

Sell Your Own How-To Instruction Video:

Can you do Tae-Kwon-Do? Hip hop dancing? Or maybe even ride a horse? You can create an instructional video – using their own video camera - on almost any subject. But before you shoot your video, (that's actually the easy and fun part!) you need to spend some time thinking about how you're going to sell it.

It's a lot easier (and cheaper) to sell your video to a niche market. A niche is a small portion, or narrow corner of a larger market. For example, a video on the basics of Tae-Kwon-Do is a niche market in the larger market of martial arts.

Steps On How to Sell Your Video:

Start With a Niche Market.

You have to know exactly who you're making your video for. Is it for teens interested in Tae-Kwon-Do? Is it for teen girls who like to hip hop dance and lose weight? Or young girls who like to ride horses? Identify your niche market.

Sell to Your Potential Customers

How will you reach your potential customers? Once you know the kind of people you'll be selling your video to, you'll be able to make some educated guesses about how to reach them. For a video on Tae-Kwon-Do, you'll want to advertise in online and print martial arts-oriented publications aimed at teens. Online advertising is much cheaper than print advertising. And more effective. I recommend small ads in ezines and pay-per-click (PPC) ads on a major search engine such as Google adwords or Yahoo!

To find possible ezines, just do a few Web searches. For a video on Tae-Kwon-Do, type in keyword phrases like "tae-kwon-do for teen boys" or "tae-kwon-do for teens" to come up with lots of possibilities.

Ads in magazines and newspapers can work too – but it's expensive! But many print magazines also have a Web presence. So if you find a magazine in a bookstore that would be a good fit for your video, see if there's an online version for way cheaper ad rates.

Set up a promotional website

People need a way to learn more about your instructional video and a way to buy it. You can only say so much in a small online ad. So the idea is to link your ezine ads and your PPC ads to a "landing page" on your site. Then, when interested people click on the link, you'll have plenty of room to give them your full sales pitch - and turn them into paying customers.

Start taking orders!

There are many online secure servers that cost very little to set up, and most of them work the same way. Customers simply click from your landing page to the secure server to place her order. Then you get an e-mail notification of the sale, and the money transfers into your bank account. The most popular method, and simple to set up, is PayPal.

Stampede of Orders

In the beginning, you can handle filling the orders as they come in. Simply package them up and drop them off at the post office. Just make sure you find a vendor who will make a small number of copies for you at a reasonable price.

Standard Pricing: A fair price for an instructional video could be \$19.95 to \$24.95 plus shipping and handling. Of if you have a website, you could also offer a downloadable version – for no shipping or printing costs to you!

Sales Boost Tip: Everyone likes to receive a FREE gift. Offer a free gift for anyone who orders in the next 2 days!

Sizzling Idea: Once you've made your video, put it on Metacafe. This site actually pays you if your video gets a lot of views. One guy made over **\$100,000** with his demonstration video on turning a flashlight into a laser! I'm trying to talk my husband into making a video on "The Silver-Back Gorilla Dance"! My kids and I think it's the funniest dance on the planet – we laugh so hard that our sides ache!

The best part of making and selling your own video is that you can make lots of cash in a short period of time. Especially if you offer a video in a narrow niche that is not being served very well. So get out your video camera and ready, set, action!