

# The Map to Online Marketing Success: Webinar Resources



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## ***Webinar Resources***

I hope you enjoyed the webinar and that it provided 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 on the webinar.

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.

## **How did I conduct a webinar within Facebook?**

When you combine the benefits of a webinar with the social media power of Facebook, you are adding a viral component to your webinar. An amazing new Facebook app accomplishes this. You can [click this link to see their webinar explaining how their app works](#). When you do, click “Allow” to allow the app to connect to your Facebook account.

## **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!

...and be sure to see the next page as well.

At this point, 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.

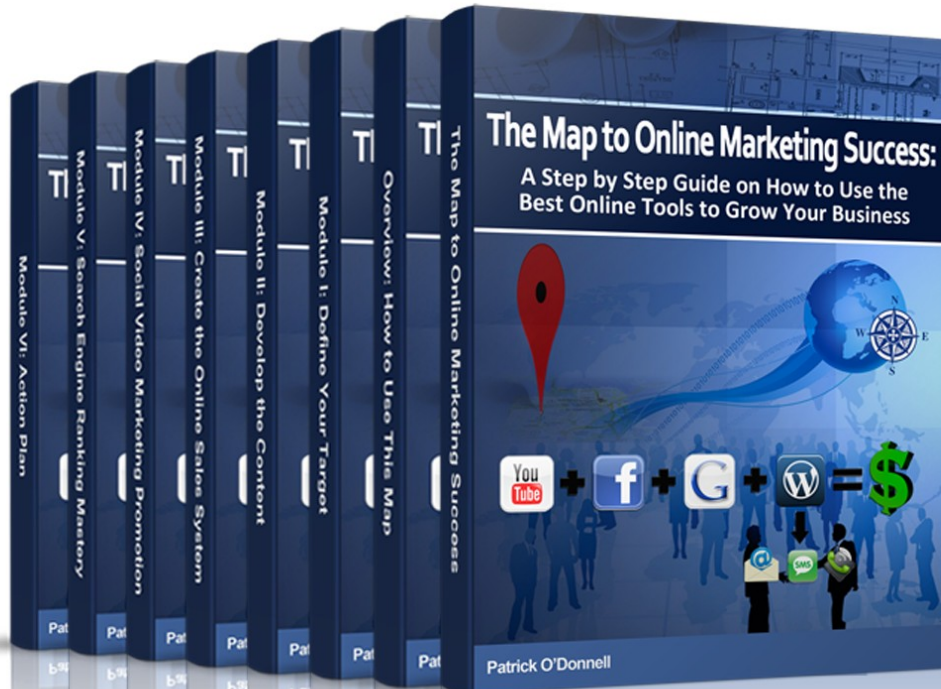
Therefore, you can take the information in this guide to do the steps on your own, have your in-house talent (office manager, admin assistant, etc.) take care of it or you can outsource the work.

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.

I’ve been paid thousands of dollars by private clients to provide online marketing plans and now you can get the most comprehensive plan I’ve ever released for only a fraction of that.



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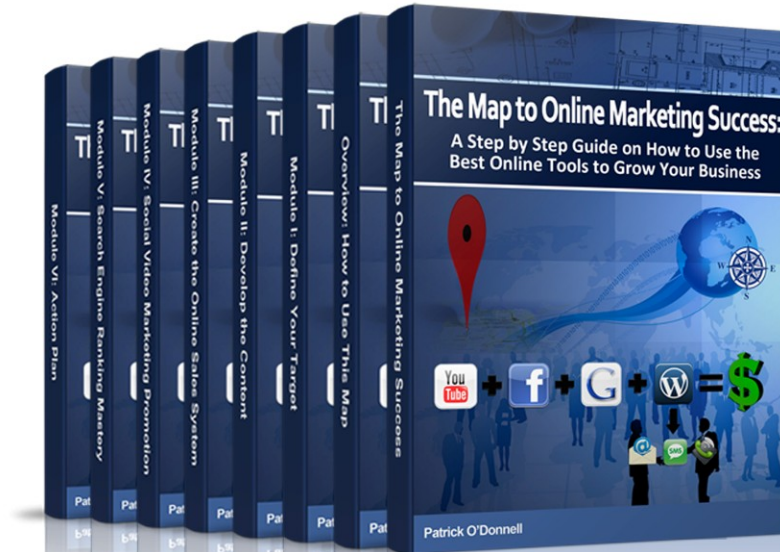
Again, this is a step by step guide for you to follow. Here’s a copy of the table of contents to show you what steps are included:

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It's time to decide. Are you going to embrace the change and learn... or be left behind.

I'm willing to bet that you are the type this is ready to embrace change, learn & thrive!  
Let's get started! Simply, click the Add to Cart button below and you'll be on your way.



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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".

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!**