



GO VIRAL

WITH AMAN



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Learn Basic Video Editing to Increase Your Audience and Engagement On-line

This sums up the idea of our articles designed to help readers become better editors and attract more viewers to their blogs. Feel free to write to me if you wish for more choices!

By

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To all the inspiring brave content creators who put to work their visions and ideas in order to make good changes to the world through the videos.

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Introduction

- **Why Video Editing Matters**

The icing on the cake is that, in today's social media playing field, high-quality video content rules. Attractive and tightly produced videos grab an audience's attention early and can be the key between being almost invisible, and memorable. Therefore, if you apply various editing techniques, your content has an extremely high possibility of getting across a large number of friends thus improving your chances of being viral.

- **My Journey**

Hi there, come and join Go Viral With Aman! I have developed this guide not only to give an insight into the effective application of video editing but also to use my own experiences. While it was more of a personal interest, especially transforming content and experimenting with design, it later evolved into a passion to improve on the same for other people. This book has been written to provide you with a good understanding of video editing and improving the transmission of your videos across different channels. It's time to immerse and level up your content marketing game!

Chapter One

Selecting Topics to For Your Video Production

1. Choose subjects or information that relate to you or fields that you prefer or are informative in.
2. Types of video content to consider:
 - Live streams: Interact with viewers at the place and time.
 - Product Reviews: Discuss products in pairs or groups.
 - Islamic content: Religious content teaches and inspires.
 - Motivational videos: Motivate the people who view the scrolls to fulfil their destinies.
 - Gaming: Demonstrate how to play, techniques and general tricks.
 - Vlogs: Discuss concrete episodes and ordinary growing up.
 - Sports highlights: Report and discuss vibrant sporting events and genres.
 - Music: Singing or listening to music and song.
 - Tutorials and how-tos: Create a set of instructions on different subjects.
 - Educational videos: Aid, inform, enlighten or educate in a particular field or discipline.
 - Comedy or memes: Share some jokes and memes related to the happenings around the world.
 - Unboxing videos: Represent the case of using new products in consumer goods markets.
 - DIY and craft videos: Include the idea behind the artwork or assemble information on how to create an art piece.
 - Fitness and health: Include fitness techniques, dietary and nutritional information, exercise recommendations, and medical, and health information.
 - Food and cooking: Post recipes, culinary advice or food critiques.

- Travel videos: Share travel itineraries, your travels, and travel advice.
- Tech reviews and tutorials: Create technical product descriptions or become a technology instructor.
- Behind-the-scenes: Give your viewers a sneak peek into your preparations or the location where you make your programs.
- Storytime videos: Use one's own experience or tell an interesting story.
- Interviews: Speak with thought leaders, opinion makers, or anyone who piques your curiosity in your industry.
- Case studies or analysis: Offer detailed information on events, topics, trends, issues, or any subject.
- These types are very different and give you different opportunities to interact with your audience, so choose those that are right for the content!

Warning ⚠: Do not change the topic you have selected for the assignment at any time. If you do, you will have to start a new initiative.

Chapter Two

Recording Your Videos or Selecting Online Content for Editing

When it comes to creating engaging video content, you have two primary options: recording your own videos or selecting existing footage from the internet.

● Recording Your Videos

Capturing your own video is often the best choice for personalized content. To get started, you'll need a quality camera or a smartphone with a good camera. Additionally, proper lighting is essential to enhance the visual quality of your recordings.

● Choosing Videos from the Internet

If recording isn't feasible, you can opt to edit videos sourced online. Here are some reliable platforms to find high-quality footage:

- ◆ Pexels.com: A great source for free stock videos and photos.
- ◆ Pinterest.com: While not primarily a video source, you can find links to various video content.
- ◆ Audio and Sound Effects
- ◆ For audio needs, consider using sound from platforms like:
- ◆ Pixabay.com: Offers free music and sound effects.
- ◆ *Music Speed Changer*: This app adjusts audio speed and pitch without quality loss, ideal for syncing music or narration to your video's pace, creating a seamless, custom audio experience.

Important Warning

⚠ Copyright Notice: Do not re-upload videos from the internet unless they are free from copyright restrictions, like those available on Pexels.com. Always check the licensing before using any online content.

Chapter Three

Easy Video Editing with CapCut.

Editing videos can transform your raw footage into a polished, captivating final product, and CapCut is a great tool for this. It's user-friendly and packed with features that make it easy to create professional-looking videos. In this guide, we'll walk you through essential steps to edit your videos with CapCut.

Getting Started

To begin, download and open CapCut on your device. Start a new project and import your video clips by tapping the "Import" button. This will add your clips to the timeline, where you can start refining them.

1. **Trimming Your Video**
 - The first step in editing is trimming. In the timeline, select your video clip. Drag the edges inward to trim off any unwanted footage at the beginning and end. This keeps your content engaging and focused on the best moments, eliminating pauses or irrelevant scenes.
2. **Transforming Your Video**
 - CapCut offers various transformation tools to enhance the visual appeal of your video. A popular technique is using the mirror effect. Using the Mirror Transform: Select the video clip in the timeline. Look for the "Transform" option in the toolbar. Choose the "Mirror" effect to create a mirrored version of your video. This can add an interesting visual twist, particularly for creative projects.
3. **Adjusting Scale and Zooming In**
 - Zooming in can help draw attention to specific parts of your footage. In the "Basic" settings, find the "Scale" option, and increase it slightly, around 105%, for a subtle zoom. This not only adds a dynamic look to your video but also helps viewers focus on important details within each scene.
4. **Applying Filters and Adjustments**
 - Filters can instantly change your video's mood. In the toolbar, select "Filters" and browse through the options to find one that matches your theme. For example, a warm filter is ideal for cosy scenes, while cooler tones work well for dramatic footage. You can also manually adjust brightness, contrast, and saturation to achieve a balanced, visually appealing look.

