

Video Creation Tools

A RESOURCE LIST FOR WEB 2.0 VIDEO TOOLS

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Being able to create videos for your business is a helpful tool and resource for a business owner. You can share your ideas in a new and exciting media, connect with the people who work with you, and take your message to a whole new level. There are a lot of resources out there to help you create videos quickly and easily. Below you will find some links to a variety of video creation resources.

1 [Animoto](#)

- ▶ Web-based (no software to download)
- ▶ Automated Hollywood-grade photo slideshows with text overlays
- ▶ Super-easy, complete your first video in minutes
- ▶ Business (paid) version includes DVD-quality downloads, commercially licensed music library, professional image collections ready to use
- ▶ Free (limited to 30 seconds) and paid versions

2 [Jing](#)

- ▶ PC+Mac download
- ▶ Simple screencast creator (record onscreen actions and your voice)
- ▶ Great for tutorials or demos
- ▶ Share the videos quickly via SWF files, ScreenCast.com and others
- ▶ Limited to 5 minute videos (both free and paid versions)
- ▶ Pro version records in HD and can upload direct to YouTube
- ▶ Free version (recommended) or inexpensive paid version

3 [ScreenToaster](#)

- ▶ Web-based (no software to download)
- ▶ Create screencasts, tutorials, and demos any time and anywhere
- ▶ Start recording with just one click
- ▶ Can upload the video to ScreenToaster.com, YouTube
- ▶ Download the video to your computers
- ▶ Free

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Camtasia

- ▶ PC-only, Mac version soon
- ▶ Professional on-screen video creation
- ▶ Feature-rich for the techie, not necessary for most users
- ▶ Expensive: \$299

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CamStudioPro

- ▶ PC-only
- ▶ Create professional screen capture videos
- ▶ Designed by an internet marketer with internet marketers in mind
- ▶ Sophisticated options for the advanced user
- ▶ Affordable price, \$29.95

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SpotMixer

- ▶ No software or expertise required
- ▶ Quick start professional video templates
- ▶ Use your own photos and videos, or use the commercially licensed photos, videos and music
- ▶ SpotMixer optimizes the video tags for search engines, hosts the video and automatically uploads to YouTube
- ▶ Monthly fee: \$49

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ScreenFlow

- ▶ Mac-only
- ▶ Capture your desktop, video camera, microphone and computer audio all at once
- ▶ Sophisticated, yet simple, editing tools to create professional screencasts
- ▶ Position video in 3D or use zoom and “callout” features
- ▶ \$99 price tag

These are just a few of the video creation tools out there for you to take advantage of. Videos are a critical part of your marketing, they are a great teaching tool, and they can help you connect with prospects on a more personal level.

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