

VIDEO MARKETING PROFIT KIT

*Discover The Step-By-Step Blueprint To a Thriving
Business Using The Power of Video Marketing*



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Introduction



A picture may be worth a thousand words, but a picture or a diagram has nothing on a video. Seriously. If a picture can pack so much communication value, you can't even imagine what a video can deliver.

Indeed, videos are worth thousands of pictures because they convey emotional connection. They communicate a sense of urgency. They efficiently explain concepts, and they reduce what could be confusing ideas into symbols or sequences most people can understand.

Videos are so powerful that more and more people are searching for them on the internet instead of text. Let's face it, most people are in a hurry. They don't have time to read through an article and piece everything together. This is especially true for articles that have absolutely no graphics. For too many people, text is simply too flat.

With video, you feel like you are dealing with a real person giving you information. It's easier to get into the video emotionally. It's easier to get engaged. In fact, if you think you missed something or if a concept kind of flew over your head, you can easily backtrack on a video and review that portion.

It is no surprise that more and more marketers are making a lot of money using videos. They use different types.

Some use explainer videos to describe the ins and outs of a product or a concept. A lot of other marketers use whiteboard videos that have a voice over. These videos show a hand drawing different pictures while the voice-over explains key concepts.

Others prefer spokesperson videos. These are videos where there is an actual person talking straight to the viewer explaining certain points. All of these leverage the power of video because you get a sense of immediacy.

When you're reading, there might be a thousand things going through your mind. You may be understanding bits and pieces of the words in front of you, but at the end of the day, a lot of that falls between the cracks. It's like mental noise.

With video, it's so much easier to engage the viewer because you're right there in front of them. If you know how to grab their attention, you can communicate whatever it is you want to get across quickly, efficiently and effectively.

Used properly, videos give life to marketing materials. How many times have you published sales pages? In fact, I would bet that a lot of them fell flat. You have less chance of experiencing this with video.

Video brings personality to your text. It also brings depth to whatever infographics you use to market the product or service you are promoting. Finally, video enables marketers to achieve a sense of connection between their sales page materials and their target audiences.

In this book, I'll teach you how to create great videos that connect with your audiences.

I will also instruct you on how to promote your videos so you can turbocharge their traffic generation and conversion power. That's right. I'm going to teach you how to turn an idea into a video, which can then turn into money. See you in Chapter 1.

Chapter 1 - How to Figure Out the Right Kind of Video to Make



Now that we have a clear idea of the tremendous persuasive power of video, the next step is to figure out the right kind of video to make.

You have to understand that just because you know that video works at some level or another, it doesn't necessarily mean that you have to instantly go out there and make some kind of random video. Last time I checked, taking wild shots in the dark is not exactly a winning strategy. You're not exactly going to hit a bulls-eye just because you took a random shot.

You have to be intentional regarding the videos you make. Otherwise, you're going to be spending a tremendous amount of time, effort and money only to end up with a whole lot of nothing. Let's get that out of the way. The key here is to have a niche target.

If you're trying to make money online in whatever form, you have to have a niche. It doesn't get any simpler than that. Otherwise, you are just simply wasting your time. Sooner or later, you're going to fail.

A lot of online entrepreneurs and online publishers who are clueless regarding the importance of niche eventually struggle. Whatever success they may have achieved is simply a product of dumb luck.

Eventually, luck will run out. You know it, I know it, everybody knows it. This is why it's really important to be both systematic and methodical in how you make your money online.

The key here is to have a niche target. This is non-negotiable. You cannot pass this point and succeed. You have to drill down right here, right now.

Understand Your Audience

Once you have determined the niche for whom you are going to make videos for, you have to do consumer intelligence.

Now, let me tell you, you can do this the easy way or the hard way. If you insist on doing things the hard way, like spending hundreds of thousands of dollars doing consumer intelligence, have at it. Knock yourself out.

Unfortunately, that is exactly the kind of game plan that leads to the early death of many online businesses. There is an easier way.

