



## Video 15, You Have Made Your Video, Now What? Video Marketing Presentation by J. Bruce Jones

**Speaker (Bruce Jones):** Oh, I'm going to give you a presentation this morning. Basically, when I work with Bill, he brings me in to talk about what you do after you have made your video.

So, I'm a graphic designer. I had been independent for almost 30 years. I had no boss for 30 years. I've been able to do that by doing graphic design which I do corporate design for law firms, non-profits, all kinds of people. I've done somewhere around 7,000 projects over those years.

But I've been able to survive because I've developed a line of business or products that I've used my graphic design skills on things that I do to develop a whole line of products that give me income so that I can sustain the lifestyle and the two incomes work together. It also allows me to bring that knowledge to my clients. So, it gives me understanding.

And it's kind of all just has come together in a wonderful moment that we're in now because—that is what I'm going to talk about this morning here—we can do so much with what we have. I mean, there's so much distribution and it's global, all that kind of stuff.

I've given you a couple handouts here which we can refer back to when we get a chance. This—the second one, the smaller one and Anne we had talked a little bit about YouTube tips and such. This is just some quick tips on how to set up YouTube videos. I'm going to touch a little bit on it. YouTube is incredibly powerful. I'm going to talk more about it. But this is just a sort of some quick hint, tips on that.

And then, this other sheet that you see here, this is kind of what I'm going to be talking about. This is the same information just given in two different ways. This is my model. This is the model that I use to develop products, market products, distribute products, everything and it's a combination of having a home base to work out of, whether it is a blog, a website or something and all the different ways that I feed in and out of that.

So, if you're interested in learning a little bit kind of how I do that, what I can do—you know, we can talk more about it. But this is my model for

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building products, bringing out what products and how they kind of work. This kind of walks you this way and this is the graphic pictures of stuff. We can talk about it—

And so, what I'm going to do is try to do a presentation. Then, you know, I've talked to most of you and try to relate to, you know, the things that we talked about, you know, try to take my knowledge to the kinds of projects you're working on and the things you want to do.

So, a couple of main points, we are all content producers. That's why we're here. We're all able to make content. And one of the things that I've learned over the—all these years that I'm doing things is that most people can't make content. So, if you can make it, you're incredibly lucky. It gives you a power to create products, create the programs that were, you know, the things you're doing today. You're sitting here. You know how to edit.

I do a lot of work with public access television. One of the reasons I can do it is because I know how to edit. So, everybody can point the camera but they—very few people can edit it.

**Speaker (Bruce Jones):** So, learning the editing skills is incredibly important. But content can be video, it can be print, it can be words, it can be images. But that you can make content and get it done and move it to the next phase is—actually pretty rare and you'll discover as you make more content and do stuff people can't do it.

So I've—and "content," what I mean by that is I have books that I've done. So, these are—I have 19 different books that sell on Amazon because I can—I know how to use the graphic design programs that I used.

**Speaker (Bruce Jones):** I know how to do that kind of stuff. I have almost 300 videos on YouTube. Some of them are used to highlight the products that I have, other ones to promote, some are just goofy, some are whatever. But I can make that stuff. And so, that's a really powerful thing.

The thing that I work under all the time or it's one of my main philosophies is act local, think global. So, the web is a global mechanism. It's a global. Everything you do—so this is just YouTube, this is global. Everywhere on the planet can look at this. That's unbelievably powerful in this day and

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age. Your stuff can go everywhere. So when I worked with Amazon and the print books, they distribute to United States, the U.K., Europe, they're moving to Australia for print books. So I do load up one file, spread it around the world. I think global.

So, I sell my products, the map products. I make a line of business maps that sell online. I'm going to show you the site. I've a couple of these sites. This is just an e-commerce site where I sell these editable maps that are used for business presentations. I sell them in downloadable form. I sell them in CD form. I re-purposed content. I turn them into coloring books. One of my viewpoints is "re-purpose." Do something once and use it many, many different ways.

So, you guys are making videos today but it has an audio track. You can pull the audio track off, that's an mp3 file, that's an iTunes file. You can pull the audio track off, transcribe it, you have a text file. That's a book.

**Speaker (Bruce Jones):** String together three, four or five videos, you can use—well, I'm going to show CreateSpace in a second where I print these. This is print-on-demand for text. They do print-on-demand for video. They do print-on-demand for audio.

So, let's say you're—let's use—Rhett?

**Speaker (Bruce Jones):** You're doing beer?

**Rhett:** Yeah.

**Speaker (Bruce Jones):** So, "How to Make Home Brew Beer"—you do a series of videos on "Here are my tools"—

**Rhett:** Yeah.

**Speaker (Bruce Jones):** "Here's my stuff," "Here's my thing—you know, my ingredients." Not any one of these videos is a struggle because it's just a 3 minutes on—"Here's the—pot you need, the gallon, the stuff. Here's the wheat, the barley, the buck." But you know in your head, you think editorially. You think, over a year, I'm going to make six videos of "How to Make Beer" You have them all done, you push them together, you send them up on CreateSpace, you make a DVD, you sell the DVD.

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**Speaker (Bruce Jones):** You take pictures while you go along. You pull the pictures up. It becomes a book. Take the text out of the videos. I'll show you what I do.

**Speaker (Bruce Jones):** I transcribe my videos and put them on—there's a description, "search engines" it's all about search. You have the book, you have the video, you have the audio—the whole kit. Then you sell the—beer stuff, the training and you did it, but not a lot of effort. You know, you did it slowly. Like you've—Leonard, you talked about doing freelance stuff.

**Speaker (Bruce Jones):** So, you can figure out a topic, maybe to work on to say—where would you like to freelance in, what kind of area? Maybe—if you just said, "I loved to be in this area."

**Leonard:** I guess corporate video.

**Speaker (Bruce Jones):** Okay, okay. So, maybe, you start to develop a series of corporate video of "How Do You Greet"—you know, "How Do I Work A Room?"

**Speaker (Bruce Jones):** "How Do I Do A Presentation," just general videos that might go into a training program.

**Speaker (Bruce Jones):** That kind of thing that you kind of build. Other people see those videos but you are underneath making stuff and you can put them together and make a product.

**Speaker (Bruce Jones):** You can contribute significantly to your income if you can make these products based on the things you're doing everyday. So—but it's global.

**Speaker (Bruce Jones):** So, there are many customers in Australia, in New Zealand. You know, you don't want to ignore those markets. They're all—over the place

**Speaker (Bruce Jones):** Just a couple quick statistics, four billion views on YouTube a day, four billion.

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**Prof. Bill Gentile:** Viewers or views, Bruce?

**Speaker (Bruce Jones):** Views.

**Prof. Bill Gentile:** Views, okay.

**Speaker (Bruce Jones):** Views, four billion. Seventy-two hours of video uploaded every minute.

**Kalpana:** How many had to do with cats?

**Speaker (Bruce Jones):** A lot.

[LAUGHTER]

**Speaker (Bruce Jones):** And I didn't bring my book but I have two cat books out now. I have cats and kittens coloring book and I've cats and kittens with attitude coloring book.

**Rhett:** I was going to ask a dumb question about your statistics. How many of the four billion speak English?

**Speaker (Bruce Jones):** Well, I don't know about on YouTube, but on Facebook, 70 percent—

**Rhett:** Because some of us are limited to that *[crosstalk]*.

**Speaker (Bruce Jones):** Yeah. Well, 70 percent of the Facebook market is outside United States.

**Chad:** Really?

**Speaker (Bruce Jones):** So, we think Facebook is like everything.

**Speaker (Bruce Jones):** We're not the dominant Facebook—

**Speaker (Bruce Jones):** —market. It's every other country. You know, Bill has taught classes, this class in Argentina [00:008:42]? Venezuela?



**Prof. Bill Gentile:** Venezuela.

**Speaker (Bruce Jones):** Venezuela.

**Prof. Bill Gentile:** Mexico, Cuba, Nicaragua.

**Speaker (Bruce Jones):** Right.

**Karen:** Oh.

**Speaker (Bruce Jones):** The Hispanic market is gigantic and growing.

**Rhett:** Sure.

**Speaker (Bruce Jones):** So—72 hours mean—I don't know what that means. Who knows what that means? But here's one that was—I just—there's a woman, her name is Tammy Helm [00:08:58], just did a fabulous interview. She was the CEO of Borders. And—anyway [inaudible 9:04] can link to her.

