

Will Video Content Replace Written Articles on The Web?



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Today I'll be discussing the growing popularity of video content on the web and how it might impact your article writing career.

You can listen to this article [here](#), as I've recorded it and the recording is available on the web.

There used to be a saying in the direct response marketing industry, which is an industry that relies heavily on written content, that you were just one good sales letter away from making a fortune on the Internet.

And there was definitely some truth to that statement after all, I myself have made hundreds of thousands of dollars for my clients by writing sales letters for them.

But in recent months the saying has changed.

Now people are saying you are just one good **video** away from making a fortune on the Internet.

You know yourself that you are seeing more and more videos pop up on the web.

So what's happening?

- Is written content taking a back-seat to online videos?
- Will written content play a smaller role in the future of the Internet?
- And what does all this mean to article writers?

Perhaps I'll answer those questions in reverse.

First: What does the increase in online video mean to article writers?

Here's my take on it:

If you can write articles that capture the hearts and minds of your readers ... then ... you can use those same article writing skills to script videos that capture the attention of a video audience.

In fact, having article writing skills is a HUGE advantage when creating or scripting a video because ...

... most people just jump in front of the camera and wing it. Because they don't understand the sequence or flow or structure of great communication.

But because you understand what makes a great article work ... or at least you should if you've read my [free ebook](#) ... you can use your skill to communicate your ideas in much more persuasive and attractive ways.

Just think about some of the great communicators of our day. Or even your favorite audio programs.

People like Tony Robbins or Brian Tracy. People who have influenced millions of people using only their words.

What do these people have in common?

It's the ability to clearly articulate and communicate ideas. And that's the skill you get good at as an article writer. And that's the skill you need to succeed when you start using video or audio.

So what does the increase in online video and even audio for that matter mean to article writers?

To me it means one word: OPPORTUNITY

Opportunity to use more than one communication modality to get your message out

Second: Will written content play a smaller role in the future of the Internet?

Frankly, I doubt it.

The size of the Internet is growing at such an amazing pace. Millions of new pages are added each day.

And a huge percentage of those pages are in the form of blog posts and articles, most of which are using the written word.

So I don't believe written content is going to play a smaller role in the future of the Internet.

Instead, what you are going to see is a greater emergence of people getting skillful at creating both written and video or audio content.

The reason for this is, it's so easy to get a business started on the web today. Partly because money is no longer a barrier to entry. You can create a business on

the web for less than \$500 a year. And you can hire people to help you for pennies on the dollar.

As a result the competition is fierce.

So the one thing that will make you stand out from everybody else in your niche or business category is your ability to communicate clearly in ways that enrich the lives of your audience and bond them to you.

The way to do that is to get good at the skills of article writing.

Third: Is written content taking a back-seat to online videos?

I think I've probably already answered that question but I'll add this one point:

In relation to written content used for converting readers into buyers ... many of the biggest direct marketing companies are still using written sales letters to sell their products and services.

They are just adding video and audio to make it

even better.

In the same way I believe you should be using both video AND written format for your articles. And plain audio too.

I know I get a lot of value out of listening to my mp3 player. In fact, I prefer mp3 audio files to books and DVDs because I can listen to them wherever I am.

Whether I'm out walking, or driving, or just relaxing in a big old couch out the back.

So no, I don't believe written content is taking a back-seat to video. I think the skills you develop as an article writer are the most valuable skills you're learn as far as succeeding on the Internet is concerned.

Once you develop the skill you just need to be flexible in the way you use it.

And to paraphrase the quote I started this announcement with.

As an article writer or content creator you are just one good idea away from making a fortune.

And the key to unlocking the fortune hidden in your ideas is your ability to communicate them in written and audio or video form.

Hope this helps.

This is Michael Low signing off.

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