

Create Your Own Marketing Video in Five Minutes

By **Larry Bodine**, a business development advisor based in Tucson and Chicago. For the last 19 years, he has helped law firms nationwide attract new clients and generate new business by using strategy, business development training and individual attorney coaching. See www.LarryBodine.com. He can be reached at 630.942.0977 and Lbodine@LawMarketing.com.



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Google just launched a new feature called the “[Search Stories Video Creator](http://www.youtube.com/searchstories)” at <http://www.youtube.com/searchstories>. It’s a fun way to create a quick marketing message. The new feature prompts you to **input up to seven search queries** spread across Google’s search features (including Images, Maps, and standard web search) and choose a soundtrack. It generates a video in the same style as Google’s other Search Stories.

The whole process only takes a few minutes (the tool automatically uploads your video to YouTube when you’re ready). **Here’s a test video I threw together – “30 Second Business Development Plan”**

<http://www.youtube.com/watch?v=GZN0rjajLHY>



At the end you can spread the word about your video on Twitter, Facebook, email and

additional methods. There are plenty of [parodies](#) already out there (a spoof of Google's Superbowl ad), we can expect a whole lot more of them to pop up in the next few days.

For more on this topic, call:

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