**Speaker (Bruce Jones):** 110 billion minutes of video, of—the internet are used every month, a 110 billion minutes. Now that's a big number and all that takes—

**Speaker (Bruce Jones):** From today—and I did the math just to check and make sure this is right, from today to when Christ was walking around on the planet is a billion minutes. So, two thousand years of time equals one month of time that's being done on the Internet today.

**Speaker (Bruce Jones):** You think there aren't some customers? [LAUGHS] There isn't some interest? There aren't some people.

The gatekeepers have fallen everywhere. Publishing, video, media, distribution, all the gatekeepers are gone. Well, they're not gone. They're struggling kind of figuring out what to do. It's an amazing opportunity for us. We can go into those like I don't have a publisher. I'm the publisher. Nobody told me I couldn't print my books.

There's no—barrier. All I need is PDF file. There's no barrier for you to form content and put it—let's go back to YouTube—on here, no barrier. You have global distribution of your products, of your videos, whatever

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you're doing. There's nobody saying no at least for the moment. You know, the gatekeepers haven't quite figure out how to shut this down.

You can distribute. Just see if it's electronic, you can distribute worldwide. No way to stop it. It just goes. So, all these gatekeepers are gone, the people that stopped us from doing stuff. That's an enormous moment in time that we're in right now because it means you could do whatever you want.

The definition of all this things has changed. Definition of a book has changed, definition of video and TV program have changed. Will you just hand me a book, any—book over there.

So, here's a book, okay. This is a book. This is permanent and this is a struggle. I mean, a couple of—on LinkedIn there's a some terrific, you know, groups, LinkedIn groups going on. But one of them is on publishing and this huge—you can just see, the rug is being pulled out from underneath the publishing industry.

**Speaker (Bruce Jones):** Because this is permanent. Once it's made, it's done, we can't do anything about it. It's made, it's done, and that's how they want to make books forever and ever and ever. That's part of the gatekeeper's thing. Like they shut it down but you could change this.

If I have a mistake in this book on Amazon, I just upload a new file. I could make—I'll just use for—you for a second, changes in beer whatever they are, you can have a manual on beer making that changes monthly.

**Speaker (Bruce Jones):** It's always up to date. You're doing—

**Rhett:** You're going to use their comment that "Oh, you got a bunch of typos."

**Speaker (Bruce Jones):** You fix it.

**Rhett:** Just change them out [*crosstalk*].

**Speaker (Bruce Jones):** Right. I had somebody comment to me or comment on my book and the story that happened with this book is I distributed it out and one of my messages is to just make sure you have full—you're connecting with your viewers and your readers in any way. You make sure all the

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channels are open between you and your customers, your viewers, your readers, and that's what YouTube is about. That's what social media is about.

And I had a reader in Australia contact me and said, "Could you do a left-handed version of this book?" And I said—because she described how she played guitar. You know, normally, you play a guitar like this, right? She was flipping it over standing at a mirror. You know, because you can just download chord charts off the Internet, everywhere, trying to like undo like—and I was like, "Holy cow."

So, what I said to her when I said—so I went home and checked. I did this InDesign and I could just flip them. You know, I can Photoshop it and you just flip them.

**Rhett:** Sure.

**Speaker (Bruce Jones):** And I said, "I'll do this but will you be my reviewer? Can I—" Because I don't really—because it's like a whole mind like—

**Speaker (Bruce Jones):** All right. Does it—when you—"I'll send you copies. You tell me if I'm right or wrong." And so, what I did on my blog, this goes with this book, because I put out—it says, "I'm changing, making a left-hand version. Anybody who wants to get a free copy. who wants to be my reviewer?" I have five people; Australia, New Zealand, Germany and a couple in the United States. Global market? It's everywhere.

**Speaker (Bruce Jones):** And so, they did. We went back-and-forth. I flipped the book. It's my middle tier book. You'll—I show you the stats in a moment. It's one of my consistent selling books is the left-hand book because there's only about four of us that have this book.

**[LAUGHTER]**

**Chad:** Wow.

**Speaker (Bruce Jones):** Or five. It's a tiny, little market. But I don't—because I have—this is a print-on-demand product. There's no—I have not cost. I didn't make anything. This is a file sent to Amazon. Amazon—when somebody orders it, they print it that moment, ship it, and out it goes. So, I



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can make as much as I can generate because I don't have any printing cost, I have no shipping cost, I have no delivery cost, I have Amazon as my marketing e-commerce platform.

So, very powerful, definitions have changed. We use to think of books big, thick things. On Kindle, a book can be—this is a book. The depth, the length has changed dramatically.

**Speaker (Bruce Jones):** We're doing three, four-minute videos. You think television; CBS, NBC, it's half hour to an hour. A TV series can be one minute. It can be 50 seconds long. You can make your own TV series. YouTube will love you because they're desperate for they really want it. You can run your own series, a minute with a video.

I've started my own Bruce Jones Design Show—TV Show. I'm on episode three now. It's kind of crappy.

[LAUGHTER]

**Speaker (Bruce Jones):** But I'm learning. I just push it out which is one of my other point is, "Perfection freezes progress."

**Speaker (Bruce Jones):** Okay, huge—this is a huge, huge thing. And once I kind of figured out that phrase and I use it with clients is—we get frozen. And one of the best examples was yesterday. Remember yesterday when Bill is doing the controlling idea and we would be stuck until he typed the words in and then everybody's mind suddenly like kicked into gear and we were like "Oh, oh, oh." We could, you know, and Chad's over there and just like shoot, shoot, shooting out ideas and everybody's going. That's perfection freezes progress. We didn't worry about—Bill just put down, put it down. We're unfrozen, new words coming, we're unfreezed. But if we just sat here without—on the screen and kind of got stuck, we'd be like—we still be sitting here.

So, I'm developing this TV show. Every show is getting a little bit better. I'm learning a little bit more. I'm changing my sets. It still looks; you know it's not where I want it to be. That's okay. You know, it will get there. So, the definitions, TV shows used to be here, now they're here. Books used to be here, now they're here.

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One of the things that this—the woman, this Tammy Helm said is that the average trade publication used to be 60,000 words, now it's 25,000 words. Nobody wants to read. The Kindle Singles program that you—have to go on Kindle, that's because they discovered that most people don't read any of the books they download.

**Rhett:** Really?

**Speaker (Bruce Jones):** Yeah. And I know this a long time with most books. Eighty five percent of books aren't read. But they discovered that they don't have the time, they're reading them on their smart phones. They're reading all different kind of sort but they're not reading long books. So what that means to somebody like me who can create content is make little pieces of content. It's way easier to make a 24-page book of Kindle book or maybe like this, you know, this isn't that big, and do six of them than it is to try to make—take two years and try to create something. So that's, you know, the shortest but—and you'll learn. You'll learn so much, then you're going to change it, you're going to adapt, you can change and adapt.

**Rhett:** Maybe you can charge more for the—second, third and fourth edition.

**Speaker (Bruce Jones):** Well, volumes.

**Rhett:** Good.

[LAUGHTER]

**Speaker (Bruce Jones):** Well, what I've learned and the statistics show from Amazon, Netflix and there is Chris Anderson who was the editor of a WIRED magazine. They did a book this day—Amazon, Netflix, iTunes—every single product on those platform sells—everything. There's nothing that is never in the course of a year. Everything sells. Most sell once a quarter, many sell once a month, some sell once a day but everything sells because they have unlimited warehouse space. They can just store this stuff. So, what that meant to me was don't make one, make six. They're all going to sell.

**Speaker (Bruce Jones):** Everything is going to sell. So, you just make it and the—and it sells. So—

**Kalpana:** Bruce, just a quick question on the episode.



**Speaker (Bruce Jones):** Yeah.

**Kalpana:** You talked about the smaller episodes. What's—the kind of length that you have?

**Speaker (Bruce Jones):** Seven minutes to nine minutes. It's too hard. I mean, just me. You know, I'm putting a camera. I'm trying to do these things. I make the graphics. But the secret for all of this kind of stuff whether you're blogging or you're YouTubing—is consistency.

They want—your viewers want consistency. You know, if you showed up on Monday night and, you know "Two-and-a-Half Men" isn't there because, you know, they got bored or tired, you'd be like you drift away. You're expected to be there. Well, the same thing happens here. Minimum, once a month, it doesn't mean you have to do it everyday, once a month to start. My goal was I'm going to a workshop like this on January and went TV. I want to get three of them done before I went. I've gotten three of them done. Maybe I can get another one done. And then once I get more used to it—my stuff then maybe once every two weeks, once a week. So it's—you know, you want to have—you've got to give some consistency that goes along.

