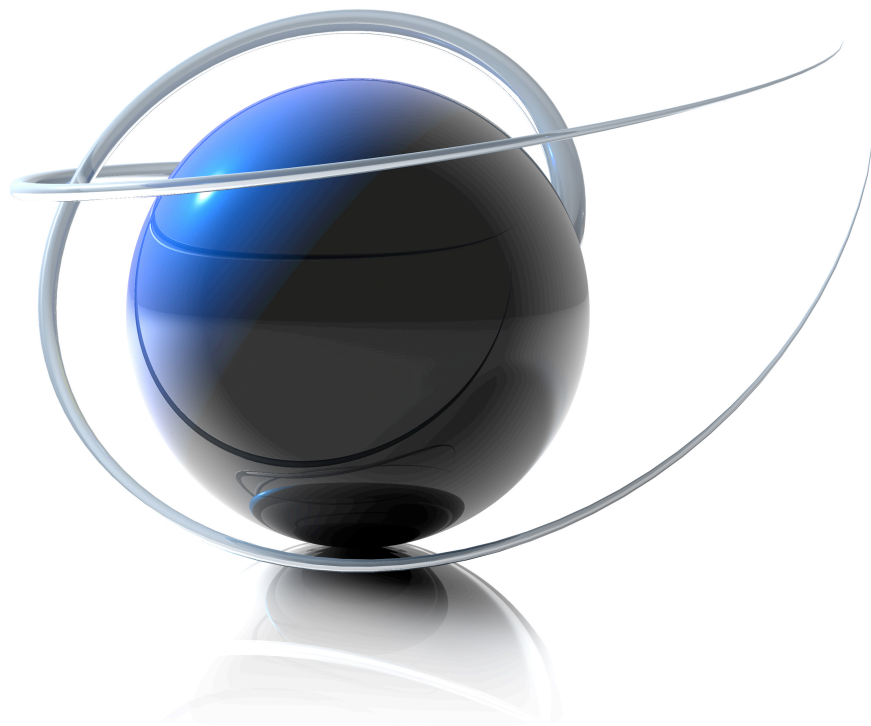


# **The Back Door to Hollywood**

## **Learning Module 3**

**by Beth Rosen  
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# Viral Video Tips



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Updated 2020



THE BACK DOOR  
TO HOLLYWOOD

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## VIRAL VIDEO TIPS

**The internet is the largest stage in the world  
and it's your for the taking!**

### What is a Viral Video?

- It is a video where the information or subject matter is shared over and over again via social media like Facebook, Instagram, Twitter, Blogs, forums, social networks, word of mouth and email.
- There are 3 types:
  1. Slice of Life
    - uncommon skill or amazing feats by people or animals
    - weird, gross, shocking, interesting, sexy, inspiring or extremely personal videos
    - current events and funny videos
  2. Transcendence
    - instructional video, product or skill demonstration which causes the individual who is watching it to arrive at a better place than before they watched it
    - they gain knowledge and awareness
    - they inspire, uplift and motivate people
  3. Entertainment
    - popular songs
    - music videos
    - movie clips
    - television clips
    - animation clips
    - mini-movies
    - comedic clips



## Why Make a Viral Video?

- it builds massive authority and fans at warp speed
- it costs a lot less than normal advertising and publicity channels
- when your video goes viral, you instantly become the person to look at or the go to brand
- it catapults an online personality from obscurity to fame
  - if you get hundreds of thousands of hits, you will show up on the radar screen of the gatekeepers in your industry and even find yourself interviewed on network television
  - if you get over a million hits, the major players in Hollywood are likely to track you down

## Ways to Get Traffic and/ Star Recognition with Viral Videos

- make it an attention grabber
- make a lot of them
- create as many videos as you can that are easy breezy to do
- only 1 has to go viral
- keep it short, simple and incredibly entertaining or informative
- create teasers that hook the viewers into finding out more about you
- if you are going to do a professional short clip, make sure it reflects who you are and your unique style
- be creative and original
- brand recognition goes beyond just product and you are the brand now
- as an actor, producer, film maker, musician, screenwriter, author, etc., you need to brand yourself in a unique manner
- you are now in the business of you
- get inside the minds of your audience and address what they are thinking about
- create a mini-series or channel with sequels to your last video