I understand that if you have just started up your online business, you probably don't have that much money to begin with. Believe me, I get that. This is why I am excited to let you know that there is a shortcut.

Believe it or not, your competitors can do your homework for you when it comes to the kinds of videos you should be making. Instead of reinventing the wheel, just pay attention to what your competitors are doing. It doesn't get any simpler than that.

Let your competitors do your homework for you. How? Reverse engineer their videos. It doesn't matter what niche you're in, just go on YouTube or Instagram or Facebook and look for their videos. They're already there.

Now, here's the thing. Pay attention to common videos. This is the key. Don't just reverse engineer every random video you come across. That is a one way ticket to failure.

Look at all the videos your competitors have made and look at their themes, their topics, and how they present their information. These are not empty details. These are not inconsequential. They can actually make or break the success of your online business.

Do you notice that your competitors tend to make videos that talk about a narrow range of topics? Write those topics down. Do you notice that your competitors almost always use a certain type of video? Pay attention to that type.

Do they generally use explainer videos, whiteboard videos, or spokesperson videos? Again, this is not an empty detail. This is actually a telltale sign.

The logic here is actually quite simple. When you notice that almost all of your competitors are focusing on a specific narrow range of topics, please understand that they're not doing that for their health. They're not doing that because they have nothing else better to do.

They're doing that because it works. It puts dollars on the table. That's the bottom line.

The same goes with the type of video they produce. If it turns out that most of their videos are whiteboard videos, you should do the same.

Now, you may not think that this is the hottest idea in the world, but who cares what you think? The only thing that matters is what your customers think because they're the ones who are going to put dollars in your bank account.

I hope I'm being clear here. Figure out what works in your niche. And I'm talking about not only themes, topics and video types, but also production quality, video length, and overall ambiance.

Now, you may be thinking that the videos of your competitors are quite different from each other. Here is where you're going to have to do some heavy thinking. You're going to have to look beneath the surface.

Sure, at a quick glance, it seems like everybody's stuff is radically different from everybody else's. I get that. But when you look at the things that they talk about, how they proceed to talk about the themes and how they try to convince the viewer to take action of some sort, sit up and pay attention. Often times, they share a lot of commonality.

When you write down all your notes, you're basically trying to come up with some sort of "industry standard" for your niche. This preliminary reverse engineering research is all about figuring out what the base standard is for your niche.

Doing the Same is Not Going to Cut It

Now, at this point, you're probably excited. At this point, you're probably thinking, "Okay, this is the secret to succeeding in my niche. I just copy what everybody else is doing, focus on the middle of the bell curve, and I'm free and clear."

Not quite. You have to also come up with something that is distinctive enough. You have to come up with something that you can build a brand around.

Think about it this way, if you're the consumer, do you think you will go to a certain brand when you know full well that the stuff that you will get is the exact same stuff as everybody else? Of course, not. You probably would not even bother to go with this lesser known brand.

You're not getting anything new. You're not getting a return on your effort. Instead, you'd be better off going to niche websites that you normally go to. Do you see how this works? You have to come up with something better than your competitor's stuff.

Now, this doesn't mean that you have to come up with something radically different. All it means is that you have to put your own spin or your own brand's touch to what they have come up with. This is how you gain a competitive advantage.

Now, admittedly, this is kind of tricky in the beginning. Right now, you're just taking shots in the dark. You don't exactly know how everything lines up. I understand that. But with business, you have to learn through trial and error.

But the good news here is that your competitors have done most of the heavy lifting already. You're just going to have to sift through the data of the actual performance of the video for you to fine tune your brand message and you will eventually achieve the success you are looking for.

Chapter 2 - Figuring Out Your Competitors' Best Videos



In Chapter 1, I gave you an overview of how reverse engineering works. It's pretty straightforward. Basically, you come up with a list of keywords that are related to your niche. Next, you go to Google Adwords, get an account (it's free), and access their keyword planner tool.

Once you have access to the Google keyword planner tool, find keywords that are related to your niche. For example, you know that you want to sell dried mango chips online through video. Fair enough. You go to Google Adwords' tool and you type in "dried mango chips."

