



will be pretty clear. One winter years ago I had a real bad accident on an icy road and ever since I've been terrified of ice. It just sort of jumps up and grabs you. I do have a Jeep with four wheel drive but that won't help on ice. Once you start spinning out of control you minds well stick your head between your legs and kiss your as....goodbye. It must be nice to live somewhere where the sun shines every day and the weather stays on the mild side. It's suppose to drop to 15 degrees below 0 tonight with the wind chill factor. Needless to say Gia won't be going outside anytime soon. With no body fat her stepping outside would feel like you and I going out nakeeed.....ouch, that's cold.

Did you do your tax returns yet? It takes me awhile to get all of my papers organized so I usually put it off until March or April. I know most folks are chomping at the "bit" to get it done and get that refund check.

We live in strange times. I mean we actually have a woman running for president. 20 years ago that never would have happened. Now don't get me wrong I'm not saying it's a bad thing just a sign of the times and how much things have changed. I don't think she'll get elected but it's nice to see a female actually get in the running.

You'll have to excuse me now. I have to go and build an igloo <grin>

Merle

=== >> **"YouTube - Broadcast Yourself Online"**

By [[http://ezinearticles.com/?expert=Brian\\_McCoy](http://ezinearticles.com/?expert=Brian_McCoy)]Brian McCoy

People and business owners are rushing to get online and market themselves through online videos. The new arena of online videos is presenting itself as a fabulous option to market anything online.

This is nowhere greater evidenced than by just flipping on your TV. HSN, QVC, and infomercial producers have spent years and millions of dollars testing video marketing and what does or does not sell through video.

The latest video phenomenon is YouTube. With Google's purchase of the company, you can be assured that this latest craze is here to

stay. YouTube videos have a definite advantage over TV ads because the videos are free to produce and post. This allows for a lot of trial and error with scripts and products without racking up a costly advertising bill.

Selling via video is being attempted by many, but will be successful for only a few. Here are some tips to consider when producing a video to broadcast yourself online.

### Have A Clear Goal

Although there is plenty of bad content circulating on YouTube, you cannot afford for your video to be bad. Put some thought into your script before you just jump right into production. Even a bad script with an exceptional presentation will still be mediocre.

An effective script should include just enough detail, be warm and enthusiastic, but not overdone or rambling on. Your overall objective is to spark some excitement in the viewer's mind and leave them wanting to hear more. This is the time when you can invite them to view your site and seal the deal.

### Production Matters

It is naive to believe that by just grabbing a camera and shooting a video in your backyard you will have success at video marketing. While there may be a lot of people doing this, that does not mean that they are being successful at it. Take your time with the production of your video. There are many great software products available online that will assist you in creating a professional end product.

### Call To Action

Online shoppers are much more selective about the videos they will watch on the internet versus on the television. It is very important that you clearly state your objectives and then ask for the customer to do something for you in return. If your video does not present a clear and compelling invitation, your customers will be unlikely to take any action themselves. This is where you can ask the viewer to visit your website for more information.

### Quality Matters

People respond to quality, informative content. They don't look to YouTube to watch unpolished productions. To present a professional image of yourself and your business, it is to your advantage to spend some time and energy on your video.

However, if you present yourself as unprofessional, prospects will not feel inclined to do business with you. Take some time and invest some energy into your video so that you will be happy with the end product.

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If you are looking to [<http://www.BigTicketWealth.org>] Make Money Online, visit Brian's [<http://www.BigTicketWealth.org>] Big Ticket To Wealth website.

About the Author: Brian McCoy is an industry leading internet marketer and President and CEO of McCoy Marketing Group. His mission is to develop leaders into full time home business entrepreneurs.

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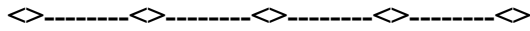
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