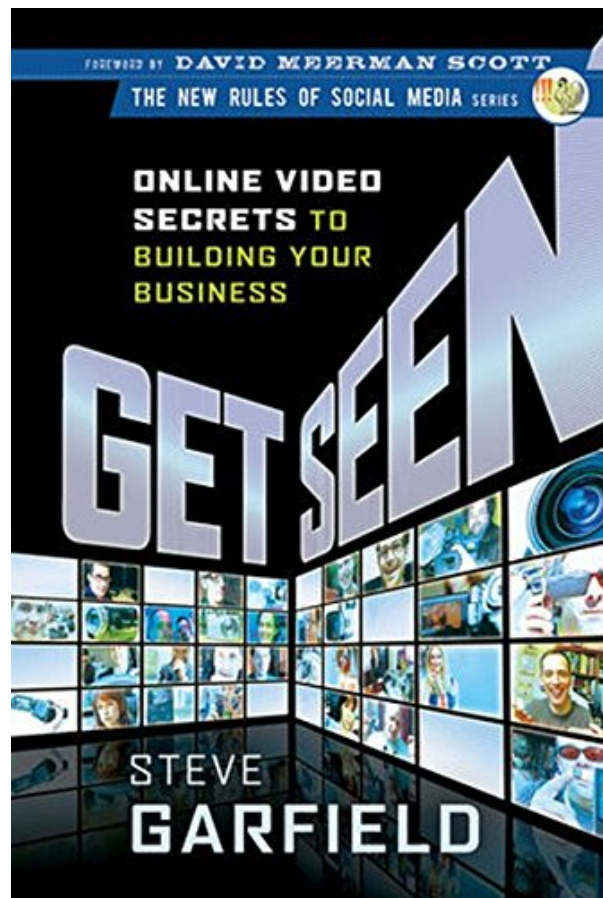
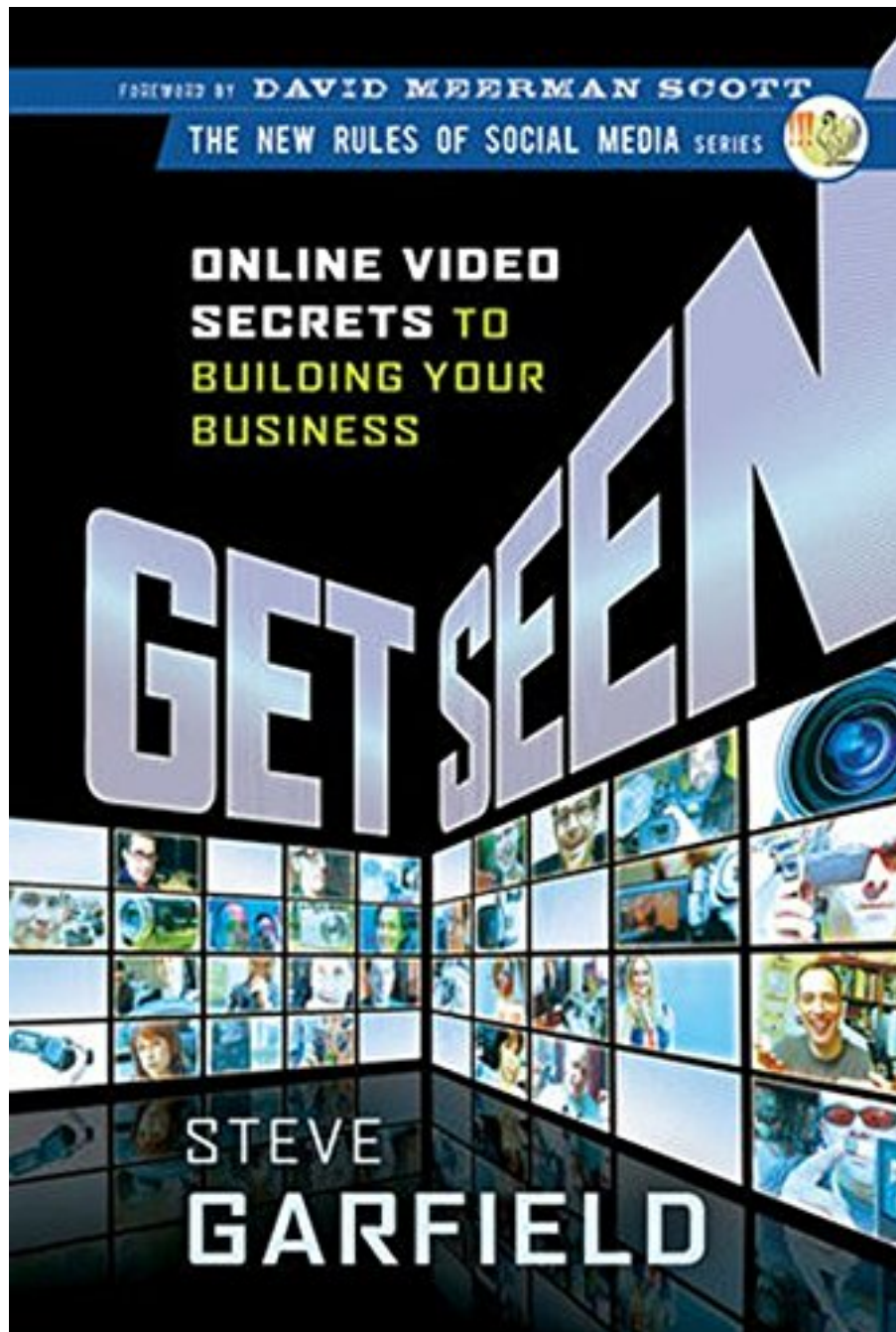