Because the gatekeepers have fallen, the distribution channels have fallen. So, once Barnes & Noble goes we will have no more bookstores, basically. And unfortunately, for those of us who love books, you can tell that Barnes & Noble isn't long for this world because what happens when you walk through the door of a Barnes & Noble, what are you walking to?

**Kalpana:** Kindle Stores?

**Rhett:** Yeah, the NOOK Counter.

**Speaker (Bruce Jones):** The NOOK Counter.

**[LAUGHS]**

**Speaker (Bruce Jones):** There's a big counter and once it's Christmastime they'll going to double it.



**Rhett:** Yeah, their sales staff is hovering around the NOOKs.

**Speaker (Bruce Jones):** They're in the NOOK Counter.

**Rhett:** Yeah.

**Speaker (Bruce Jones):** That—is that a sign that you're gone?

**Rhett:** Yeah.

**Speaker (Bruce Jones):** You're not long for this world. Everybody knows the back—they pulled all the books out and it's now games and stuff like that.

So, distribution out—you know, where you distribute your product is really important. If you don't have a place to sell socks, you're not going to make socks. So, this is happening to books. So, I maintain that your ability to sell products is your ability to manage your social media, your web platforms, your Facebook, your YouTube, all of that, you need to know how to do this.

Kalpna, you're talking about doing women films. You could make an entire platform where you showcase women's films. You could run film festivals online with videos and comments. It's—you can make an entire world. We can talk a little bit more about that where you can host your show, your things, your—the people that you're trying to highlight. But the distribution places are going. So, this is the distribution channel. So, you need to know how to do this.

Connect with your audience, interact with them, they'll connect with you. Your audiences will tell you everything you need to know. Here's something that I've learned because I have open channels. I made people use their websites as client avoidance. Have your phone number, have a contact thing, every page, have your e-mail, not on a contact page, every page, at the bottom, at the top. You want people to call you. Put a big thing that says, "Call us."

You know, I put on my site—hopefully, it's up here—"Call us" because your customers, your viewers figure out who you are and what you do. You may think you do beer. Your customers, when they type in your website will figure out what it is you really do. You don't know what you

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really do but if you watch your stats, you listen to your calls, the e-mails, the questions; they'll tell you what you're doing. You may think yourself doing stories about, you know, beer guys where in reality, looking at your stats, everybody goes to your beer products page. But you say, "I don't want to be in the beer products business. I want to be in the—beer," you know, "the beer master." What's the guy that makes the—brew master.

**Rhett:** Yeah, sure.

**Speaker (Bruce Jones):** You know, "I'm highlighting brew master. That's my thing." If you can connect with how your audience sees you, you have something.

**Speaker (Bruce Jones):** Then it's really powerful. So, you know, you have your audiences, your colleges, the different colleges. You're not really sure why they're coming to the videos that you make but you can look at the stats. I mean, look at those in just a minute. You can read that stuff and figure out why they are coming here.

Same thing with you, you could start doing—you know, usually, I tell people to do is go wide. If you pick one topic like all your videos are going to be on sales techniques.

**Chad:** Uh-hmm.

**Speaker (Bruce Jones):** Maybe a little care about you in sales techniques. They figured out you're really good at corporate distribution videos, of how I distribute products.

**Speaker (Bruce Jones):** But you just, "I want that." But everybody comes to your site looks at that one video that you did of corporate distribution.

**Speaker (Bruce Jones):** If you follow that and do it, watch it, you know, you might find out that that's how your customers are reacting because you have to do a variety of different things. You do a sales one, a distribution one, employee retention one and just see what happens and, you know.

Same thing with the films, find out, you know, do they like drama stories? Do they like a little comedy people? And you know, it's like you do different—and you can't completely tie it down. But you can get an idea

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and they can talk to people. It's from the questions. They'll go, "Are you doing—" Let's just—for your topic. What's your topic you—

**Kalpana:** Global health.

**Speaker (Bruce Jones):** "Do you have anything on pest infestations in Africa?" And then, "I don't know. Pest infestation in—" Then two days later, you get another call. "Do you have anything on, you know, this rodent problem in, you know, Uganda?" You know, for me, what that says is, "I think I better go get some videos. Let's start making some stuff on rodent and pest infestations in Uganda." Because people have figured out that's what you do and you've been doing water storage or something on public health. So, it's really important to give—have the channels, talk to people, listen to what they say. I write down every comment and e-mail, say every single e-mail that comes into my office and my response.

So I think, you had gone and look at my how-to videos. For my "Maps," one of my big areas and I'll just—so I did a whole series. So, these are just maps in PowerPoint that you can change the colors of the country. I drew the entire world, country, states, continents, everything in Illustrator, convert it into PowerPoint. There are only about four or five of us in the world that figured it out how to do this.

It took me—I've worked on this project for 20 years. The first year was seven days a week for an entire year. Sometimes with an infant that was right here screaming. You know that, right?

**Leonard:** Yeah.

**Speaker (Bruce Jones):** Right?

**Rhett:** Yeah.

**Speaker (Bruce Jones):** So, you're editing and you got the kid right here.

**Chad:** Yeah.

**Speaker (Bruce Jones):** Yeah, it's—I was exactly where you were doing that. People use them for sales territory maps, that kind of stuff. So, people call all the

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time with the same questions over and over and over. "How do I color?"  
"How do I do this or that?"

**Rhett:** Have you—tell me to shut up if you find my question—

**Speaker (Bruce Jones):** No, no.

**Rhett:** —a question is messing up your video but have you animated any of your maps?

**Speaker (Bruce Jones):** I did, nobody cared.

**Rhett:** Okay, yeah.

**Speaker (Bruce Jones):** Yeah.

**Leonard:** That's not doing well [inaudible 25:18].

**Speaker (Bruce Jones):** Well, they did come [*crosstalk*] from my thinking.

**Rhett:** Well, I'm actually thinking of using one in my piece.

**Speaker (Bruce Jones):** Yeah.

**Leonard:** So, my question is--

**Kalpana:** For the film, you can just mimic. I'm sorry, you can go ahead.

**Leonard:** I was just going to say—and so what you're saying is—

**Rhett:** Click, click, click.

**Leonard:** —there's a market for that and I know that because I went looking for—

**Speaker (Bruce Jones):** Well, there's definitely a market for it but it's not my market.

**Leonard:** —animated maps.

**Speaker (Bruce Jones):** Yeah.



**Leonard:** But what happens when people start making your product free because that's—what happened for me. I found a script that generates these maps inside of an animation program—

**Speaker (Bruce Jones):** Right.

**Leonard:** —without the product that you charge money for. So, do you have to start selling ads space just to—

**Speaker (Bruce Jones):** No, well—

**Leonard:** —survive or—

**Speaker (Bruce Jones):** What—

**Leonard:** Or is there always going to be a lazy market who's like I've—well I found this one first.

**Speaker (Bruce Jones):** Right, right. I'll—

**Rhett:** It's very [inaudible 25:26].

**Speaker (Bruce Jones):** I'll show you my—solution to that market. Yes, the answer is "Yes." There's always going to be a lazy market then there's a solution. For some reason, PowerPoint has an install base of 400 million but nobody seems to care about it. And I kind of stumbled into this because I originally did Adobe Illustrator Maps for graphic designs. I'm a graphic designer. It was like what I'm doing.

Then people started to call and go, "Can I put this in PowerPoint?" "No." "Can I put it in PowerPoint?" And I figured out how to do it and then that's where my sales went because it was a little niche market. My basic customer, it was a late 20's to early 30's woman who's a sales assistant to a marketing sales manager. That was—been my customer forever. Before the Internet came, I couldn't find her because they don't—she doesn't read magazines where this kind of stuff is in. Once the Internet came about, the needles turned this way and came to me. They found me.



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What's interesting is that's been my customer for 18 years. That customer has changed. Now, my customer is a 55-ish marketing sales assistant secretary, executive secretary to a senior vice president of major corporations. And I said, "How can you—what happened? Why am I talking to this guy?"

Then I told myself, "This is a bit—" I mean, I still have the other customer but I saw a whole new customer came in. "Where did this come from?" "Well, we laid off everybody underneath." And this is the guy. And he is the vice president of sales for somebody. It's a big company and he has a salesman and there's nobody in between.