It will do a good job spitting out all sorts of keywords that are either directly related or thematically related to your niche. Use your common sense to filter these keywords.

Next, enter each and every one of these keywords into YouTube. You will then see the videos of your competitors.

The same applies to Facebook pages. Look for official pages of your competitors selling the same stuff. You can do the same on Instagram using hashtags. You just turn your keywords into hashtags.

Whatever you do, find all your competitors on all these platforms. To save time, I would focus on Facebook, both the pages and the groups, Instagram, and of course, YouTube.

Pick Your Competitors' Best Videos

I know you're probably scratching your head at this point. You're probably thinking, "Okay, great, I'm supposed to reverse engineer my competitors' best videos. I already know what they talk about, but how do I know what's best?"

Well, the good news is, these platforms make this very easy for you. In fact, it's quite transparent.

On YouTube, pay attention to their views and engagement. By engagement, I'm talking about the number of comments and likes. This gives you an objective standard as to which content your competitors offer that truly get engagement.

I need to insist on this. You need to use an objective standard because otherwise, you're just going to be trusting your hunch. You're going to be watching video after video, and the only thing you have to go on is that you like one video more than the other. That's not good enough. Not even close.

So the next thing that you need to do is to go on Instagram and look for the same indicators of success. Again, engagement. The same applies to the videos on Facebook groups and Facebook pages.

Key Warnings to Keep In Mind

So far, it seems like everything is cut and dried. It seems like everything is pretty straightforward. But I have a little bit of a warning for you: things are not what they appear on social media.

I know, it's shocking, but believe it or not, people do buy video views for social proof. Now, you may be thinking to yourself, "Why would somebody publish a video on YouTube and buy views, fake or real, for that video? What's in it for them?"

Well, it's one thing to look at the obvious, which is that the people that they are hiring or the software robots that they are retaining to get those views obviously won't buy. Often times, the people that they get to view these videos for less than a cent actually come from countries like the Philippines or India. These people are usually not the target market for such videos.

So are these people wasting their time? They're buying for social proof.

What is "social proof?" The easiest way to explain social proof is to imagine yourself going to a new city that you've never been before. When you pass a restaurant, would you be more likely to enter and eat at that restaurant if there is a lot of people there, or if it's completely empty?

If you're like most people, you would not eat at an empty restaurant. Subconsciously, you're equating or associating the emptiness of the restaurant with the quality of the food. Now, that's arguable, but that's how the human mind works.

The same applies to your video. When you promote your video and people see that there are only 20 views, they might automatically read that as a shorthand for the quality of your video. They think that if only 20 people viewed your video, your video must suck.

Now, you know, and I know that that's not the case because you reverse engineered the very best videos of your competitors to come up with something new and cutting edge. But you know what? Consumers couldn't care less. All they see is the number. All they see is the fact that your video has 20 views and they have better things to do.

Sure, your video is in a niche that they are interested in. Sure, your video has a very catchy title and it seems that the thumbnail picture of your YouTube video is quite engaging indeed. But all of these really aren't going to help you if you have very low views. This is why a lot of big name brands on YouTube and elsewhere buy views as part of normal business.

You have to understand that this is happening. When you determine which videos to reverse engineer and which of your competitors' videos to copy, you have to consider this fact. You have to factor this in, otherwise, you're going to make a mistake. You might very well reverse engineer the wrong videos. Can you imagine that? It happens all the time.

So please understand that social proof is an issue. Don't just go with the number of views. Look at it as one factor that you're considering. Pay attention to comments, likes and other objective standards of virality and popularity.

The Bottom Line

I can't emphasize this enough. I don't want to sound like a broken record, but I'm going to do so anyway. Don't get caught up on video views. Focus instead on the overall level of engagement a video has.

Focus also on the engagement quality. Do the fans of the video mostly leave comments? Do the comments look like they're copied and pasted? Or do they look like real comments?

