

# 8 Screen Recording Tools for Professional Automated Webinars

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Did you know that professionals all over the world are scaling up their business every month using automated webinars?

**They are using automated webinars to generate leads, make sales, qualify leads, establish expert positioning, and deliver content. All on autopilot.**

With the right tools, it's a lot easier than you think! When you're ready to start generating leads and income 24/7 using automated webinars, your first step will be to record your webinar.

**Here are 8 screen recording tools to help you quickly record your webinar so you can automatically scale your business!**

## **#1: Camstudio**

**\$ Price:** Free



**Best Feature:** We love the cost of nothing—but even better is CamStudio's ability to easily add captions to your recording.




**Worst Feature:** CamStudio is a Microsoft product, so Mac-lovers will have to find something else. It also does not have movie editing features and capabilities.





**What We Think:** If you're not ready to invest money for a screen recording tool, CamStudio is a great free option. Unlike other open source software, CamStudio offers video tutorials so you can learn the platform quickly. With CamStudio, you can also record your entire screen or specific parts of your screen. This simple screen recording tool may not have many advanced features, but you can't beat it for the price.

## 2: Movavi Screen Recorder Studio


 **Price:** \$99.95


 **Best Feature:** Movavi offers users advanced tools like video stabilization, slow motion, and other editing features that can make your automated webinar stand apart.


 **Worst Feature:** If we have to pick a “bad” feature, it’s that the free trial version only lasts 7 days which doesn’t give you much time to try before you buy.


 **What We Think:** We love the clean and modern interface in Movavi Screen Capture Studio. Both the screen recording and video editing features are intuitive and accessible. Like Camtasia, you can record all or part of your screen, and the software offers tons of filters and other video editing effects. At less than \$100, this is a great deal.

## 3: ScreenCast-O-Matic

 **Price:** \$18 per year (Pro Version)

 **Best Feature:** Onscreen drawing and zoom features mean you can spice up your video to highlight key points in your screen recording, which will help engage your audience.

 **Worst Feature:** Unfortunately, ScreenCast-O-Matic’s cursor is visible in screenshots, which can be a bit unsightly and distracting in your presentation.

 **What We Think:** ScreenCast-O-Matic is an affordable screen recording tool for users who prefer an online browser extension on any operating system. The easy-to-use screenshot tool makes screen recording straightforward and simple, although you can’t record your entire screen. There is also a free version, but you’re limited to just 15-minute recordings which probably won’t work for your webinar.

## #4: Screenflow by Telestream (my current favorite for Mac users)

 **Price:** \$129



**Best Feature:** In addition to its fast processing speed and powerful editing features, Screenflow lets you capture screenshots and edit them later.



**Worst Feature:** Screenflow is made for Macs, so Microsoft users will have to look elsewhere.



**What We Think:** This is what I use for my recordings. Screenflow definitely provides a lot of amazing features, particularly for editing your screen recordings. Users rate it high in reliability and speed, and it's compatible with a variety of attachments for perfect audio recording. It's a great product and very easy to use.

## #5: SmartPixel Pro

 **Price:** \$15.90



**Best Feature:** Recording is incredibly easy on SmartPixel, especially for beginners.



**Worst Feature:** Unfortunately, the editing is not so intuitive, and you're unable to adjust audio.



**What We Think:** SmartPixel Pro offers most of the same basic recording and editing features as its competitors, and we love the price. We'd probably like it a little more if it allowed zoom and panning on your screen, as movement in your automated webinar can help boost engagement. Still, SmartPixel is a good choice for first-time recorders.

