



Make Your Music Video and Put It Online

Robert Safir

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With the popularity of YouTube, Facebook, Vimeo, MySpaceTV, and other video services, musicians are using the video format more than ever. In fact, making a video and getting it seen is a vitally important part of marketing your music or band. This book will help you learn how to produce a high-quality, high-production value, low-budget music video and let the world know about it through the Internet. First, the book offers suggestions for choosing and recording a song appropriate for video. Then you'll learn the basics of filming the video, post-production editing, music synchronization, and video formats optimized for online video. Finally, you'll learn to upload the video to popular online music and social networking sites and how to drive traffic to your new video masterpiece. Throughout the book, you will familiarize yourself with more than just the techniques involved - you will gain knowledge of the strategy behind those techniques. You will not only become a better-prepared creative director of your project, but a savvier marketer - one who knows old-school PR tactics as well as the latest, cutting-edge new school techniques for presenting yourself in the best possible light. This is more than a book about how to make a music video - it's a guide to marketing your music in the 21st century.

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