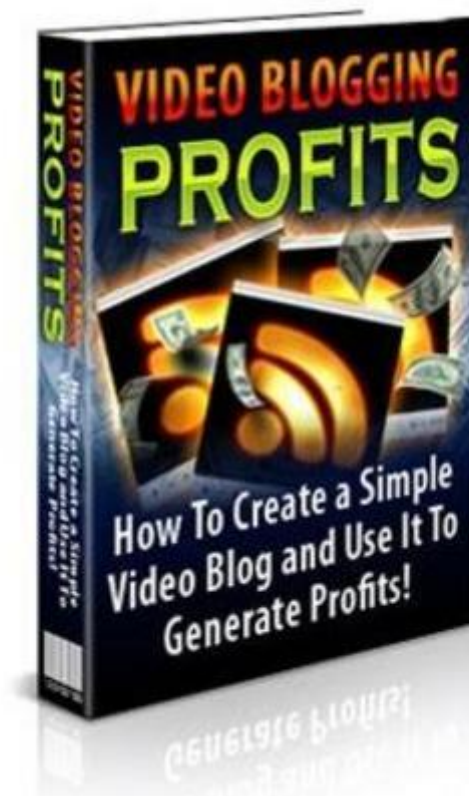


Video Blogging



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Chapter 1 What is Video Blogging Video blogging has grown in popularity over the past few years and even though many have used video blogs to create a fortune there are quite a few people who have never heard of Internet blogging. Video blogging is a close cousin of traditional blogging, the primary difference between the two is that video is used to communicate with visitors in place of text. Many Internet entrepreneurs have created their own highly successful video blogs (also known as vlogs) which are used to communicate with subscribers, potential clients, and the rest of the World Wide Web. Video blogs let visitors interact with their favorite website owners by rating video post or even creating video comments. Blogging vs. Vlogging Setting up a video blog site is not that much different from setting up a traditional blog. There are many websites that allow users to upload or share their videos absolutely free of charge. These video sites let users express themselves and their opinions with few restrictions. Creating the videos themselves is also relatively easy and does not require a lot of filming experience or expensive equipment. Are Video Blogs Popular? To date there are thousands of video blogs online today with hundreds of thousands of readers and millions of video clips. Some aspiring actors and comedians

have even started scripting their own video blogs. These days there are even casting calls for actors to star in Internet based shows that are broadcasts on video blogs. Quite a few Internet celebrities owe their fame to their own video blogs which have been seen and adored by millions. A few video bloggers have even become celebrities with millions of online fans. A few of these web celebs are: Jessica Rose also known as LonelyGirl15 Amanda Congdon of Rocketboom Perez Hilton Seth Gordon Jeff Jarvis of BuzzMachine Hosea Frank also known as ZeFrank Harry Knowles of Aintitcoo Well known corporations have also started operating video blogs that are dedicated to providing individuals with visual content. In addition to businesses operating video blogs high ranking CEOs have also started their own video blogs. These vlogs give consumers and investors a chance to get to know more about powerful companies and the people who are running them. A few well known personalities and musicians like Oprah Winfrey and even the Queen of England have started their own video blogs. Many people are shocked by the idea of famous media stars and royalty taking the time to establish video blogs but the reality is video blogs are the future of online marketing. Viral videos are taking over the Internet and marketing firms are becoming aware of it. Video blogs have helped people from all backgrounds gain Internet popularity and earn money online. This ebook is designed to teach novice bloggers how to successfully start their own popular, extremely profitable, video blog. The book will tell you how to set up your own video blog using popular blogging platforms. It will also tell you many ways to profit from your new video blog and how to effectively market it. This ebook provides you with detailed information and many resources that will save you a great deal of time and energy that would have been spent in research along with time and error.

Chapter Recap Video blogs, also known as vlogs, combine video with blogging. Creating videos for vlogs does not require expensive equipment or extensive technical knowledge. Many video bloggers have acquired Internet fame and fortune thanks to their popular video blog posts. Famous people, even royalty, and well known corporations have established their own video blogs.

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