## Keys to Going Viral and Having People Find You on the Internet

- use keywords in the title
- use keywords in the tags
  - for search engine optimization always place your name as one of the tags because you are branding yourself as a star and you want people to search your name and find out more about you
- Stay on top of changes in the social media algorithms to see what gets priority distribution in the social media feeds and meet those guidelines.
- In a Youtube video, you can place your website with your personal reel, blog or products first in the description starting with <http://www>.
  - why?
  - because only one line of the description shows when the video is pulled up on YouTube and you want people to be able to find you by simply clicking on the link in the description without having to do anything more
- Don't add the link in the description or post for Facebook or Instagram because their algorithms will push your content lower in the feed. For Instagram, put your link in your bio description. Once you hit a threshold number of ans on Instagram, you will be able to put an anchor link in. For Facebook, put your link in the first comment.
- Engage with people who comment by liking, loving or responding with your own comment. Higher engagement increases your visibility and bumps you up in the social media feeds.
- keep the videos short until you know what works
- Facebook videos of 3 minutes or longer get priority in the newsfeeds
- Live videos also get priority because your "Live" alerts other people you are online now and they may stop what they're doing to listen and interact with you.
  - Call out your live listeners and say hi to them, naming each one as they pop on, and respond to their comments, even if you do that after the live video has ended
- focus on one specific topic or information that will grab wide audience attention in your niche
  - focus on your target audience and give them what they want
  - remember that content is king and contact is queen
- play to an emotion such as tugging at the heart
- make it meaty



- no fluff
- no throat clearing
- no um's
- no uh's
- no pregnant pauses
- use great rhythm and timing
- hook them right away in the first 3 to 5 seconds and keep their attention through to the end
- make sure your movie moves to keep resetting their attention
- be friendly and engaging
  - why?
    - because engaging people engage others
    - you are more likely to develop a large fan base
    - the more fans you have, the more marketable you are to networks, production companies, publishing companies, joint venture partners, etc.
      - remember that even the entertainment business is still a business

### **How to Keep it Simple if You are Doing Many Videos**

- use a simple web camera
- use a smart phone with capture video
- use a flip camera
- use a digital camera with a video recording function and set up the tripod yourself or have someone film you
- use screen capture software
  - Jing
  - Camtasia
  - QuickTime
  - iShowU HD
  - Screenflow
  - CamStudio
- do a simple powerpoint presentation
  - connect with your fans to motivate, inspire or entertain them
- do a keynote presentation and turn it into a movie file
  - you can do some green screen type effects so long as you have solid backgrounds on your photos with keynote alpha

- the build ins and transitions in keynote speaker can really jazz up your video and give it a Hollywood type feel
- use simple movie software editing programs like iMovie for the Mac and Window Movie Maker or Movavi Video Editor for non-Mac computers
- use free photos from online sites like <https://www.freeimages.com/>, [pexels.com](https://pexels.com), [pixabay.com](https://pixabay.com), <https://all-free-download.com/>
- add music and/or voice over to it
- be yourself and engage the audience
- do a short simple sketch with only you as the actor or voice over with visuals
  - i.e.] parody of a news bulletin
- do a teaser or a sizzle piece for a bigger project to showcase your talent or knowledge
- repurposing
  - use clips from other videos
    - there is no reason you can't re-purpose your video footage, photos or music in more than one video
    - I do it all the time and so does Hollywood - they call it stock footage
  - read a blog post, article or press release you wrote and use that as a voice over and add to moving visual images
    - and vice versa -
      - you can easily repurpose your video into a blog post, article or press release
      - just make sure you hyperlink back to your video page because back links move you up in ranking on Google



