Producing Video for Website Impact

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Justification

• Does anybody read anymore?
• Passive marketing (both you and your library)
• Continual continuing ed
• You’re not the gatekeeper anymore

What you need

• Camtasia Studio ($300)
• Headset + microphone (~$50)
• YouTube account
• List of topics
• Quiet place to record
• About 1 hr/week
Lessons Learned

• K.I.S.S.
• Embrace imperfection
• Listen to your customers
• Think “Old Country Buffet”
• You won't go viral (and that's OK)