Next, focus on how niche-specific your competitors' videos are. This is a big deal because even though many videos seem to target the same keywords, they may actually be about completely unrelated topics. These videos are not going to help you.

You have to balance all these factors. Pay attention to overall engagement level, video views, quality of engagement, and niche specificity.

With everything else being equal, your main priority should be on how niche-specific the videos are, and then focus on the rest of the indicators I've listed above. If you do your homework right, you would have isolated the right videos to reverse engineer.

Chapter 3 - Improving on Your Competitors' Videos



Now that you have a clear idea of which videos to reverse engineer, the next step is to figure out how to improve on them.

Remember, reverse engineering is not just about figuring out who to copy. It's not just about copying. You're not copying for copying's sake. That's not going to help you. You're going to have to improve on what's out there.

Be Clear on the "Industry Standard"

As I've mentioned in the previous section, you should already have a very good idea of what the industry standard in your niche is. These are the topics these videos talk about, the average length of your competitors' videos, and the production baseline.

Now, I've focused on these fairly broad factors because other than these, you're going to get lost. Seriously. Because your competitors probably have radically different production styles, their videos look different, they might even have different audio components. But when you focus on these three core factors, you can get to the industry standard.

Be clear on what that industry standard is. If it turns out that the average popular video in your niche is five minutes, you don't have to be a hero and exceed five minutes. Just stick to the standard.

Figuring Out How to Improve Your Competitors' Videos

Now that you have a good understanding of what the industry standard videos in your niche is, the next step is to figure out how to improve on them.

At this point, you should have a decent list of the videos your competitors have produced. You should have also taken the time to view them. Once you have gone through their videos, you are left with several choices in terms of improvement.

Generally speaking, when you're looking to improve on your competitors' content, you can improve on the following five points.

Focus on a Subtopic

You can drill down and focus more tightly on a subtopic. For example, your competitors talk about how to make money on Instagram using hashtags. You can drill down and focus on how to make money on Instagram using hashtags that get a lot of brand ambassadors' attention.

In other words, you're still within the topic of your competitors, but you're delivering better value. You're not talking about the exact same stuff that everybody else is talking about.

This makes you look good. This makes your brand stand out because everybody's talking about that stuff. Your customer will really not see any difference between the stuff that you're doing and everybody else's stuff.

Your competitors are probably better known than you. They probably have more familiar brands. It would not be a surprise if your target audience members would rather go straight to your competitors than have to deal with your stuff. After all, you're talking about the exact same stuff that they are already talking about.

To get around this problem, focus on a subtopic that is still on point. When you do this, you deliver on the basic needs of your audience members, but you also deliver something new. This gives you a competitive advantage. You are providing something that they cannot readily get elsewhere. This enables you to develop loyalty around your content.

Use Updated Information

Another way to improve on the quality of your competitors' content is to simply offer up to date information.

Depending on your niche, there might be lots of materials covered by your competitors that are simply outdated or obsolete. Depending on what you're talking about, this can be a make or break situation as far as your potential customers are concerned.

For example, if your competitors have SEO search engine optimization techniques for 2017 and your video is for SEO in 2018, you can bet that you will get a lot more attention.

Also, when you talk about the latest Google algorithm update that has a direct impact on SEO, you can bet that your target audience members would pay attention to your stuff instead of your competitors.

Unfortunately, this doesn't apply to all niches. Some niches are actually "evergreen." These are niches that rarely change. Content that was published ten years ago is just as valid today.

But if you are a niche that involves cutting edge information, you can gain a competitive advantage by simply featuring updated materials in your video.

Focus on Engagement

Another way you can come up with video that's much better than your reverse engineered competitors is to come up with more engaging content. This can mean appeals to emotion. This can mean easier and more logical presentation of information. Whatever the case may be, you develop a personality for your content, and this gives a human face to your materials which your competitors may lack.

Let's get one thing clear, human beings are always looking for that human connection. Even though we're in a hurry, even though we have very short attention spans, with everything being equal, we would prefer to engage with content that make us feel human and make us feel like we matter.

