

Introduction

Online communication is changing rapidly. Video is the new currency of communication - whether it's on your website, YouTube, Facebook, LinkedIn, Twitter, Vine or any other of the thousands of ways to connect. Ninety percent of internet traffic is video.

When video is done well it engages your audience. It drives traffic to you website. It generates business. Visitors who view product videos are **85% more likely to buy** than visitors who do not.¹

Video is the greatest online gift your business has been given.

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¹ Internet retailer, April 2010

However when done poorly it can damage a brand, confuse your customers and turn away business. Some people think you just need a camera to make a video, they aren't clear on their message or they completely underestimate the time and processes required to achieve an impressive video result.

Shoot Me Now outlines what you need to know to get great value for your dollar, how to plan a successful video and how to ensure your message resonates with your audience.

Each chapter is self contained so you can jump around throughout the book to focus on the topic that is most relevant to you at the time.

Inside you will learn how to prepare for a video, where to prioritise your dollars, what different types of videos you can use, how to share your content, mistakes you can avoid, and plenty more.

Reading this book:

You'll find QR codes throughout the book. These black and white squares of digital information allow you to link to various relevant websites as part of the reading experience.

Often the links show video examples to highlight a point.

The intention is that as you read, grab your phone and scan the code to see a video. The links are also included

in the text in case you want to check it out later or aren't mobile-ready to watch it on your phone.

You will need an app on your phone to scan QR codes.

Do a search at Google Play or iTunes app store under QR scanner. There are plenty of free versions to use.