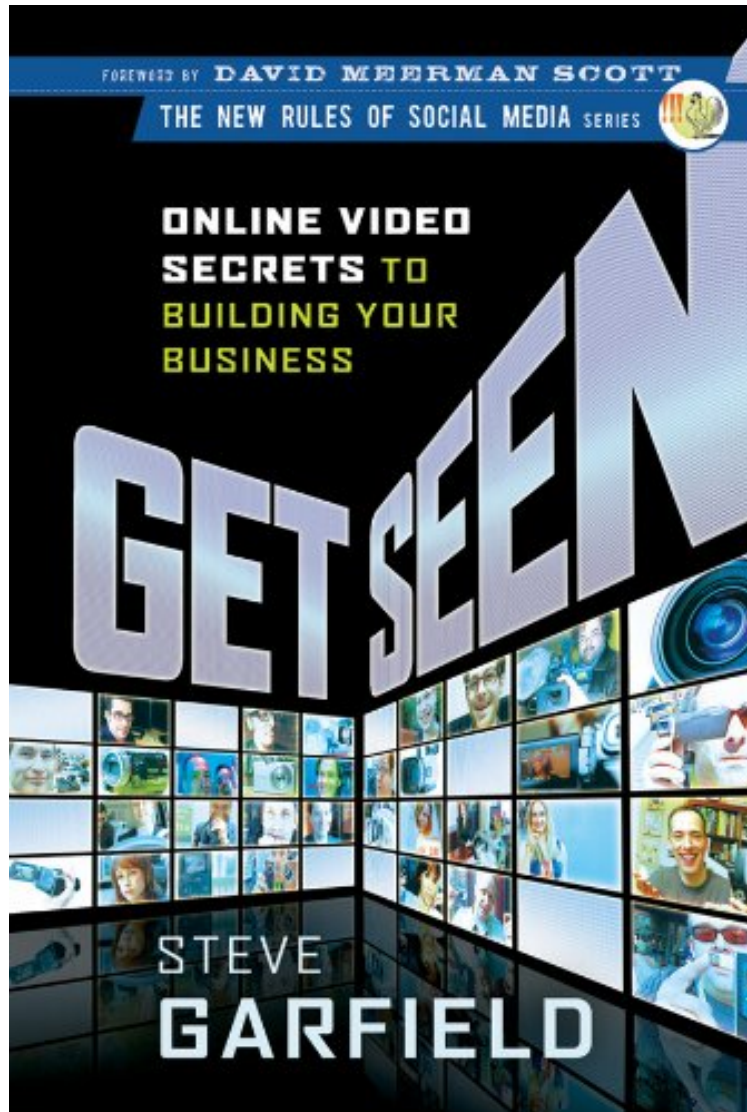


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## Get Seen: Online Video Secrets to Building Your Business (New Rules Social Media Series)

Steve Garfield

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**Steve Garfield : Get Seen: Online Video Secrets to Building Your Business (New Rules Social Media Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Get Seen: Online Video Secrets to Building Your Business (New Rules Social Media Series):

3 of 3 people found the following review helpful. Outdated and a huge DisappointmentBy George F. ReinhartSome books have an expiration date and this is one of them. I guess when Steve wrote this book doing a CNN iReport was a magical thing because he mentions it often. But, it is so yesterday's news that everything else he says seems out of date

by association. And, all the recycled interviews were probably better the first time, too. So, save your money and do a Google search for the info you want. It will be cheaper and far more helpful in getting seen. 5 of 5 people found the following review helpful. Motivating but commercialized By J. Muller It does have lots of info and tips on how to do what the title/subtitle promises. It also has plenty of specific suggestions and recommendations for what equipment to buy. Unfortunately, there are only a few reviews of several models of a category, and those cover only a few models. That may not be so bad, as a book with many reviews would become very long and unnecessarily complicated. For example, for simple, convenient video recording of interviews, just get a late model Flip HD (the book does not actually say that, but in so many words does)! That is a lot simpler than considering the endless details of every camcorder on the market. What the book does not have are details of how to code a blog that contains videos. (In other words, it will tell you to copy-and-paste the link from YouTube to your blog, but it does not attempt to give you sample PHP-SQL code to make your own Web site with blog and video capabilities.) The book never promises to do that, so it is not a negative; I just mention it to inform. I very much enjoyed reading and re-reading the book, and I would recommend it to those for whom the title holds interest. 6 of 6 people found the following review helpful. Get Seen Nails Digital Video By Scott Skibell First, let me state that I don't typically write reviews. This time however, I had to create a shout-out because Steve Garfield nails web video with Get Seen. I help people "productize their knowledge" and yes, this includes producing videos for them. I like to think I know a thing or two about video. And that's just it, I still learned a lot from this book. And more importantly, I got ideas from it. It's truly a resource. Steve has put together a book that helps people understand and apply video to their business. Steve includes real world examples, references external sites, and shares his experiences to save you weeks of frustration. Steve spells out the tools you need, the services to use, and the steps to take. You can do it because it's all here in a thorough, well organized, and lively book. You'll walk away with the advice, ideas, and resources to make it happen. If you're a solopreneur or a small business, you need to get this book. If you're looking to incorporate video into your online presence, you need to get this book. If you're looking to take yourself, your brand, or your business, to the next level, you need, to Get Seen.

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.

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. "Steve Garfield is hilariously awesome. He gave us timely advice when we started our videoblog, and now he's put that advice and more into this ridiculously thorough guide." —JIMMY FALLON, Late Night with Jimmy Fallon About the Author Steve Garfield works with and advises Fortune 500 brands, such as ATT, 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 of the Web's early video startups. For more information, please visit: [stevegarfield.com/getseen](http://stevegarfield.com/getseen)