offer .....	33
Step 2: Package the Offer .....	36
Step 3: Create Affordable Videos .....	39
Step 4: Create Website Content .....	53
<b>Module III - Set-up Your Online Sales System</b> .....	58
Step 1: Create or Enhance Your Website .....	58
Step 2: Create or Enhance Your Video Channel(s) .....	70
Step 3: Create or Enhance Your Facebook Page .....	74
<b>Module IV - Social Video Marketing</b> .....	85
Step 1: Promote Videos .....	85
Step 2: Add Video Blog Posts .....	90
Step 3: Promote on Facebook .....	97
<b>Module V - Google Places and Search Engine Mastery</b> .....	110
Steps to Local Search Success .....	115
Steps to Search Engine Ranking Success .....	124
<b>Module VI - Congratulations and Action!</b> .....	130

... so that's the Map. You'll hear more on the Map and how to access it in Video #4.

Again, I wish you all the best in the journey. Please keep me posted and let me know if there is anything I can do to assist you!



A handwritten signature in black ink that reads "Patrick O'Connell". The signature is written in a cursive, flowing style.

Patrick

At this point in a publication, it may typically say:  
THE END

In this case, this is not an end.  
This is just the beginning.  
Your journey must be lived, so...  
**Go forth to light, love and serve the world,  
and live the life you have always imagined!**