## How to Hit Your Target Market

- slice of life or entertainment video
  - play to an emotion, goal or uplifting memory
  - exceed expectations with your unique approach and entertain them
  - move them to a better state of mind very quickly i.e.] uplift their spirits
  - hook them in the first 5 to 10 seconds (music video you only have 3 seconds)
  - remember content is king and contact is queen so play to your audience and make sure the title and subject matter reflects your genre
- transcendent video
  - address a problem or the most common question in your niche market
  - make sure the answer boosts their results, confidence or proficiency in a subject matter and puts them ahead of the game in their niche
  - make them feel smart because they are learning from you and will come off more intelligent than their competitive counterparts
  - teach them how to get better at a skill
  - make them want to share it with others
  - motivate them into positive action
- Goal of your video should be to either:
  - totally and radically entertain people
  - make people laugh
  - tug at the heart
  - decrease the amount of time it takes to do something
  - decrease pain
  - uplift spirits
  - give people hope
  - give people critical and useful information
  - clear up confusion
- Address one single topic and hocus pocus focus on the goal
  - don't make them think
  - quickly entertain or inform
  - invite them to do something - a.k.a. "a call to action"
  - make them go somewhere to do something such as:



- visit a website
  - join an email list
  - leave a comment
  - share the video with others
  - buy a product
- Create titles that capture your niche audience
    - Be specific and tailor your keywords (the words people commonly use in searching on the internet so that you rank high on google)
      - know who your audience is and the language they speak so you get the keywords right
    - For transcendent videos, make it procedural (i.e. do this, this and this and you will get this)
    - quantify benefits
    - capitalize on a current event or famous person
    - don't use generic titles
      - hocus pocus focus on narrowing the title so that you capture your target audience



## **Viral Video Structure**

- Address the topic or question and open the video with this even if the title does the same thing
- Address the genre, topic or answer the question immediately
  - why?
  - because you only have 5 to 10 seconds to hook them and book them
- Make an offer for more entertainment and/or information
  - engage the viewer
  - make them an offer and ask for their email before they can get access to your offer
    - this is called an “ethical bribe”
  - promise even more entertainment, laughs, tips, tricks, information, reports or free tutorials by clicking on a link
    - make sure to capture their email on that linked page before they access the offer
      - again, this is an “ethical bribe” or “fair trade” to build your email list and fan base

## **Viral Video Promotional Process**

- Host the video on your Youtube account
  - trick of the trade to gain viewers
    - make that video a video response to a really popular video that’s already in your market (250,000 viewers or more)
    - it will appear above the comments in the video section and people are likely to watch it if they think it’s on a similar topic
    - sometimes your video will have to be approved by the owner of the original video so give it time if it doesn’t appear right away
- Post the video on other video sharing accounts such as:
  - Facebook
  - Facebook Watch
  - Vimeo
  - Tik Tok
  - Daily Motion
  - IGTV by Instagram
  - Byte

- Periscope
- LBRY
- Twitch
- Metacafe
- Twitter
- Snapchat
- eBaum's World
- Dropshots
- PeerTube
- Flickr
- BrightCove
  
- Embed your video on your Blog
  - Why?
    - because Google measures authority by engagement and watching a video is a form of engagement
    - a blog is where you can monetize and capture emails
  
- Send traffic to your embedded video via:
  - Facebook
  - Twitter
  - LinkedIn
  - Digg
  - Folkd
  - Email List
  - Press Release
  - Forum Posts "Hey friends I just made a cool video about \_\_\_\_\_ so check it out and tell your friends."
  - Blog Comments
    - in comments to other people's blogs, you may want to write
      - "Here's an entertaining video I did on \_\_\_\_\_"
      - "Check out this cool music video I did with special effects"
      - "Check out this hilarious teaser for my movie"
      - "Check out this video. It's spellbinding!"
      - "If you like this, you're sure to like this hot video I did on \_\_\_\_\_"
      - "Here's some info I figured out"
      - "Here's a video I did on this topic if you want even more information"
      - "If you liked this, you're sure to like this cool video I did on \_\_\_\_\_. It totally rocks!"
    - Be original but excite, entice and engage them
    - Model others but infuse your own essence into the attention grabber because ultimately those people are coming to see what you did.
  