Finalizing Your Video

After editing, playback the video from start to finish to check for smooth transitions and balanced audio. This is your chance to make any final adjustments.

Exporting

Once you're happy with the result, tap the "Export" button to save your video. Choose a resolution and format suitable for where you'll be sharing it, like social media or a video-sharing site. Don't forget to choose your frame according to your platform. For TikTok or YouTube Shorts, use a 9:16 ratio, and for YouTube, use 16:9.

Additional Tips:

Keep it Engaging: Ensure each edit keeps viewers interested. Avoid overly long clips and keep the pace lively.

Use Music and Sound Effects: CapCut offers various sound options. Adding background music or sound effects can greatly enhance your video.

Experiment with Advanced Features: As you get comfortable, try using text overlays, animations, or transitions for more creative effects. With these simple steps, you'll be able to edit videos that captivate your audience and highlight your message effectively.

Chapter Four

The Power of Hashtags

Hashtags play a crucial role in reaching a wider audience on social media platforms. Using the right hashtags helps your content get discovered by viewers who share similar interests, while irrelevant hashtags can result in low visibility.

For YouTube Shorts

It's best to use up to three targeted hashtags to keep your content focused and easily searchable. Overloading hashtags on YouTube can appear spammy and limit engagement.

How to use #tags in YouTube

On TikTok

You have more flexibility. Aim for three to four relevant hashtags, but you can use up to ten if they're directly related to your content. This range allows your video to reach diverse audiences without diluting its focus.

Chapter Five

Best Times to Upload Your Videos

Posting videos at the right time can significantly improve engagement and visibility on platforms like YouTube and TikTok. Knowing when your audience is most active allows you to reach them at peak times, maximizing your content's impact.

For YouTube

The best time to upload is usually around 2 PM in the afternoon. This timing gives your video a few hours to process and start showing up in feeds before the evening rush. By the late afternoon and early evening, people are generally more active online, especially as they wind down from work or school. Posting in the afternoon gives your content time to gain traction, increasing the chances it will be discovered by a broader audience.

On TikTok

a good time to upload is around 5 PM. This time aligns well with users checking the app during late afternoon breaks or after school hours. People often have more free time to browse TikTok during these hours, which can increase engagement and views for your video. Consistent posting around these times can help you better reach TikTok's vast user base.

While these general guidelines are effective, it's also beneficial to monitor your audience's specific behaviour through analytics. Factors such as your audience's location and time zone can also influence when they're most active. By choosing the optimal time to post, you maximize the potential reach of your videos, ultimately leading to better engagement and a more successful social media presence.

The Journey Beyond Virality

As we reach the end of this journey, I hope you feel not only equipped but also inspired. Video editing isn't just about the mechanics of cutting scenes or adding effects; it's about creating experiences, telling stories, and connecting with people worldwide. Every clip you assemble, every effect you fine-tune, and every message you bring to life has the power to touch hearts, change minds, and inspire action.

In today's world, the ability to captivate viewers is a powerful skill. With each project you undertake, you're contributing to a conversation that stretches beyond borders and generations. As content creators, we hold the potential to influence, entertain, and educate—and with that comes responsibility. Use this knowledge wisely, staying true to your voice and vision, while always respecting the power your work holds.

Remember, “virality” isn't the end goal. It's a means to share a part of yourself with others, to connect with those who may need what you have to offer. There will be ups and downs in this journey. You'll face creative blocks, technical hurdles, and moments of self-doubt. But stay resilient, keep learning, and always remember why you started. You're not just a video editor; you're a storyteller, a creator, and a visionary.

Thank you for trusting me to be part of your journey. May your work inspire, impact, and reach audiences beyond your wildest dreams. Here's to endless creativity and continued growth.

Stay creative, and go viral with your heart.

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A special thank you to my readers and followers—your engagement, feedback, and enthusiasm have been a constant source of motivation. This book is for all of you who are passionate about video creation, storytelling, and making a difference with your content. I hope the insights and techniques here will serve as tools to help you reach your goals and amplify your voices.

To the creators of CapCut and the other software tools featured in this book, thank you for crafting platforms that empower so many of us to share our creativity with the world.

Finally, to everyone who has been a part of my journey as a content creator—whether through collaborations, mentorship, or a simple word of encouragement—thank you for being a part of this adventure. This book is a tribute to all creators who dare to dream, who are willing to put themselves out there, and who inspire others with their dedication and authenticity. Here's to a future filled with creativity and impact.

About the Author

- **Aman** is a passionate content creator, video editor, and mentor known for his engaging approach to storytelling and visual creativity. With years of experience in video production, Aman has helped countless creators and aspiring influencers master the art of video editing and amplify their voices online. Through his popular YouTube channel, he shares Quran recitations, Nasheeds, and motivational messages that inspire viewers to strengthen their faith and live purposefully.
- Driven by a love for learning and a desire to make a positive impact, Aman combines technical know-how with a genuine understanding of his audience. His work reflects a dedication to empowering others, showing that with the right techniques, anyone can harness the power of video to connect, inspire, and reach global audiences.
- In *GO VIRAL WITH AMAN*, he brings together his expertise and insights to guide creators on a journey from novice to viral, with practical advice, insider tips, and a supportive voice that encourages growth and confidence.