Improve Your Content with Explanatory Elements

If you're in a niche that involves fairly complicated concepts, you probably would stand out from the competition if you go out of your way to clearly explain what would otherwise be confusing or arcane material.

Maybe you can use an explanatory graphic in your video. Maybe you can present a video that breaks down that complicated concept piece by piece. Maybe you can create

a video that has many examples of everyday applications of each and every part of the concept.

If you do this and your competitors don't, you gain an instant competitive advantage. In fact, your consumers would love your brand because you're giving them something that your competitors are either unwilling or unable to give them.

More Personality-Driven Content

Depending on your niche, it may make a lot of sense to put a human face on the information you are presenting. As I've mentioned above, people like to connect with other flesh and blood human beings. They would like to get the impression that the person that they are dealing with sees the world the same way they do, or at least responds to the world the same way they do.

You have to understand that one key pillar to persuasion and likeability is the impression that the person you're dealing with is similar enough to us. When you incorporate personality-driven elements in your content, you trigger this very human need.

Generally speaking, people are more likely to trust people who either look like them, talk like them, or have the same values as them.

The Problem with Improvements

As awesome as the discussion above may be, they present a serious problem. You have to be clear on what is an improvement, and what isn't. This is tricky. It really is. Just because you think something is an improvement, it doesn't mean it is.

How do you know it's an improvement? Well, it all boils down to whether your audience will agree. That's all there is to it.

This is why it's really important to test your materials. You're going to come close at first, but you really can't be quite sure, so you're going to have to test and optimize your videos.

Commit to Testing Your Improvements

Once you have come up with a game plan for improving on the reverse engineered features of your competitors' video content, the next step is to test and improve your stuff.

Now, this is where a lot of video marketers fail. I can't even begin to tell you how many times I've seen video sales pages that are obviously going through audience testing. The problem is, the marketer behind the video changes the video completely. That's how they "test" the video.

This is a mistake. And if you don't watch what you're doing, it's going to be an expensive mistake.

The best way to test video is to improve one element at a time. Start with the least costly element. This is the length of your video. Start there.

Maybe start with five minutes. Run several tests, and see if you get better engagement or better URL click-throughs and ultimately, sales conversions with either shorter or longer videos.

Once you have reached a point where any further modifications of the element is not going to get you any further improvements in engagement or click-through or conversions, the next step is to optimize the next element. This is called "elemental marketing optimization."

Key Elements You Can Test When Improving Your Competitors' Videos

Here are the elements you can improve on:

- Length
- Graphics
- Title
- Description
- Video style

Video style covers explainer videos, whiteboard videos, "talking head" videos, interviews and spokesperson videos.

Again, the key here is to go from element to element only after you have fully optimized the element that you started with.

More Details on Content Optimization

Here's how you improve your videos. First, you optimize one key element.

Let's say, you're going to pay attention to the thumbnail on YouTube that people will see when your video is listed. Come up with many different thumbnails. Pay attention to whether it improved the engagement levels as well as views of your video.

