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Youtube studio video editor trim

The opinions expressed by entrepreneurs are their own. This is the third in a six-part series about how your business can get started on YouTube. In this installment, we check out how to edit a video on YouTube.Creating a successful YouTube video involves both making a video and editing it for the final production. The editing process, often called post-production, helps stitch multiple photos together into a coherent, compelling whole. In recent years, post-production has been an expensive process requiring expensive professional equipment. Today, however, you can edit your videos on any personal computer using free or cheap editing software. Quality is often comparable to what can be found in expensive national advertising and network information programs. Here are four steps to start editing your YouTube video:1. Select a video editing program. The program is used to edit individual photos in a single video file, which can then be uploaded to YouTube. The editing program also allows you to add text on the screen, graphics and other special effects. Although you can buy video editing programs such as Adobe Premiere Pro and Apple Final Cut Pro, they can be expensive and complicated to use. There are many free or cheap programs that can yield satisfactory results. If you have a Windows PC, you can use Microsoft's free Movie Maker software, and if you're a Mac user, it's apple's free iMovie. Both programs are fine for basic editing and special effects, and are surprisingly easy to use. If you have more advanced needs, check out programs like Adobe Premiere Elements, Sony Movie Studio Platinum, and Pinnacle Studio, each costing \$100 or less. These programs offer more choices for transitions and special effects and give you more refined results.2. Edit your production. Regardless of the editing program you choose, it can be easy to put together individual photos taken in one video. The goal, of course, is to create a smooth video that effectively tells your story. Most editing programs offer a timeline view that you drop individual photos on. Each of your photos is actually a separate video file and you add those videos to your main video's timeline. You can swipe photos, crop or shorten individual photos, and delete photos that don't work for you. You can then add transitions between shots, such as fading, to give a more professional look to the final production.3. Add text, graphics, and other special effects. Once you've edited one of the shots in one video, you can enhance them with special effects. For example, most businesses want to add their URL or toll-free phone number to a video, which you can do by overlaying that text on your screen. For most editing programs, this can be achieved by adding a text layer to the video points, usually at the beginning and end of the video. You can also overlay images and other graphics, graphics, to show the product pack while other activities take place on the screen. Other special effects include split-screen, soft focus and sepia sound. In addition, you can add background music, your own or general music styles provided by the editing program. You don't need to be a professional to add these special effects, as most of these programs will guide you through these features step by step. As tempting as many of these special effects can be, don't overdo it. You don't want on-screen graphics and other fancy effects to attract attention from a key message. They should help you tell your story, not disturb.4 Select the file format you want. After you've finished editing your video, you can create the final video file to upload to YouTube and other video sharing sites. YouTube will accept most major file formats, so you're probably safe no matter which one you choose. Recommend. Avi. MP4 or . WMA formats that are supported by major video editing programs. When editing a video, make sure you're using the 16:9 panorama format that viewers typically expect. Regardless of the file format you choose, render the file in high resolution 720p or 1080i. Even if viewers watch your video in a lower resolution format on their computer monitors, you want to start with the highest possible resolution in the original file. What's more, some viewers will watch your videos on high-resolution TVs, so you don't want to feed them with a lower resolution version. The opinions expressed by entrepreneurs are their own. This is the third in a six-part series about how your business can get started on YouTube. In this installment, we check out how to edit a video on YouTube.Creating a successful YouTube video involves both making a video and editing it for the final production. 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