So I did, basically, a series of how-to videos. Once I did these videos, my questions all stopped. But I used the data that I had from listening to people on the phone and recording it and print it out and sat down and there was about 12 of them.

Simple stuff, "How do I add text?", "How do I—" "Well, I'm your PowerPoint guy." "JPEGs, how do I split?" Just simple step but people don't know to do it because they never have done they just did bullet points and stuff. And so, it's listening to your audience and responding whether it's on a film project. What do people want to see? What's their comment to the beer project, you know, and that kind of stuff.

The web is—works by search. It's all about search. It's all about words. No matter whether it's video or whatever—it's words and how you code that stuff and put that stuff in isn't super important. You don't have to do anything fancy. You don't have to do anything special, anything. Just describe whether it's video. And what you'll discover—I'll show you in a second, most people don't do this. A huge number don't do this. If you do this, it elevates you because they can find you whether through Amazon, or Google or YouTube or anywhere, have consistency every month.

Don't go nuts about where to put stuff. Stay with the main players; YouTube, Facebook. Pinterest has now become big. You don't have to—unless you have something, specialty in your market that's for that, you know. If you're doing corporate stuff, align yourself with SlideShare and Salesforce, you know. That might be—somehow you connect with them but you—stay with the same people.

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So, let me show you—it's just some things here that are kind of cool, that I think are quite cool and where the market is going and what we have. So, let me show you, the first one. I will show you CreateSpace just because there are many print-on-demand companies out there. This is the Amazon one. This is the print on demand end of Amazon called CreateSpace and you can do books, music, film.

So, if you're creating films, this is your distribution for DVD. You want to sell your products on the largest platform on the planet for selling which is Amazon; about 100 million viewers a month come to this platform. Everybody trusts Amazon. They collect the money, they distribute, they show your product, they distribute your product, they collect the money, and they send you a check.

And as you will learn, if you go into the e-commerce world, Amazon sends you the check, Google sends you the check, everybody else is a little wiggly. So, you know, we all love Amazon. So, that's it. But there are other ones, there's Lulu, there's many other print-on-demand kinds of places, the CafePresses and the Zazzles. So, once you have your product made, your beer thing, then sell T-shirts.

So, I re-purpose my content. So, this is the book I made. I took this picture and I put it on T-shirts, mugs, cups, pillows, clocks but I use a print-on-demand site to do that. So, I just re-purpose things over and over again.

So, this is CreateSpace. I'll just show you my account. So, this is as of right this moment. These are my sales figures from my books on CreateSpace, where I am this month. So this month, I've sold 53 books so far this month. That's my account balance at the moment, \$636. I sell about—I was selling about 120 books a month out of the 19 books.

See the distribution curve? My bestselling book—so, what did I say about re-purposing your content? I took this page and I made a book out of it, my bestseller, my bestseller, blank sheet music. You don't know what it is going to be the selling thing. My bestselling products are three blank sheet music books.

**[LAUGHTER]**



**Speaker (Bruce Jones):** This book took about nine years to make.

**[LAUGHTER CONTINUES]**

**Speaker (Bruce Jones):** I go to guitar camp. I started to notice people love—like I gave you handouts. Here's a—people love handouts. They love it. They just love it. They'll climb over the person sitting beside them. If one of you didn't have a handout, you'll be sitting there going, "Grrr," and just be furious. I'd make sure I had enough because people love it and I went, "Oh, great." So, I just took the knowledge I was doing as I was learning to play guitar and I wrote it down and how I think it should be shown. That's all I did but, you know, my bestselling book is this.

**[LAUGHTER]**

**Speaker (Bruce Jones):** So, what that means is that you look at—you're kind of saying you're doing—I'll just come back to the beer example because there's so many of it there. Maybe there's a form that is used by brew masters.

**Rhett:** For sure, yeah.

**Speaker (Bruce Jones):** That they need to check off the status. It gets put into a book, you know, that maybe the bestselling thing because it's a reusable, you know, it has to be used and you need more and more and more of them. "Reusable" is a wrong word. "Renewable?" You need to keep getting more, you know, you keep using the pages up and you're going to give them—

**Rhett:** You mean, the revise that's on the site or—

**Speaker (Bruce Jones):** No, no. As a product for the book, maybe there's a form that goes with making beer—

**Rhett:** Okay.

**Speaker (Bruce Jones):** —that they have to check things off.

**Karen:** Beer diary?

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**Speaker (Bruce Jones):** Beer diary, yeah.

**Rhett:** Okay.

**Speaker (Bruce Jones):** A friend of mine, he got diagnosed with Type II diabetes. You need to keep track of your diet. So, he sits beside me. He's in my office, my officemate and he got a—and he made up a little checklist, you know, and you're a graphic designer. So, he made up a little form to fill out his daily—you got to keep tracking. You got to know where you are, what treatments and all that kind of stuff. He saw me and I said, "Get that on Amazon." He sells like \$30 a month right now of this book, of something that's just a littlest—littlest thing.

So, you never know. Which is why you got to like listen to what people want, what they do and you got to do that, so that's—you can see the sales figures. So—far this month, I have 13 of that, 12 of hat. I have the cats and kittens book. There's one. I haven't figured out like I have been trying out. I will show you in bit. Left-handed guitar, five, so this will end up being about 40 by the time the month is done. Now—for a long time, it goes 120 per month almost like—now, it's—I'm hitting 200. What are we? On day eight, on 53, so I'm on the same track. It's Christmas season, too. This is a great gift for Christmas.

[LAUGHTER]

**Speaker (Bruce Jones):** But you can see the numbers. It just goes every month. I've made it once, I put it up, and it just keeps on doing. You can do this for video. This can be DVDs. This can be audio. You can push this stuff through and through iTunes, you know, listen—I'm just doing books here but you can do anything.

**Speaker (Bruce Jones):** Okay.

**Rhett:** Which is selling more, kind of like, downloadable; you know, the video sales or the hard copy DVDs or both?

**Speaker (Bruce Jones):** I don't know.

**Rhett:** Why not—[inaudible] right, yeah, well, uh-hmm, yeah.



**Speaker (Bruce Jones):** I would do both; you can stream—yeah, they have a streaming option. Do both. You know, just—you can become the distributor for women's films, you know. Use YouTube as the channel but you can get the DVD if you want, you know. You figure out how to do that.

So, how many of you do video streaming live? Anybody? Okay.

**Leonard:** Based on the family, sometimes.

[LAUGHTER]

**Speaker (Bruce Jones):** Okay, all right. So, there are two—so, here's one of them. This is the future marketing in the United States or the world, live long-form streaming video, okay. Where you stand—Dave and I were talking about this this morning. You stand with your guest and you sit and you chat about your product—beer, you could make beer live.

**Rhett:** Uh-hmm.

**Speaker (Bruce Jones):** Just sit there all day doing things on live stream, on live stream web and in-between, you mix in your products. "You know, we have a kit. Let's get back to the beer."

**Rhett:** Uh-hmm.

**Speaker (Bruce Jones):** "Let's get back to—"

**Rhett:** Well, my recipe book.

**Speaker (Bruce Jones):** "—my recipe book." Right.

[LAUGHS]

**Rhett:** Yeah, right.

**Speaker (Bruce Jones):** And then—and what people do is they track this stuff live and they can tell which ones, "Do I get more recipe?"—because you just watched your sales orders go through your channels.

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So, how do people do it? So, the main way they do it is either they use Livestream or they use Ustream. So, this is Ustream which is basically free if you use the ad version; there's also a pro version. And if I log in here—I'm just going to show you. So, we're going to go live right now. This is how quick you can do it.

**[Speaker Bruce Jones logging into the computer]**

So, we're going to log in. I'm logged in. I'm going to go live. That's the—do you see that little button there? It says, "Go live." Let's go live. Here we go. I'm going to say, "I understand." This is going to use the camera in my—in this computer and you guys are going to go live to the world.

**Karen:** Hmm.

**Speaker (Bruce Jones):** Okay, so next.

**Kalpana:** Okay.

**Speaker (Bruce Jones):** Hopefully, this will work. I set this up this morning, "Bruce Jones Design Show." Here's my thing. It's going to ask me—

**Leonard:** How do you know who's watching? Like, will it say, "There's ten people watching your movie"?

**Speaker (Bruce Jones):** Yeah, yeah. So, here's the screen.

**Leonard:** Uh-huh.

**Speaker (Bruce Jones):** Okay. We're going to close this and we're going to go—you're on, you're broadcasting to the world right now—the whole world.

