Transcript from the How to Rebrand Your Videos series

Video 1: How to Create Intros & Outros for Your Videos with PowerPoint

In this video, I'm going to show you how to create a quick, reusable intro and outro for your videos.

You can use this method for any video, whether its your own creation or a rebrandable, PLR, or white label one.

In this example, I'm going to use PowerPoint to create the intro as a short movie all on its own.

Then, I'll be able to upload that movie to YouTube and add it to my video using YouTube's Video Editor.

Start by opening up PowerPoint

Set your slide to be the right size for YouTube, which is widescreen:

Click on:

- Design

- Page setup

- Slides sized for

- On screen show 16:9

Now Select a slide design.   (It's best if you create a standard one that you use in all your videos)

Click on:

- Design

- Click the down arrow to see more

- Colors - Adjust the color to be similar to your own branding

- Background Styles - to adjust background

Enter the title of the video and a 'Brought to you by', plus your website and/or logo.

Do any adjustment of color, fonts, or other artwork to get it to a point where you're happy.

It's a good idea to insert your logo too.

Now it's time to add music.

It's best to purchase royalty-free music so that you know you won't violate any rights, but there's also some free music out there.

The trick with using something like PowerPoint or other programs that give you less control over the audio is to find a music clip that's already a good intro length.

In this case, I found one at a site called Accelerated-Ideas.com. They have a few free intro music clips you can use in professional productions.

Just be sure to read the rights on ANY music. You often have to credit the artist in your video description or at the end of the video itself, unless you purchase royalty-free music.

To add your music to your presentation, click on:

- Insert

- Audio

- Audio from file

Choose the file you want and it inserts right into the middle of your slide.

Play it and see if there's anything you can trim from the beginning or end.

Click on:

- Playback

- Trim Audio

You can kind of see where the music starts and stops and trim it that way.

Just keep playing with the start and end times until you get it to where you want.

Click OK

Choose a Fade Out time so that it doesn't end abruptly.

(I set mine to .5 seconds since it already fades on its own.)

Check off the 'Hide During Show' so the little speaker icon doesn't show up

And make sure it's set to start automatically (Not 'on click').

Now test it all by playing your slide show from the beginning. Click on:

- Slide Show

- From Beginning

Edit anything if you need to.

Now you need to record the slide show timing so that it's ready to produce as a movie.

Click on:

- Slide Show

- Record Slide Show

- Start recording from beginning

- Uncheck the Narrations and laser pointer. You don't need that

Finally, click on:

- File

- Save and Send

- Create a video

PowerPoint will render your show as a video and you'll have a new Windows Movie in the same folder as the slide presentation.

For an outro or call to action slides, repeat the same process.

But this time, you can use the same presentation, save it as a different name and just edit the text.

- Save file as

- Give it a new name

- Change slide layout - Layout > Blank Slide

- Type in your call to action

For example...

Want to learn more about creating videos?

Visit us at:

www.BusinessContentPLR.com

Next, adjust colors and font sizes if you want

...and create a video from that file also.

Click on:

- File

- Save & Send

- Create a video

Now you have your video files to upload to YouTube and add to your video itself.

Video 2: How to add your intro and outro to your video with the Video Editor

In this video, I'm going to show you how to take your intro and outro video clips and insert them into your main video using YouTube's Video Editor

Alternatively, you can open your video in Camtasia or any other good video editing software and insert your intros and outros that way.

I prefer using Camtasia since I have far more control over the audio and transitions, which saves me time overall, but the YouTube editor works for something basic like this, and obviously not everyone wants to buy expensive software if you're just starting out with video.

Go to YouTube and upload your intro and outro video clips, if you haven't already.

I've already done it with the two clips I created using PowerPoint in my previous tutorial.

Then go into your Video Editor through the links in your left-hand menu:

- Create

- Video Editor

Create a new project if you already have one in there.

Next, start assembling your video elements:

- Drag your intro to the timeline

- Then drag your video into the timeline

- Then drag your outro to the end of the timeline

- Add transitions between each section by clicking on the 'Transitions' icon and selecting one you like. I've chosen the checkerboard.

Preview the whole thing.

And publish your video by clicking 'Publish' in the upper right.

That's it. You're all done and your video is now rebranded with your own intro and outro.

If you created your intros and outros using PowerPoint, you can reuse those slides and just change the text every time you need to create a new intro and outro. If you keep the same music, the timings are already set.

That means you can just change the text or design and go straight to the Create a Video section.

Go ahead and give it a try with one of the videos you already have!