



Create Videos: Market Your Business Using Camtasia Studio 4.0

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Chris Austin, Camtasia expert and systems trainer, releases Mastering Camtasia Studio 4.0 home-study course.

PR9.NET June 04, 2007 - Birmingham, MI - Chris Austin is offering a comprehensive home-study course to teach you how to create your own marketing or training videos. This information packed training course (with over 22 hours of detailed instruction) teaches corporate trainers, educators, and marketers how to use one of the most popular video creation tools, Camtasia 4.0. More information is available at <http://www.screencastingessentials.com>

"No doubt about it - Camtasia Studio 4.0 is the most powerful program in the world for creating dynamic, compelling, "Screencast" videos. Camtasia videos are popping up all over the Internet for education, corporate training, marketing, and more. No other tool has the power and flexibility of Camtasia Studio," says Austin.

The course (<http://www.screencastingessentials.com>) includes 8 instructional sessions and 4 Question and Answer session -- over twenty-two hours of instruction. The entire learning experience was created using Camtasia Studio 4.0.

Eight Training Sessions include:

Session 1: Mastering the Camtasia Recorder
Session 2: Mastering Editing I
Session 3: Mastering Editing II
Session 4: Producing and Sharing Your Videos I
Session 5: Producing and Sharing Your Videos II
Session 6: Pre-Production Planning, Scripting, and Storyboarding
Session 7: Putting It All Together: The Workflow of Camtasia Projects
Session 8: Crucial Companions: SnagIt, Audacity and Others Tools
Plus Two Bonus Sessions on Web Hosting and Video Podcasting

"In the last six years, I've spent literally thousands of hours creating Camtasia videos for myself and others. As I've used Camtasia for recording tutorials, marketing spots, and live events, I've literally invented techniques that I've never seen anyone else use," says Austin. "And now I'm ready to share them – through this new Camtasia course."

This home-study course is suitable for those new to Camtasia as well as more seasoned users who want a review and to learn some of the finer aspects of managing a Camtasia project from start to finish. While this course focuses on version 4 of the software, all of the features and functions of the prior version, Camtasia 3.x will be covered.

For more information, please visit <http://www.screencastingessentials.com>

Chris Austin has over 10 years of experience as a technical software and systems trainer. For the past 6 years, he's designed, developed and delivered training solutions using Camtasia screen capture software. Popular with corporate trainers and those in education, this tool is finding a new audience with marketers, business coaches, consultants, and those who develop information products.

Note: TechSmith, Camtasia, Camtasia Studio, and SnagIt are either registered trademarks or trademarks of TechSmith in the United States and/or other countries.

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About VirtualLeverage

Michigan Entrepreneur is a community access television program based and produced in Oakland County, Michigan, in partnership with Bloomfield Community Television (BCTV). From high-tech to biosciences, and everything in between, Michigan Entrepreneur focuses on business leaders who are key to Michigan's successful economic growth. Created, hosted and produced by executive coach and business consultant, Tara Alexandra Kachaturoff, this program is designed to support and build entrepreneurship within the local community as well as throughout the State of Michigan. For more information about the program visit <http://www.michiganentrepreneurtv.com> or contact Ms. Kachaturoff at 248.723.1926.