## #6: TechSmith's Camtasia

 **Price:** \$199



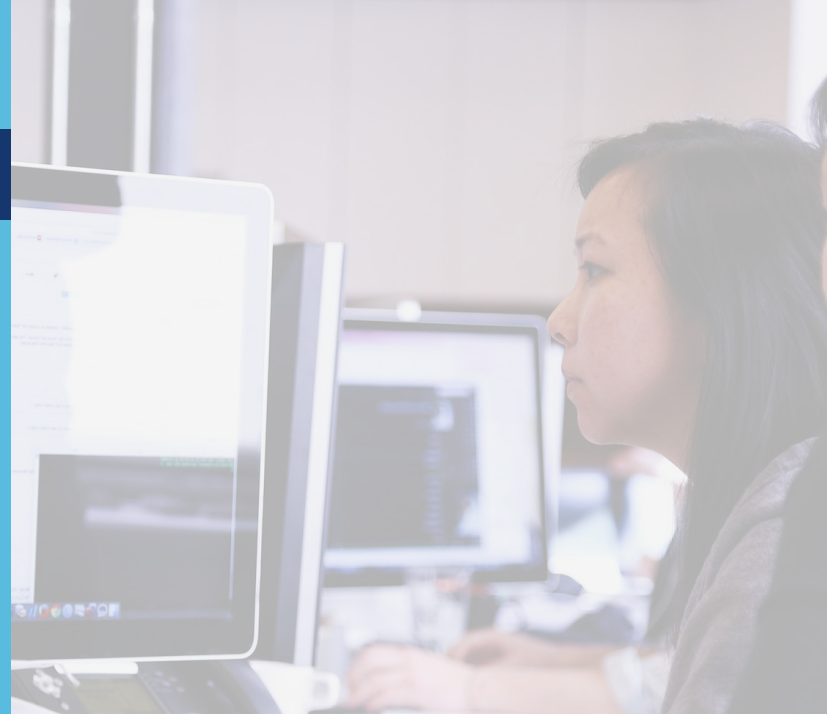
**Best Feature:** Beyond its stellar video quality, Camtasia also lets you quickly add interactive functions like polls to your videos.



**Worst Feature:** Camtasia is a software-only product (no web access), so your Windows and Mac operating systems have to purchase an upgrade for \$99 everytime a new version comes out.



**What We Think:** You don't need to be a professional video editor to record your webinar, but Camtasia might make you look like one. Camtasia brings the best of screen recording and video editing into one versatile software. You can record your entire screen, specific areas, or yourself, and edit with visual effects and hundreds of features. And unlike many other recording software, there's no time limit for your video.



## #7: TechSmith's Snagit

 **Price:** \$49.95



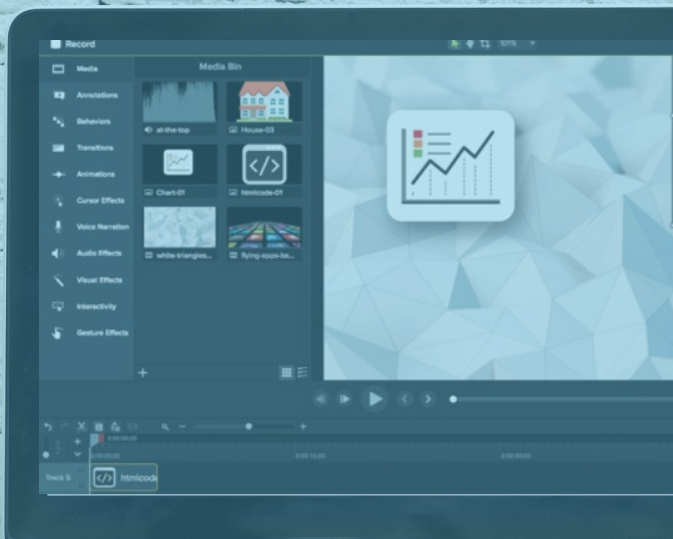
**Best Feature:** We love the “scrolling window” feature, which lets you record images that are longer than your computer screen without the need to scroll.



**Worst Feature:** There are very few video editing features, but you may not need them anyway for recording your automated webinar.



**What We Think:** Snagit's interface is user-friendly, and it easily connects to your system's audio and webcam for integrated recording. Like other great tools, Snagit also lets you capture specific windows, applications, or your full screen. As a cheaper alternative to Camtasia, Snagit is a great choice for screen capture recording.



## #8: TinyTake

**\$ Price:** \$9.95 for One Week/\$29.95 Annually for the Standard Plan/\$59.95 Annually for the Plus Plan

**👍 Best Feature:** TinyTake for both Mac and Windows is easy to use, especially for those of us who aren't experienced video recorders.

**👎 Worst Feature:** We like TinyTake's simplicity, but video recording length is limited to just 15 minutes for the standard plan and 30 minutes for the plus plan.

