

This is the Power of Online Video

Four powerful and relevant questions you want to think about while you are setting up your presentation.

by Ruben Torres

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This month's topic on **The Power of online Video** is such a treat. Being a public speaker, I stand in front of mass audiences all the time. But it pales in comparison to having the entire World Wide Web, hundreds of Millions of people at your disposal not only hearing your voice, but more importantly seeing you. Body language speaks volumes to your potential prospects.

I have always known since I was a little boy working in the cotton fields in the hot South Texas sun that I would be a motivational speaker bringing HOPE to the hopeless to millions Worldwide.

I had passion, purpose, a Dream in my heart but how was I going to get it to the world? So I began by going to the streets of downtown San Antonio, Texas where I live and stopping people at random and asking them if I could give them a word of inspiration, hope, a positive quote.

Many looked at me and thought I was crazy, while others would stop and listen to me and thank me. This is how I humbly began my Purpose in Life over 18 years ago and I haven't stopped since. In fact, I am picking up much more momentum now with the Power of online Video.

It is very simple. You don't have to lease any expensive filming equipment or rent a studio. You can do this in the comfort of your own home. Most laptops today come equipped with a camera, and if you it doesn't, you can buy a web cam for less than \$30. It is well worth the investment.

Who are you targeting? What are you selling? What do you want your prospects to know and buy? You have to position yourself as an Expert in

your niche. Why should they purchase from you? These are relevant questions you want to think about while your setting up your presentation. Get your point across.

Online Video is very Powerful because it is working on your behalf, it is working for you 24/7 365 days a year!

You can post it on YouTube and have the capability to have it seen immediately by the world. You can download a drop box and share it to your list and also seen by masses.

I use logitech webcam software. After I do my video, it gives me the option to edit and then I upload to YouTube, twitter and facebook with one click.

Online video has been a huge blessing to me. I have gotten and continue to get bookings for speaking engagements and appearances on talk shows. So if you are not using the Power of Online Video, I will strongly suggest you start using it. It will get you the traffic you want and the sales you need.

Let 2013 be the Most Phenomenal year for you and both your online and offline business. The Power of Online Video will help you exponentially. I am available for speaking engagements.



Ruben Torres

Sometimes people come into your life and you know right away that they were meant to be there... to serve some sort of purpose, teach you a lesson or help figure out who you are or who you want to become.

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