**Leonard:** So, I'm—not familiar—

**Speaker (Bruce Jones):** So, what you would do here to make this work is that you have an account thing. So that you would work—this is where you want to develop your communities, your Facebook people, your Twitter people, your blog friends. And you would say—I was going to try to do it today but I thought I would just do little snippets of this.

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But we did a live broadcast here awhile. You would say, "At ten o'clock on Saturday, we're going to go live with the show "Backpack Journalism" or "Video Journalism," put the link onto your Facebook account so anybody can kind of see it, send it out on your e-mail to people and say at ten o'clock. I'm going to push that button. Now, all they do is connect and it'll come right into that and it will come right here and they can watch for free.

This has a chat screen. So, if you want to—which is what we did when we did this here before, you can interact. So, if anybody has a question, put it in the chat screen. If you're going to do that, it helps to have a person sort of monitoring it. You send it out to your network, depending on how good you are at promoting is how many people come. We did this in May. Bill and I met here and I just like, "Let's just do it."

Just like this, we put the computer there, we went on live for an hour, we had 57 people come in. We had seven at any time; it will tell you. Somewhere here you may even see if somebody popped in because we're live. You could also record it so you can use it later which is really valuable. We had people from Atlanta to Boston. We all kind of got our e-mails and our Facebook and just put it up so we kind of blasted it out and you're live. This costs zero. There will be some ads that kind of float through.

I could stand here and talk about my film program that you're broadcasting about and just kind of, you know, you could have a guest come in, talk about that movie, director's cuts, "Let's go look at the film," come back, you know, "We have them on DVD." It's incredibly powerful if you can do this for free.

This is going all over the world, and you can market whatever you have or send people where you want them to go. So—and you get comment, you get interaction, we had people e-mailing questions in to us. You could also use Twitter, you can use Facebook, you know; send me the question through Facebook.

So, that's the Ustream one. I'll show you one that's in—

**Rhett:** I've seen live journalism on there, too. There were some—

**Speaker (Bruce Jones):** Yeah.

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**Rhett:** There was someone sitting in—Gaza, kind of they're in the—bombing in Iraq and some stuff like that, basically blogging with a microphone out the window—

**Speaker (Bruce Jones):** Yeah, yeah.

**Rhett:** —and while you're hearing drones flying around and all those kind of stuff. And—

**Speaker (Bruce Jones):** This is Google.

**Rhett:** —it's kind of compelling.

**Speaker (Bruce Jones):** This is Google, Google+. So, I don't know how many of you have the Google+ page. This might be a reason to get one. So, Google+ is sort of their attempt—originally, people give air time for Facebook but is really their attempt to bring all their products together. So this is Google+, down the side, there'll be "Hangout." Hangout—I'm going to start a Hangout. Now, what Google did is you name the Hangout. This is a closed network. I can have up to ten people, I have a mastermind group, we meet every week on this, and we have our conversation. I'm going to show you a piece of the video from that in a moment. We have our—we're in three different places, we sit and we chat using Google Hangout like, there's the camera showing what's going on. You can invite people. You can sit and chat; talk, talk, back and forth just like "Skyping." That's fine, right?

The second thing that Google has done is if you put this little button right here—all right, so we're going to do that, and I hit, "Okay," this is now funneling through YouTube. This is a live broadcast going out through my YouTube channel. So if I have YouTube subscribers, it's the same thing, I can give them the channel name on YouTube and say, "I'll be on at 10 o'clock. You can come here and you can watch on YouTube." It records on YouTube and stays on YouTube so you are recording live—your channel. You can keep this as a closed group. This just might be this class. And we just—all we do, we just all will get our laptops, we all sit in there, we all chat about journalism but everybody can watch it and they can just participate in it. They can use this a chat section.



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This is YouTube. YouTube has drastically changed what they're doing. So normally, there's a screen here and I was like, "Oh, what happened to my screen?" But what I've learned is, we're going to go start broadcast. I'm hosting.

**Leonard:** So, with this—

**Speaker (Bruce Jones):** Four, three, two—you can count down which is what we'll do when we do our show sometimes and it should be—there should be a screen there. Anyway, there should be a screen here. This is going live to the world through YouTube, on your YouTube channel. Sometimes there's a lag, so I find it—record the thing and then let people watch it. So—

**Leonard:** So—does this just end up becoming an ad space for your more, I guess, your profitable material or—

**Speaker (Bruce Jones):** If you want to or it's—

**Leonard:** Or I mean, can you make actual money off of something like Ustream or you know, are you getting—

**Speaker (Bruce Jones):** You can—however way you want to go.

**Leonard:** Uh-hmm.

**Speaker (Bruce Jones):** You may just want to do—you may just want to run a sort of a non-profit film festival thing. The great thing about this—let me just show you. See the little button here. It says, "Screenshare," oh, you can add in lower thirds. I don't know why this. It should be that. It should be there. But if you can go to Screenshare you can do stream, you can do videos off of YouTube feed through this. So you could run at best or just—you just doing information to your community—

**Leonard:** Uh-hmm.

**Speaker (Bruce Jones):** —about whatever you want to talk about. You just send it out and kind of sent a message or you send the message out, contribute to our site or you market the site.

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YouTube is sort of changed their focus, they're much more into—they're after the marketers than they are sort of, "We don't want to talk to this people anymore."

**Leonard:** Uh-hmm.

**Speaker (Bruce Jones):** So however, wherever you want to go—that's what you can, you can take it there.

We did—let me just cancel this. I'll show you just a quick snippet of and the broadcast—normally, you'll see the end—whoever is speaking at that time, if we had—it'll become the visual. So, if this person's speaking, that's what shows up. If this person speaks up, that shows up. I know it's just—how do you open too many times. But let me show you what—so this will stay up on YouTube forever.

**Prof. Bill Gentile:** Yes, that's because you're plugged into a screen.

**Speaker (Bruce Jones):** Yeah, it's something that's been there. But let me just show you something that we did, show you the power of this.

**[Speaker Bruce Jones opening YouTube.]**

**Speaker (Bruce Jones):** I'm going to go—this is my YouTube account. I'm going to the "Video Manager" and this is—does any of you know who Chris Brogan is?

**Leonard:** Uh-hmm, HubSpot.

**Kalpana:** Uh-hmm, HubSpot.

**[VIDEO]**

**Anchorperson (Bruce Jones):** —from the Boston Internet Marketing Meetup we have a special broadcast today. We are live with Keith Spiro and myself up here with Lew Sabbag.

**Speaker (Bruce Jones):** We have to cut and mute. [LAUGHS.]

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**Anchorman (Bruce Jones):** And we are being joined today by Chris Brogan and his effort to bring some supplies down to New York. So, it's a special sort of broadcast today to launch this off. We need just some—really pull the show remote live broadcast and great pods. So, keep those [cut off]—

**Speaker (Bruce Jones):** Let me just shut this off for a minute.

**Chris Brogan:** —and do it just—find a great partner like Microsoft and a bunch of trucks. And Jackie, one of the questions that were asked is where in New York you are heading?

**Jacqueline Carly:** I'll probably be heading to Staten Island to be in the—

**Chris Brogan:** It's very [inaudible 0:44:50].

**Jacqueline Carly:** —port of Staten Island and we had the driver, Jonathan [inaudible 0:44:52].

**[VIDEO PAUSED]**

**Speaker (Bruce Jones):** So what we did—I'm in the Boston area.

**Karen:** Uh-hmm.

**Speaker (Bruce Jones):** My mastermind group, there's three of us; one is in the north part of Boston, one is in Kendall Square sort of the center of everything and I'm in the southern part. The guy in Kendall Square is connected into all the entrepreneurial things that are going on and Kendall Square is the hub of everything, you know, it's all happening right there by MIT. And Chris Brogan works out of that area too, and he knows Chris Brogan.

Chris Brogan put out a blast, "I'm going to New York. We're filling up a truck. We're leaving from the Microsoft Nerve Center. The Nerve—Center volunteered their space. It's in Kendall Square just down the corner. We're going on Monday, bring whatever you want, help us." His girlfriend comes from there, that's Jackie, that's Chris.

We got wind of it because we're connected to all those people and we said, "Oh, let's just jump on this. We can help this." So, we sent our blast

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to our people and Keith Spiro who's in that area he said, "Let us—could we have our mastermind here," because it was the same time we sit there on Google Hangout and we went, "Let's just—see if this works." We don't even know if this works. That's what we do. We experiment with a lot of stuff and just try stuff. He took his laptop. He walked over to the—out of his office at 1 Main Street down the street to the—across the street, basically, the Microsoft Nerve Center with his laptop and walked in and said, because he kind of knows Chris. He connected with Chris on the phone. He said, "We're going to go live. We're going to interview you, help your project out."

