One of the biggest concerns about sending video in email is the file size. But, how can you avoid sending a video email without a video attachment?

Here's how.
Rather than sending the file itself, in the email include a link to a publicly-hosted video. But it's a little bit more than that. You don't want to link to a file publicly hosted on YouTube. It's too distracting. Rather, I'll share with you how to create the video, place it on a public server, and include the link in an email.

Also, if you don't want to be the "face" of the video, you can use screen capturing tools, such as QuickTime, Camtasia, SnagIt, or other software, to create images of you communicating the message.

Why would I use this?
This is great to do if you want to quickly show someone how to complete a task but have no way to do it face to face or easily over the phone or in a video conference. For example, how to do something in QuickBooks or Excel, or to demonstrate something complex to describe, such as posting a blog on a website.

How to create a video email using QuickTime.
Before recording your message, prepare an outline or script if you need something more formal in order to cover the topics succinctly without rambling.

Open your email software to compose a new email.

1. Open a new email message.
2. Consider adding a few points to the email text that you'll be making in the video.
3. Open QuickTime, select New Screen Recording. Click on the drop-down arrow next to the red button and select the audio tool you want to use to capture the sound.
4. Click the record button and it will ask you to marque the area you want to record.
    1. At this point, determine if you're going to capture the email area or another area on your screen.
5. Once complete, Save the file on your desktop.
6. Then, place that video file on a public server space, such as Drobox, Google Drive, website, or YouTube channel. Be aware, if you simply upload the video to YouTube and not a YouTube channel, the video will appear alongside others that may be distracting to your email recipient, or worse reflect badly on your brand. Email providers, such as [Bomb Bomb](#) and [Vidyard](#), and [cloudHQ](#) host the file, while others, like [MailChimp](#), and [Constant Contact](#), allow you to insert a link to YouTube or Vimeo and add a thumbnail that links to it. Once the file is saved, right-click and choose an option to copy the link URL.
7. Go back to your original email and paste the link there.

Example

I've [created a video using the steps above](#) to show you just how simple this can be. In this example, I've used Gmail, Google Drive, Excel, and QuickTime.

Here's what I did.
1. Composed a new email and added the subject line and some information about the video I'm sending.
2. Opened the software I'm going to demonstrate, in this case, Excel.
3. Opened QuickTime to record a screen capture:
    1. File > Screen Capture File
    2. When the video window opens, I choose the screen area I want to capture.
    3. I also go to the bottom of the screen, click Options > Built-in Microphone to capture the audio.
    4. I speak and capture the information I want to demonstrate.
    5. When finished, I click the record button again to stop the recording.
    6. I save the file to my desktop for easy retrieval.

4. Then I uploaded the video to Google Drive, creating a public link for sharing.
5. Once uploaded, I copy/paste the link into the email message. Tip: Copy/paste the link into a new browser window to see just what the video is like before sending it to the email recipient.

Now that you have this tip, what can you quickly capture and share with your clients via email?