- Timing is Key - Publish all simultaneously

- YouTube, Facebook, Instagram, Google, etc. all have algorithms that move you up in ranking to get attention when many people are linking to your video all at once.
- Preparation
  - Before you upload to YouTube
    - prepare your Blog post
    - prepare your Facebook post
    - prepare your Twitter post
    - Prepare your Instagram post
- Publish all at once
  - as soon as you go live on Youtube, go live on your blog, Facebook and Twitter
  - Why?
    - Because when Google sees traffic going from different places to your website (you are essentially orchestrating a coordinated strike), Google starts sending spiders to your site
    - What is a spider?
      - it is a web crawling software program that browses the internet
      - it is used by search engines as a means of providing up to date data and it identifies all the hyperlinks in the page and adds them to a list of URL's to visit
    - Videos will rank higher than simple articles and blogs because of the engagement aspect Google attributes to them
      - they don't have to be super professional
      - the more back links, the higher your ranking



## Strategies for Getting People to Link to Your Video Site: Link Bait

### What is Link Bait?

- any content or feature within a website designed specifically to be interesting enough to get the attention of browsers and/or encourage others to link to the website
- the quantity of inbound links to your website boosts your visibility and ranking on Google and other search engines
- Facebook and Instagram change their algorithms constantly and currently do not favor link bait.
  - It will appear lower in the feed if you use it so come up with creative ways to entice people to share your video or visit your site.
  - You can use links in paid Facebook and Instagram ads.
  - Sometimes the way around link bait is to post your entertaining video and ask them to join your Facebook Group, where you can post links and direct them to other websites/events.
  - Always check the current algorithms and social media sharing rules when it comes to videos and posts because they are constantly changing and evolving. Make sure your videos comply with their new rules to get priority in the News Feed.

### Key Elements of Link Bait

- a strong catchy headline
- quality information
- visual images that are captivating
- unexpected hook such as the unique nature, quality or comprehensiveness of the information or subject matter presented - be fresh and original
- creating a contact list of people who would be interested in sharing the link before your actual launch enhances the viral effect
  - ask them to participate in the coordinated strike
  - be willing to return the favor and let them know this ahead of time

## Who are the People Linking to Link Baits

- they found the content extremely compelling or entertaining and voluntarily linked to it
- they have a professional or personal relationship with the creator of the content
- the linker was cited as a resource in the linkable content
- the linker will benefit from linking to the page through incentives such as a badge, a tool, authority by mere association with you, or an affiliate fee for conversion to sales

## Viral Video Production

- Keep it simple and do many so that one hits
  - do slide shows
  - use a web cam video, a camera on a tripod aimed at you or a flip camera
  - you don't have to get fancy
  - use powerpoint
  - use keynote
  - use screencapture
  - do photos with a Ken Burns Effect, music sound track and/or voice over
  - make it authentic
    - be the person, not the corporation (in other words, you don't have to make it look like it cost tens of thousands of dollars to do - remember slice of life and naturally entertaining bad quality videos go viral all the time!)
    - don't stress over production values
    - make it good enough and professional enough so that people think "star quality"
    - be genuine and real
    - be entertaining
    - be engaging
- Keep the length to at least 3 minutes so they go viral (Facebook videos 3 minutes or more get priority in the newsfeed)
  - short entertaining and informative videos keep the audience's attention

## Viral Video Rules of Thumb to Become an Internet Star:

- Always have fun with it because this is your passion
- Treat it like a game when you do your coordinated strike
- Enlist others to help you become an internet sensation
- Always brand your video - if you don't have a logo, you can design one at [designevo.com \(https://www.designevo.com/?sscid=61k4\\_dmrtd\)](https://www.designevo.com/?sscid=61k4_dmrtd)
  - have a little logo on screen that represents you or your business
- Always display an easy web address where they can find you
  - either your website or another landing page where you strut your stuff
  - place the website toward the last part of the video so it's fresh in their minds

- place the website hyperlink first in the description when you upload to YouTube
  - tip - leave a space after the hyperlink
    - do not put a period or it will interfere with your hyperlink
    - then add your description
- Always tag your video with your name as well as other key words including genre and theme
- Always make an offer to get more information and or entertainment for free and where to find you
- When promoting the video, always ask or invite the viewer to share
  - “if you like it, feel free to share it with your friends”
  - “please leave me a comment”
  - “please visit my website for more information”