**[Speaker (Bruce Jones) showed this part of Google Hangout of his video.]**

If you look, he walked around. He connected. It took a little while to get connected but not too long. We did see—

**[VIDEO]**

**Keith Spiro:** —as well as to give Chris a taste of print which is going to be more than one truckload from the looks of it. This means I will put it with that pack of things about it.

**Speaker (Bruce Jones):** Keith was walking around with his laptop like this—

**Keith:** That's really cool.

**Speaker (Bruce Jones):** —on a wireless system.

**Keith:** [Inaudible 0:46:4] a system of paper towels and bleach.

**Speaker (Bruce Jones):** Live to the world.

**Lew:** We're going to need plenty of that.

**Speaker (Bruce Jones):** That's my other half. That's the other guy that I work with speaking in. Keith did really a smart thing. He's—because the three of us, he said, "One of you become the anchorperson." So, I become the anchorperson. So, I announced what was going to happen. Keith walked



around with his laptop. We knew he was coming at—and then we talked about anticipation yesterday.

**Karen:** Uh-hmm.

**Speaker (Bruce Jones):** And we said, you know, I was with—and we did the flag stuff and that government ceremony, "The flags go down, the flags going to come up." So Keith said, he's coming up the elevator. So, we know he's got to come in through the elevator. That's the point where we got up. So, Keith goes and stands outside the elevator. Chris comes out, you saw their view and he's like, "Can we grab an interview?" He's holding the laptop like this. This was his TV camera. We grabbed 10 minutes. He said, "I got to go." "Great." Boom, we did live news, scooped everybody using Google Hangout, broadcast to the world on a laptop, just monkey together.

[LAUGHTER]

**Speaker (Bruce Jones):** How powerful can that be? You know, that's pretty—and we were simply going, "Holy cow, what did we just do?" you know. So, it's pretty—this is, you know, by our ability to tell stories and put these things together and anticipate what's going on, plenty of speed that you can get to market with. So, there's no money involved here. We were just helping a cause. It's unbelievably powerful. So, you choose kind of how you want to do it.

**Leonard:** Bruce, roughly, how many people watched the video?

**Speaker (Bruce Jones):** I think it's only 22, I think when I looked at the site.

**Leonard:** What about the stream? Did you—

**Speaker (Bruce Jones):** Don't know.

**Leonard:** You don't know?

**Speaker (Bruce Jones):** I don't know.

**Rhett:** Yeah.



**Speaker (Bruce Jones):** Our concern was more, "Can we do it?"

**Leonard:** Uh-hmm.

**Speaker (Bruce Jones):** Because—if we can do it, we can do it again.

**Leonard:** Uh-hmm.

**Speaker (Bruce Jones):** Yeah, we weren't concerned with the numbers. We were concerned with can we do it.

**Rhett:** Yeah.

**Karen:** But that is stored on there so you could send that link—

**Speaker (Bruce Jones):** It's—yeah, yeah.

**Karen:** —out to other people because—

**Speaker (Bruce Jones):** And we're—

**Karen:** He was pulling this stuff together but it wasn't going for another couple of days.

**Speaker (Bruce Jones):** Right, right.

**Karen:** So, if people wanted to know more about it, you could have sent that link out to Twitter or—

**Speaker (Bruce Jones):** And—that's right.

**Karen:** —to Facebook or wherever.

**Speaker (Bruce Jones):** And—I'm part of a—we're the three of us are—the co-directors of the Boston Internet Marketing Meetup. So, we run programs. We're about almost 800-member group that we run educational programs on everything like this. So, this is kind of what—this is part of us teaching people how to do this. Then we run publishing programs, Google programs, anything that we can kind of think of we run it. So, we do it under that kind of [inaudible 0:49:09].

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**Speaker (Bruce Jones):** But, yeah, it's—you know, we're so new, nobody even—knows. Let me just show you quickly. I have a couple more of things I want to show.

Are we okay on time, Bill? And so—

**Prof. Bill Gentile:** Yeah.

**Speaker (Bruce Jones):** Okay. Let me just find a big, bigger video. Here, we'll just do this one. So, this is the—my Inside YouTube, this is my—this is the Video Manager page where you can, you know, you can edit your videos and do different things. I monetized every video that I can because they Google—YouTube opened their video platforms to the partner, anybody to the partner program. Once you start getting proper videos and you're in good standing, it's easy. It used to be really difficult. It's easy. So, you make money because the ads they put across the bottom.

This is just a video of one of my coloring books; every book I make has a video or two videos, you know, we used videos. What I've learned about video—this is the change that's happened in video from my maps. So, I've been selling maps for a long time from the back of MacUser magazines, licensed them everywhere. In the last year, I have about 50 videos related to maps; how to do them, just how to edit. Almost every call that comes with the question, it's a new customer, references the video. Almost every single—it's almost a hundred percent now. And I'll go—they'll ask a question about something and I'll explain and I'll go, "You know, we also have a video, if you can't reach me, we have a video." "Oh yeah, I know. I know. I've watched it." It's either directly out of the video or it's what they know but they know the video. So video is like, become something believably important which is a perfect place for everybody here.

These are the internal stats. This is just on this book video. So, this is just part of the stats. I spend a lot of time looking at stats; I want to know where people are coming from, how they're coming, what they are doing. This is just the general stats page, but this is something right here that's—relates to how you make your videos. This is audience retention.

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So I don't know if you know the numbers, but most videos are only watched for 8 to 18 seconds.

I don't think you need to—unless you want to buy a coloring book for your kids. Put that off, okay.

**Speaker (Bruce Jones):** So let's—let that on. Let me just let it run, just a little bit more, just—you know, right to—

**[VIDEO IN THE BACKGROUND]**

**Speaker (Bruce Jones):** See that red line moving?

**Host [Bruce Jones]:** —.com. [Inaudible 0:51:38].

**Speaker (Bruce Jones):** I'm going to let it go. That's where I am in the video. So at this point, right about here, I've lost half of my viewers. Fifty percent of my viewers are gone. They watched this video, pfft, they're gone.

**Rhett:** Do you know what that uptake is? There's a blip and then an—uptake.

**Speaker (Bruce Jones):** Yeah, they—I don't know, like—[LAUGHS.]

**Chad:** What happens at that point in time, anything?

**Speaker (Bruce Jones):** Something, yes it might be. I'm not sure why it stopped there.

**Chad:** I'm kind of interested, too. [LAUGHS]. Like is there an explosion?

**[LAUGHTER]**

**Rhett:** Yeah.

**Speaker (Bruce Jones):** Well, a lot of people—

**Kalpana:** How do you people they'll come back to it?

**Chad:** No, it's—just how long they're watching this.



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**Kalpana:** Oh.

**Speaker (Bruce Jones):** Yeah.

**Chad:** People dropping off, people dropping off, people dropping off, people stop dropping off per second.

**Kalpana:** Oh, then it comes to—

**Speaker (Bruce Jones):** Oh, Amazon calls to action. So, I amazingly make—I mean, I do a lot of TV stuff but I make market videos. They want to go check out where it is.