**💡 What We Think:** For those of us who aren't video professionals, you can't beat the simplicity TinyTake offers. Tinytake claims to be the "Best Free Screen Capture & Video Recording Software" but if you want to record for longer than five minutes, you'll need the paid version. As we noted, even the paid versions have limited recording lengths. You could upgrade to the jumbo or business plan for \$99.95 and \$199.95 respectively, but we're not sure it's worth it.

As you can see, there are many great tools to choose from for screen recording your automated webinars. If one is not immediately comfortable for you, feel free to give another of them a try.

**The fewer barriers you have with the technology, the more comfortable you will be creating your automated webinars.**

**Next:** Using Your Screen Recording Software

## Using Your Screen Recording Software:

Now that you have selected your software, here are a few quick additional thoughts that will allow you to create the most successful webinar possible.

**You On Screen, Slides On Screen, or a Combination?** First, do you want to record your face during your webinar using your webcam? Or do you prefer to be behind the scenes and let your presentation slides take the spotlight? Maybe you want to use a combination?

After observing over 19 million webinar attendees, I can tell you the highest naturally converting webinars use a combination approach. Open with your face on the webinar screen so your attendees can see you. They say eyes are the windows to the soul, and your attendees will feel a deeper connection to you if they see you personally. In doing this, welcome your attendees and then go to your slides (with no face on screen). Your face should typically be on the screen less than 60 seconds.

While it is common to continue to show your face in the corner during videos, you don't want to do it on your webinar. You want to mimic a webinar, not a video. Most of the above tools have no issue creating this effect, including Screenflow and Camtasia.

**Demonstration or Presentation?** We've found that the easiest way to record a great webinar is to record your screen while you talk through your presentation slides or give a live demonstration. Which do you think would work best for you? If you choose slides, you'll need to use a presentation software like Microsoft PowerPoint or Keynote, or you could use something more creative online like Canva or Prezi.

**Lighting for Your Face:** If you are going to open your webinar with your face on screen then you will want to make sure your lighting is acceptable. You can do a simple test record using your chosen software and see how it looks. If it looks a little dark, move a light or two towards your face or one light on each side of your computer. If you want to invest in lights, you'll be happy to know costs have dropped significantly. What would have cost you several hundreds dollars before now runs you about \$40.00. For these types of recordings I recommend what is commonly referred to as "Table Top Studio Lighting Kits." [Here is a link to an example.](#)

**Webinar Audio:** You can test the sound of your audio by using your above chosen software and listening to a short segment played back. If the audio is a little rough you may want to invest in a microphone. Again the cost of microphones has significantly dropped in the last decade. It's now possible to get outstanding webinar audio for less than \$100.00. [Here is a link to some examples.](#) I personally recommend either the Audio Technica ATR-2500, Blue Yeti, or Snowball microphones.



## Tips to Make Your Automated Webinar Feel “Live”

Many people are hesitant to use automated webinars because they fear it will be less engaging than a live webinar. Not to worry—there are several tricks to make your webinar feel like it’s live. Here are a few.

### DO:

The best way to do this is to add some live commentary. Think about the live webinars you have attended or live webinars you’ve watched on replay. They don’t just have a basic introduction, followed by the main content, and ending with the sales pitch. They include a few special touches. Consider including the following:

- Ask the audience questions periodically throughout the webinar
- Set up a faux poll or survey
- Encourage your attendees to ask questions about the webinar content
- Answer questions at the end with a recorded Q&A segment

This will give your attendees the feel of a live webinar, even though the presentation is automated. And, adding these live elements will also help you relax when recording it because you’ll envision yourself actually talking to your audience.

### DON'T:

If you want people to actually think the webinar is live, don’t include any special effects when editing your video. If it’s not something that would be a part of a live presentation, it will be obvious that you recorded it.

Also, don’t show anything that would date your webinar. Using a social media newsfeed or something else relative to current events will give it away because it will be outdated.

### BIGGEST TIP:

Do not edit your presentation to be perfect. All live events have mistakes. If your event is perfect, it will not be perceived as live. Now is the time to get started. Everyday you delay is a day of lost revenue, lost leads, and lost impact you have in your clients lives.

*Don't hesitate. People are waiting to hear your message. People are in need of your assistance. Get started now!*

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