# GET SEEN: ONLINE VIDEO SECRETS TO BUILDING YOUR BUSINESS BY STEVE GARFIELD



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As we stated in the past, the innovation assists us to constantly realize that life will be always easier. Reviewing publication *Get Seen: Online Video Secrets To Building Your Business By Steve Garfield* behavior is likewise one of the perks to obtain today. Why? Modern technology could be used to give the publication *Get Seen: Online Video Secrets To Building Your Business By Steve Garfield* in only soft file system that can be opened up whenever you desire as well as almost everywhere you need without bringing this *Get Seen: Online Video Secrets To Building Your Business By Steve Garfield* prints in your hand.

From the Back Cover

Use online video to Get Seen and drive your business to new heights

The new rules of social media are constantly changing. The world of online video is exploding. Hollywood is getting into the game, professional actors and writers are joining in, and independent producers are finding their niche. Now, companies are wide awake to the new opportunity that video presents for product and brand promotion, as well as long-term customer engagement.

Are you paying attention? Are you getting your business seen?

In *Get Seen*, online video maven Steve Garfield offers a quick and complete toolkit that shows you how to get the massive exposure that online video can give your business. Want proof? Look inside for:

- Real case studies of businesses using video to boost exposure and grow sales
- Tools and strategies for expanding your business into the social Web
- Simple step-by-step guidelines and clever ideas for recording, editing, and exporting video
- Tips on building a community around your content, increasing your views and your exposure, and getting your content to go viral

Video is the ideal way to tell your story, which leads to more business. If you're ready to take full advantage of the newest resource in the social media arsenal, *Get Seen* is the guidebook you need.

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—JIMMY FALLON, *Late Night with Jimmy Fallon*

About the Author

Steve Garfield works with and advises Fortune 500 brands, such as AT&T, Kodak, Nokia, and Panasonic, and media outlets CBS, NBC, and PBS. Nationally featured on CNN, Garfield is the Boston correspondent for the pioneering video podcast *Rocketboom* and a longtime video blogging expert. He lectures on new media at Boston University, Northeastern, and Emerson College. Garfield also serves as an advisor to many

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The era of online video has arrived—now make it work for your business

In the last year, the world of online video exploded. Hollywood got into the game, professional actors and writers joined in, and independent producers looked to find their niche. Now, companies are wide awake to the opportunities for product and brand promotion as well as customer engagement. So how do you want to fit into the new online video universe?

The must-have guide, *Get Seen* by Steve Garfield, the "Paul Revere of video blogging," offers a quick and complete toolkit to get you up to speed on the latest that online video and related media have to offer.

- Examines success stories of how companies have used online video
- Presents a series of plans and tools that businesses can follow as they expand onto the social web
- Provides clear step by step directions on how to record, edit, and export videos, where to post them, how to build a community around their content, and what to do to increase views by making it go viral

If you're ready to take full advantage of online video's many benefits, *Get Seen* is the one resource you need.

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#### Most helpful customer reviews

42 of 45 people found the following review helpful.

This book is a gift of knowledge

By Phil Shapiro

[[VIDEOID:mo194LLHS6B2VJM]] Steve Garfield has a national reputation as a videoblogging teacher. When I heard about his new book, I ordered two copies sight unseen. He is as effective a teacher in print as he is in person and online. This book is also very tightly written -- no excess words. That makes it easier to read and allows the author to pack in more content.

If this book comes out in an interactive version for the iPad, it may well be the gold standard for rich media books. Hats off to Steve Garfield for pulling this off. It's no easy feat to birth a book of this quality and usefulness. (And credit, too, to the folks at his publisher, John Wiley & Sons.)

14 of 15 people found the following review helpful.

Get Seen Video Review

By Claude Pelanne

[[VIDEOID:mo1QJ2S2D11M65N]] This is a review of *Get Seen* by Steve Garfield. It is a great book about how to produce online video. It is a soup to nuts look at how to get started for little or no investment and how to grow your online video business with time and experience. There are lots of interviews with movers and shakers that give a great view on how the industry is developing. But more importantly, this is a great handbook for the beginner and even the more trained video practitioner of video online production. Lots of information on the gear to use and the resources available online to distribute your video content. All in all this is a must have resource for your video library. You will be referencing it often.

*Get Seen: Online Video Secrets to Building Your Business* (New Rules Social Media Series)

12 of 13 people found the following review helpful.

Hands down, the go-to book for online video!

By Sarah Wallace

"*Get Seen*" is so chocked full of knowledge and expertise that it should be listed on Amazon as "priceless."

It helps to simplify and take away the mystique of online video which can seem overwhelming.

I love that it's such a hands-on guide. I could see it being used as part of a curriculum in a college program or as training for a marketing firm

At the same time, it reads well and has great "Get Seen" tips and great stories regarding online icons such as Gary Vaynerchuk and Jimmy Fallon.

And, who better than to author this book than Steve Garfield, a pioneer in online video. It's apparent that he loves his craft and enjoys sharing his knowledge with others.

I would 100% recommend this book to anyone!

.

I think its great that you love sharing your knowledge with others and this book will just be an extension of that.

See all 46 customer reviews...



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