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Video Marketing That Doesn't Suck: The Punk Rock Marketing Collection, Volume 2



Synopsis

Video marketing sounds scary. I know, I used to be terrified of it. I used to think, "Oh God, the gear is so expensive, and I have to learn how to become a video editor, and I hate to be on camera, and when I upload videos to YouTube unstable, sociopaths will leave nasty comments that will sabotage my business." But then the recession came, and I quickly realized: video marketing represents the fastest, cheapest, most effective way to get tons of traffic to your website, boost your email list, increase the exposure of your brand, and break through people's resistance and come to trust you as an authority in your industry. And all it takes is somebody pointing you in the right direction, and helping you avoid some of the more common video marketing mistakes. And that's what Video Marketing That Doesn't Suck can help you do.

Book Information

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Customer Reviews

I picked this up as a freebie, but it's definitely worth the sale price. I'm just getting started with my youtube channel, and a "cut to the chase" summary of what you need to do is pure gold at this point. I also like the humor aspect. Too many of these guides take themselves way too seriously. Key video Do's and Don'ts, basic equipment list, strategies to boost traffic - everything you need to get going with video marketing. Don't miss out on this useful tool to grow your business.

I have read other similar books and watched YouTube videos on this topic. Much of this content is out on the web but you will not find it in one easy to read volume like this. This book is about the price of two items at Taco Bell but you will get more out of it. If you want to market on YouTube, it's

worth the \$2.99

Quick, to the point. Loaded with common sense, "white hat" tactics. No fluff, no BS, but at the same time humorous and doesn't take itself too seriously. This book makes me want to read the others in the series, which is what a good book should do.

I admit, I'm new to the whole YouTube marketing thing. At the same time, I know I need to get over my fear of getting my message out in this way. So along comes Mike Clarke's hilariously helpful book, *Video Marketing That Doesn't Suck*. It's actually the second book by him that I've read, the first one being *Email Marketing That Doesn't Suck* (also great). Mike really nailed it for me! He lays out easy-to-understand and implement ideas to make and promote videos in a warm, irreverent, and incredibly helpful way. I'm starting to use his recommendations for promoting my book and message, and I'm eager to see the results. Highly recommended for anyone who wants to reach a much larger audience with their work. Way to go, Mike!! Art Maines, LCSW, author of *Scammed: 3 Steps to Help Your Elder Parents and Yourself*

Great book with practical tips on improving your business video skills. I wish I had learnt this months ago before I started doing YouTube videos. Very clear tips and great suggestions on how to achieve video success.

I am not really a video person - I prefer to read or even listen to watch. But most of the world loves video and I am a marketer so - yes I need to understand how to use video to market. The big take away I got is that video is easy. I was daunted before I read the book. Now, I am not. "Video is easier and faster than writing". This book is chock full of ideas - many of which I had not thought of. It will give you ideas that will put your company over the top in video marketing. It is 55 pages of actionable ideas to shake you loose on video. I always like books with lots of famous person quotes - this book has lots EG "To express yourself needs a reason, but expressing yourself is a reason." - Ai Weiwei "Hobbies of any kind are boring, except for people who have the same hobby." - Dave Barry Good book - worth reading.

I personally rate this book four stars due to the fact that I've done more research on video marketing than anything else, so I didn't quite get a "new" point of view on video marketing. Aside from my experience, this book would've been GREAT back when I was starting out though! This book would

be excellent for a company/person who needs a clear and solid guide to managing and making videos. I mean it's like having someone next to you telling guiding you along to obtaining sales and free promotion through video. He also talks about common mistakes people make when posting video content which is helpful. If you've done quite a bit of research I'd still recommend having this book because of the organized and "guide" feel. Excellent for a beginner. NOT TO MENTION GREAT PRICE!!

I just finished your book and have yet to produce a video but I am inspired to do so. A few quick and easy ideas popped into my head as I was reading and I know they will be interesting to people since, when I am having one on one dialog with clients, they find these topics interesting in person. I am not going to pretend I understand RSS or anything like that, yet, but that won't stop me from utilizing it! We'll see you out there in Video-land soon. Saludos from the heart of Mexico.

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