**Leonard:** So, somebody was noting or—a portion of the viewership was noting the website.

**Speaker (Bruce Jones):** The website, yeah.

**Leonard:** It's interesting.

**Speaker (Bruce Jones):** Yeah.

**Karen:** And this is available in every video or only for your partners.

**Speaker (Bruce Jones):** Every video, every video, everything that you see here is—

**Karen:** I'm going to check. My video is out.

**Speaker (Bruce Jones):** You should go check out your videos. [LAUGHS.]

[LAUGHTER]

**Leonard:** You know, I really had a weird thing happen where I made like a short cartoon about CERN which is the next generation super collider—

**Speaker (Bruce Jones):** Right, in Switzerland.

**Leonard:** Yeah, yeah. It's just this weird thing about this black hole machine. So, I made it and then—just [inaudible 0:53:07.6] and forgot about it. And then

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after, I don't know nine months, all of a sudden I got a—they wanted me to put ads space on it and I was like, "Why?" And I went back and like—

**[LAUGHTER]**

**Leonard:** —15,000 people has watched it and I started reading the comments and what I found was it wasn't people who were necessarily interested in the video. It was a bunch of pseudo-scientists arguing back and forth—

**[LAUGHTER]**

**Leonard:** They're just like, "That's not what he's saying. He's saying—" It's like completely they—repurposed my video as an arguing point and they just—

**Speaker (Bruce Jones):** For—something else.

**Leonard:** —became a forum to complain.

**Speaker (Bruce Jones):** Right, right.

**[LAUGHTER]**

**Leonard:** But—

**Kalpana:** They never let you monetize.

**Leonard:** —they never let me monetize it because they didn't, yeah, if you're like—

**Speaker (Bruce Jones):** If you you have copyright material or something like that, yeah.

**Leonard:** I did. I made everything in it.

**Speaker (Bruce Jones):** Yeah.

**Leonard:** But I guess I couldn't prove it.

**Speaker (Bruce Jones):** Right, right. I'm very conscious about what I put in my videos because in order to monetize your videos, you need to control

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everything. And very often, I don't put music in my videos because YouTube—

**Rhett:** It has copyright.

**Speaker (Bruce Jones):** —is crazy about music, even the music that comes out of here. You know, there's royalty-free music on iMovie. If you need a quickie piece of music, go on to iMovie on your thing, and go to the music thing, and there's like 7-second pieces, 14-second pieces, 20-second pieces. I mean, they're fabulous and they're royalty-free and you can use them.

So, when I put the note in video, I make sure I go, "This music came from iMovie, it's royalty-free, copyright—" you just have to tell them. You have to be really upfront where you get your stuff. If it's any piece of music that you know or hear or anywhere, pfft, you know. Now, how do all these people put all this stuff up with all these songs and, you know, it's—but anyway.

What this says here is you need to get your whole message out in those first few seconds because most of your audience is going to disappear. Then you can come back and do it again. It's like start with I think Bill said start off with your best stuff first, hit them first. This is a real exercise. Can you make a video that you can keep people going all the way to the end? You know, that would really be—

**Chad:** Can anyone know what I'm thinking?

[LAUGHTER]

**Speaker (Bruce Jones):** That'd be a real test. [LAUGHS.]

**Kalpana:** That's supposed to be eight seconds?

[CROSSTALK]

**Speaker (Bruce Jones):** Eight to 18. Yeah, you try to get on the first 20 seconds.

**Rhett:** Quick, quick. [LAUGHS.]

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[CROSSTALK]

**Leonard:** Well probably, a fair portion of that viewership or just the internet junkies who are flipping through videos, "What's this? What's this?"

**Speaker (Bruce Jones):** Yeah, right.

**Leonard:** "What's this? What's this? And that's, you know, the—

**Speaker (Bruce Jones):** Right. Which is why you'll see videos where they put the girl in the bikini—

[LAUGHTER]

**Speaker (Bruce Jones):** Because they know—because the thumbnail, you can choose—

**Karen:** Fifteen seconds, huh?

**Speaker (Bruce Jones):** Well, no. They put it in the middle point. Most videos often, it's picked out in the middle, the exact middle. So, you put one little clip of the girl in the bikini—your video is about chairs, but you put the bikini girl at that point and now once—now, they've really made it easy because of thumbnails because you can—most like the thumbnails. So, people do that because then everybody will watch the bikini girl but it's just the—

**Leonard:** Oh, but —and that would be an interesting experiment just to stick—

**Karen:** Yeah.

**Leonard:** —like a 10-second clip of something visually interesting and watch the—you know, that viewership drop off, see if it—I mean we noted the Amazon.com. So I mean—

**Speaker (Bruce Jones):** Right.

**Leonard:** I'm sure there is—

**Speaker (Bruce Jones):** Yup.

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**Leonard:** —all these decent papers on hand.

**Karen:** You put your cat in the bikini. [LAUGHS].

**Speaker (Bruce Jones):** A cat in bikini. Let me show you. So, that's—

**Rhett:** There is a size for that.

[LAUGHTER]

**Speaker (Bruce Jones):** So, that's cool, that's Hangout. I want to show you, all right. So, here's a couple of tips then I'll finish up here; a couple of great tips to help you and some can even help today 'cause if you're sort of stuck on what to do. So—not what to do but on information like you're doing something on beer brewing, you may want some stats of that brewing. So, this will, you could, you know, source out. So, here are two tips that I use to help you find things.

So—let's do that Amazon one first. One of the most powerful—and this is the most powerful research tools I've ever met in the planet is this, it's Amazon because—I'll show you in a second. Somebody give me a subject that you're interested in that I don't know, I know nothing about.

**Anne:** Interior design.

**Speaker (Bruce Jones):** Okay. So, I'm just going to search on interior design, interior design and books, okay. So, this will come back now—great, this works, okay. So, this will come back with a list of books. These are generally the bestsellers I can—if you want more, I can—I'll sit with you later. I mean, I can break down the entire Amazon site. I'm just going to share a couple of things.

This is the number one—book on the most relevant book on Amazon. It has a couple of things on. So, I just go inside and if I need to know—so, this is just the book. Let me just look at the sales stat. This is a great book. This is selling like for probably about 50 a week right now.

Look inside. So, what do I put in my video? Beer, film making, whatever, okay. Look inside, I'm going to go find the table of contents. This has a really crappy table of contents.

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**Rhett:** Can you do those "look inside yourself" or does Amazon do that?

**Speaker (Bruce Jones):** It's automatic. Yeah, all my books get looked into. It's an automatic feature of the Amazon.

**Rhett:** Oh, okay.

**Speaker (Bruce Jones):** So, it gets put in. Let's go to a different book.

**Kalpana:** But don't they give you a kind of random pages, sort of in the middle—

**Speaker (Bruce Jones):** No, no; there's a—definite order to it.

**Kalpana:** Yeah.

**Speaker (Bruce Jones):** So, it starts at the beginning and it kind of does random. Let me get—I'm trying to get a better one.

**Rhett:** Is that—for that to work, it has to be a digital downloadable book—

**Speaker (Bruce Jones):** Nope.

**Rhett:** —type of a print book?

**Speaker (Bruce Jones):** It doesn't matter.

**Rhett:** Okay.

**Kalpana:** Because I know I'd never thought continuous pages of—in the middle of it. It's just about—

**[CROSSTALK]**

**Speaker (Bruce Jones):** Yeah, it was not the whole book. But I'm going to just show you just—

**Rhett:** They try—not to get the whole book. They can look ahead.

**Leonard:** They'll—yeah they'll probably give you like the front—



**Speaker (Bruce Jones):** And just—let me just go to this. I just want to get—

**Rhett:** Yeah, chapter, whatever, uh-hmm.

**Leonard:** However they arrange the pages past the table of contents because they—

**Speaker (Bruce Jones):** Yeah, and you can kind of pick if you're the—I mean, publisher. Let me just, I just want to show you. I just want to go to this website. All right, this is better, okay.

So, I'm going to do something on interior design and you can't read this but I will read it to you. This is a list that's ever—everything on this book. So, the trick is you go and get four or five books on your subject. You look at the table of contents; "Writing," "Services," "Building," "Design Role," "How Do I Work With the Press?", "How to—Setting Up On Your Own?", "Creating a Direct," it's--this is building construction. These are all the topics you need to cover.

**Rhett:** Hmm.

**Speaker (Bruce Jones):** If you were doing a series of videos on how to brew beer, go look at the five top books on how to brew beer. Look through the table of contents, write them down, and that—everything that you need to know of what videos you need to make is in that list, everything.

**Rhett:** Let's bringing them in.

**Speaker (Bruce Jones):** That's just bringing them in, that's what everybody did. So, you can use this to figure out what needs to be in your book, your videos, your story, whatever. Now, that's one piece of goal. Let me show you the other one.

**Leonard:** Got to find, experiment, when you're new on this, you're taking a transportation security administration course.

[LAUGHTER]

**Leonard:** See what's in that, people will comment.

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**Speaker (Bruce Jones):** Yeah?

**Leonard:** It's all covered on those topics.

**Speaker (Bruce Jones):** So, I'm going to come down here. So, the second place of this that's really—and I can break down what also goes on here but let's just start with this—customer reviews, okay. And customer reviews are every all of our opinions about this book; what's good, what's bad, what's missing, what they like, what they don't like. This is a marketer's dream. People pay millions of dollars to do focus groups to figure out what's good about this pen, and you all need to do is to go to Amazon to look at it.

