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# How To Make Money With Training Videos

Most everyone has some area of expertise in a particular field that would be beneficial for others to learn. Whether you're an employee, entrepreneur, or entertainer, there's good money to be made in training others how to have the same successes you have. Simply demonstrating on video the same steps to success you've taken, you can make thousands of extra dollars by portraying your expertise.

1. Determine your area of expertise. What have you been good at for all your life? What are your hobbies, pastimes, or job skills that you have been perfecting? Maybe you've been successful at parenting, making crafts, throwing parties, inventing, or how to enjoy a night out on the town. Even if it's something as simple as winning at board games, chances are there are people out there that would want to learn from you. Maybe you've been an administrative assistant for years and have been commended on how invaluable you are to the company. Then you have a basis of training others how to be top notch administrative assistant, considering how much job turnover some industries can have. Companies love training with videos, because it saves valuable time from managers and communicates everything important in the same way each time.

2. Plan your approach. Once you've determined your market for training others, you need to put together an outline for the content. This is where you'll want to spend most of your time, as content is always king. Start with bullet points, going from general to specific. Sketch out the scenes that you will be taping to illustrate the message. Be sure to discuss what doesn't work as well as what does, by sharing the mistakes you've made along the way. Give them resources and tips to get started and how to persevere.

3. Shoot the video. First you'll want to choose a professional production company to produce your video if you are not equipped or experienced. Do not use your home camcorder thinking that you can make a professional video suitable for selling at a premium price. For advice on how to choose a video production company, do a web search for "how to choose a video production company" or search by this author's name. Once you've chosen a production company that fits your budget, be sure to create scenes that actually demonstrate your points and how they can duplicate it. No one really wants to buy a video of a talking head, so keep it interesting. For advice on creating effective video content, be sure to do a web search on this topic for this same author. Decide if you are suitable for being the on camera talent and speaker. Again you must portray yourself as an expert, or at least, an expert author of the content. If you're not good at communicating on camera or unable to speak naturally and fluently, you may need to hire an actor to work off a teleprompter. The production company will help you make that decision.

4. Market the video. Once the video is shot and duplicated and ready to be sold, determine the venues of distribution to promote your video to your target audience. Having your own search engine-friendly website is a must, with accurate keywords that your audience will be searching for. Amazon.com and other video dealers will gladly stock or drop ship your video for a cut of your selling price, and is well worth it. Trade shows, college campuses, swap meets, magazine classifieds, local newspaper classifieds....anywhere your audience's eyes would be looking is where you need to be promoting your video. With perseverance and determination, you can make a one time video investment make you a lot of extra money and maybe even quit the job that you were training people how to do!

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