YouTube and Flash News

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In today's Brain Storm! Business Podcast, we will discuss some of the latest happenings for YouTube, Flash and Mogulus, and how you can make the most of this news.

Microsoft is planning to license both pdf and flash for use on mobile platforms. What does this mean for you and me? The ability to see flash based video on our cell phones. What will you do to apply that knowledge to your own business? How about putting flash based audio and video on your website.

YouTube is making it easier to add video to your website. You can now have a YouTube page on your website if you can have programmers use their API to create it. YouTube doesn't need to have people coming to their site - they know they're already #1. Plus, you know that all of those links back don't hurt either.

Mogulus is a new webcam resource for producing multi-camera live shows, and allows you to combine YouTube and your own uploaded videos to the mix. The possibilities are almost endless if you are creative enough. How about cross marketing and creating an entertaining and informative news show about information in your niche or industry?

So check out this short video business podcast today, and give me your feedback on how you will apply this knowledge to your own business plan.

Penny Haynes, Online Community Magazines

SalesConX Lets You Directly Buy And Sell Contact Introductions

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Click here to listen to the podcast.

In today's Brain Storm! Business Podcast, we will discuss SalesConX with its CEO, Evan Sohn, and how you can, in a very straight-forward manner, buy and sell introductions to the people you need to contact.

I was introduced to SalesConX by the owner of a business opportunity directory. She had signed up for the affiliate program and we were all offered a $25 credit. I figured "Why not try it." So far, I'm glad I did.

Getting Real - Simplify Your Business

Click here to view or listen to the audio/video.

In today's Brain Storm! Business Podcast, we will discuss an online book by 37Signals called Getting Real and how to apply some of their concepts to our own businesses.

My Argentinian programmer who is working on the Commercial Creation Center suggested that I read this book. I think he was trying to tell me something. I am always tempted to add more things to my software. This book tells me less is more - as long as it meets the customers' needs.

Simplify and Focus is the first order of business.

Don't plan on doing everything - plan on doing one thing very well. "Underdo your competition" is a unique statement, but they make a very good case for it, as we will discuss.

What exactly IS your problem?

Once upon a time, most of us started our business because there was a need - either we had a need, or someone else around us had a need. I don't mean just a need for money. We found something that met a need, became passionate about it, and built a business around it. It might be programming, nutritional supplements, multimedia, online marketing, but whatever it was, it convinced you that it was a viable

the answer to some problem.

Are you still focused on solving that problem?

There is a saying among Christians: If you feel far away from God, you're the one that moved. If you feel displaced or far away from where you started in your business, maybe you have moved. Maybe you need to revisit the original problem and restructure your business products and services so they are back in alignment with the problem.

I love this one: Have An Enemy.

37 Signals designed a project management software. The software everyone else connected with PM was MS Project. So they decided that Basecamp, their software, would be the ANTI-Project. It would not be anything like it in its complexity or it methodology. Building upon that nemesis, they created a Writeboard that had 100,000 installations in 3 months. I don't mind those numbers.

So, where can you simplify your products and services so that they can once again solve that initial problem? And what competitor in your industry can you find as an example of what you are NOT trying to do?

My Commercial Creation Center's screen recorder is an ANTI-Camtasia (a tool I dearly love, but is way too complicated for every day people). The same with our audio recorder and mixer. It is an ANTI-SoundForge or Audacity, or even my beloved WavePad. Less options (and things to confuse the user), simpler and easier