**Rhett:** Do you write your own reviews?

**Speaker (Bruce Jones):** You're using the information; but you're using the information that's in here.

**Rhett:** No, I mean for your product.

**Speaker (Bruce Jones):** Oh, no. No, I just let all the people do it.

**Rhett:** It's something some people do with their product

**Speaker (Bruce Jones):** Yeah.

**Rhett:** It's obvious that—

**[CROSSTALK]**

**Speaker (Bruce Jones):** No, I don't—involve—

**Chad:** There's nothing wrong with this. It's amazing.

**Rhett:** Yeah.

**[LAUGHTER]**

**Speaker (Bruce Jones):** So you can see in here, you can hunt through this, through this and you look for ones that have a lot and you sort of go, and I don't



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know, this may not be a good—I'm just picking one at random here; maybe good or bad. "I bought this for a second and I found earlier who gave me overall view of the entire design process." You know, works with a 6-year-old.

[LAUGHTER]

**Speaker (Bruce Jones):** That's what I deemed out of that. I looked at beer stuff this morning—

**Rhett:** Hmm.

**Speaker (Bruce Jones):** —just to kind of get ready for today—

**Rhett:** Uh-hmm.

**Speaker (Bruce Jones):** —and it was telling, it was talking about this 5-gallon brewing kits.

**Rhett:** Right.

**Speaker (Bruce Jones):** There's a 1-gallon brewing kits. So in your script, you could go, you know—and, you know, commonly people—you know, when these guys started they were working with the five, you know, they go with 1-gallon and a 5-gallon and they decided to go 80 gallons.

**Rhett:** Uh-hmm.

**Speaker (Bruce Jones):** How did you know that? Because you read through here what people were doing. When I did my sheet music book, I read the review section and people said about the—all about competing music sheet books, "We love them but we wish the guy had put the lines a little further apart so we could get the notes in there and I wish there was a little bit of music theory in the book." So, that's what I did. I spread the lines apart and I wrote a little bit of music theory and then those became bullet points. This is not the book, but it became bullet points for advertising my book because I figured that out because that's what people were asking for.



**Brad:** If you're just changing the PDF of the book that you are already selling and that some of the comments doesn't become balanced—

**Speaker (Bruce Jones):** Usually—

**Brad:** —how do you get rid of that comment?

**Speaker (Bruce Jones):** Well, you can't take—you can't do anything with the comments but, usually, anything that I'm doing or updating a book is I'm fixing a problem, a mistake because this could be death also because I'm just fixing. Usually, I found a mistake when I update a book with the new PDF file.

**Karen:** Do you respond to them there and say, "Hey."

**Speaker (Bruce Jones):** No, I don't do anything, you don't touch this work. All right.

**Kalpana:** Do you—put updates on somewhere on the books?

**Speaker (Bruce Jones):** Here's something that Amazon told me to do. So, this is the third edition of this book. I did one book with a wrong name. It didn't sell, so I changed the name. That's—well, another thing to do is—if you're in books, don't fall in love with your title.

**Rhett:** Hmm.

**Speaker (Bruce Jones):** Because what happens is that while you're working on the book, you're telling your friends about your book. I—my book was "Notebook for Music Chords" because it was a book to put my chords in my notebook. After I put the book up, I realized nobody ever said that in the whole world. I went in and searched the book titles. I noticed the word "essential" was all over the place.

Well, we redid the—book. And then I updated it and then I called Amazon, I said, "You know, I want to replace the earlier version of this book with this version, what do I do? How do I get one down?" And then, he goes—"No, no. Just leave them all up." They just become like the used book. My used books market, they don't take off the used books off the shelf; they just sit there forever. So I just have three versions of the same book. All three books sell. [LAUGHS].

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[LAUGHTER]

**Leonard:** Have you ever gotten—a customer who mistakenly purchased all three versions? No?

**Speaker (Bruce Jones):** No.

**Karen:** Uh-hmm.

**Speaker (Bruce Jones):** And if you do, then do go out of your way to mail them a copy, that's what I'd do. If anything—anybody complains about any of my products, either I'll first just give them all their money back or I'll just overload them with love; just, "Here, what can I do for you? How do you—how do I—" because it could be death, you know.

**Kalpana:** Hmm.

**Speaker (Bruce Jones):** Because you've written—there are some other books, we were looking at some books and you know, the person said, "This book is awful. This is just terrible. I can't read it. It doesn't make sense." I think it was one of them right, it's like, you know, "Who, the—why, is there no editor? Didn't anybody look at this?" I mean, it's like—you know, like, "Pfffttt, you know, I'm not going to buy that book."

So, that's—that was—what was the other one that I'm going to—oh yeah, yeah, okay. So, that's it. That's the quickie thing of Amazon. Anybody wants me to sit with them, I can break this page down to all the other things you can do with it but that's—so, just for today.

And then the last thing I want to show you is—this has been—say you—it will come back and just check the TSA1 and see what the—

**Rhett:** I'll do.

**Speaker (Bruce Jones):** So, say somebody—give me a topic, again, I know nothing about.

**Kalpana:** Choose mine. Women and—



**Speaker (Bruce Jones):** Women and film? Okay.

**Kalpana:** —filmmaking in Afghanistan. Women—

**Speaker (Bruce Jones):** Let us just do a film and filmmakers.

**Kalpana:** Okay.

**Speaker (Bruce Jones):** Okay. And you said, "I want you to give this talk in half an hour, on women filmmakers." Me. So, what do I do?

I go to Google and I type this phrase, "top 10 women filmmakers." I'll just do that in a moment and see what we get. So, this "Top 10" either with the number or the letter, "Top 10" and "Top 5", people love "Top 10" list. You just type "Top 10" and whatever your question is. So, here, we have a list. So, I can go to right to here, "Top 10 Female Directors" and you have to kind of sort of hunt around a little bit, maybe, you know. You can either go the first one, the second one but here we go.

I can stand up here and what did that take? I can tell you who the top ten films women directors are, I can tell you what movies they make, I can tell you what countries they're from, I could scribble all that down, I could walk out here and I can give them a fairly decent talk on the top ten women film directors and their movies. That little phrase, "Top 10"—so, if you're trying to figure out how do I explain—

**Rhett:** Wow.

**Speaker (Bruce Jones):** —you know, we're doing the Pearl Harbor thing—

**Speaker (Bruce Jones):** "Top 10—"

**Karen:** Veterans' museum.

**Speaker (Bruce Jones):** Veterans' museums, okay, "Top 10 Veterans' Museums," right. You can quickly, very, very quickly get that list of, you know, of information, "Top 10 Brewing Kits." You can do it in Amazon, too and they'll give you a list of the products. What are the top products that you're going to do at the end of your show? Check out other video where we review products.

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**Speaker (Bruce Jones):** You know, what are the women film people? You're going to put up a blog. You can make a website. So, this is film, okay. There is a page in here of the movies, the bios, my link to my YouTube page, where I—my channel where I collect or my—I can make a list, I can use the list feature, what do I call it—the—my playlist.

So, I can set up a custom playlist. I could have Afghan in YouTube, I could set up a playlist, "My Afghan Movies," "My Brazil Movies," "My Asia Movies," "My U.S. Movies," different playlists in YouTube that I referenced on a page in my site by country and it linked to YouTube.

I could put—every month, I'm going to do a film festival using Google Hangout but I can broadcast live. It plays—YouTube videos. I don't need to talk to these people at all. I can play their films; this is Google and we'll go live on YouTube. I'll just play their films and I'll comment about them.

[LAUGHTER]

**Speaker (Bruce Jones):** Right, wouldn't that be cool?

**Rhett:** That's cool, yeah.

**Speaker (Bruce Jones):** Wouldn't that be really cool?

**Rhett:** And you're just linking to them really, right?

**Speaker (Bruce Jones):** Yeah, yeah.

**Kalpana:** So no need, I—don't need to talk to them? I don't need it. [*Crosstalk*]

**Speaker (Bruce Jones):** You don't need anything, yeah, yeah.

**Prof. Bill Gentile:** Stop.

**Speaker (Bruce Jones):** Anybody who wants to talk to me later, I'll be here all week.  
[LAUGHS].

[LAUGHTER]

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**Speaker (Bruce Jones):** So—

**Kalpana:** Okay.

**Speaker (Bruce Jones):** That's it.

**Prof. Bill Gentile:** That's it?

**Speaker (Bruce Jones):** That's it.

**Prof. Bill Gentile:** Thanks, Bruce.

[APPLAUSE]

[END]