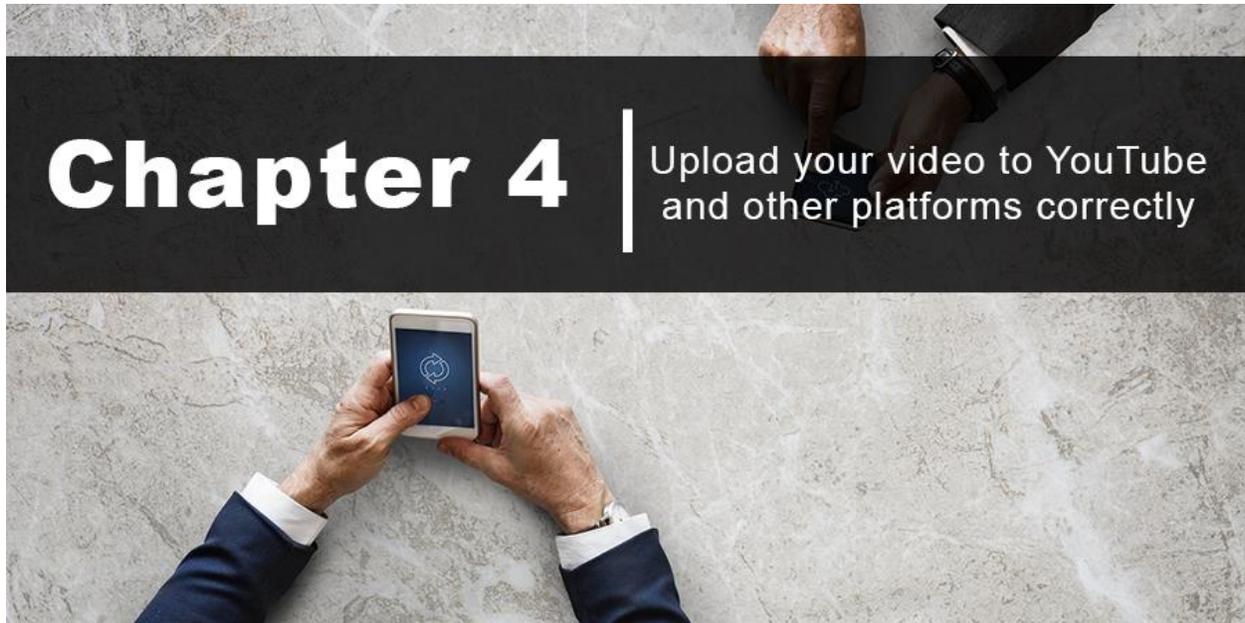
If it did, then stick to that thumbnail and come up with different versions of that thumbnail. See if the different versions get better results. Keep improving on those versions until there are no longer any improvements possible.

You then switch to optimizing another element. This time, change the title. See if that improves engagement. Once you have maximized engagement and click-through there, mess around with the description.

I hope you see the point here. Go through the whole list of elements until you have completely optimized the performance of that video.

Once you're clear that this video is a breakout performer, take notes because you're going to use the combination of elements it has for your other videos.

Chapter 4 - Upload your video to YouTube and other platforms correctly



A lot of people may think that uploading videos to YouTube is a fairly simple process. You just need to follow the instructions and your video will appear on YouTube. That's not the problem. The problem is visibility. Anybody can upload stuff to YouTube, but that doesn't necessarily mean that the people they're trying to reach would see their videos.

The key to success on YouTube and other platforms really boils down to one thing: niche positioning. You have to position your video correctly because the right niche target for your video provides a context. This means that people are going to view your video with a certain range of needs or problems in mind.

This is a big deal because depending on how you position your video, you address and hopefully meet expectations, assumptions and attitudes of different people. It's not unusual for marketers to upload a video and position it in such a way that it attracts the attention of the wrong people. These people simply do not have the right expectations. They're assuming the wrong things and they have the incorrect attitude towards the video.

What do you think happens? That's right. Not much. These people are not buying. It's in the same general niche, but the context is wrong.

Understand your mission

Your mission is simple. You need to maximize visibility on whatever video platform you are uploading to by positioning your video correctly. Do this right and you increase your likelihood of making money on the internet. This can lead to more traffic and more conversions. Do this wrong and either may run headlong into a ridiculous amount of competition or people are simply going to ignore your video.

They are going to automatically think that your video doesn't really speak to their needs. How do you do this? How do make sure that you and the people you're trying to reach are on the same page? Please pay attention to the following.

Make sure you categorize your videos correctly

The first thing that you need to do in establishing the right context for your content is to pick the right category. Again, let your competitors do your homework for you. You can reverse engineer this information by simply paying attention to what your competitors are doing. Now, here's the secret. Finding the categories is the easy part.

The problem is, if you stopped here, you're not really gaining any competitive advantage. You have to go the extra mile. You have to see if you can find sub-niches they are neglecting. This takes quite a bit of detective work. Look at the description and the keywords in the titles of your competitors' materials.

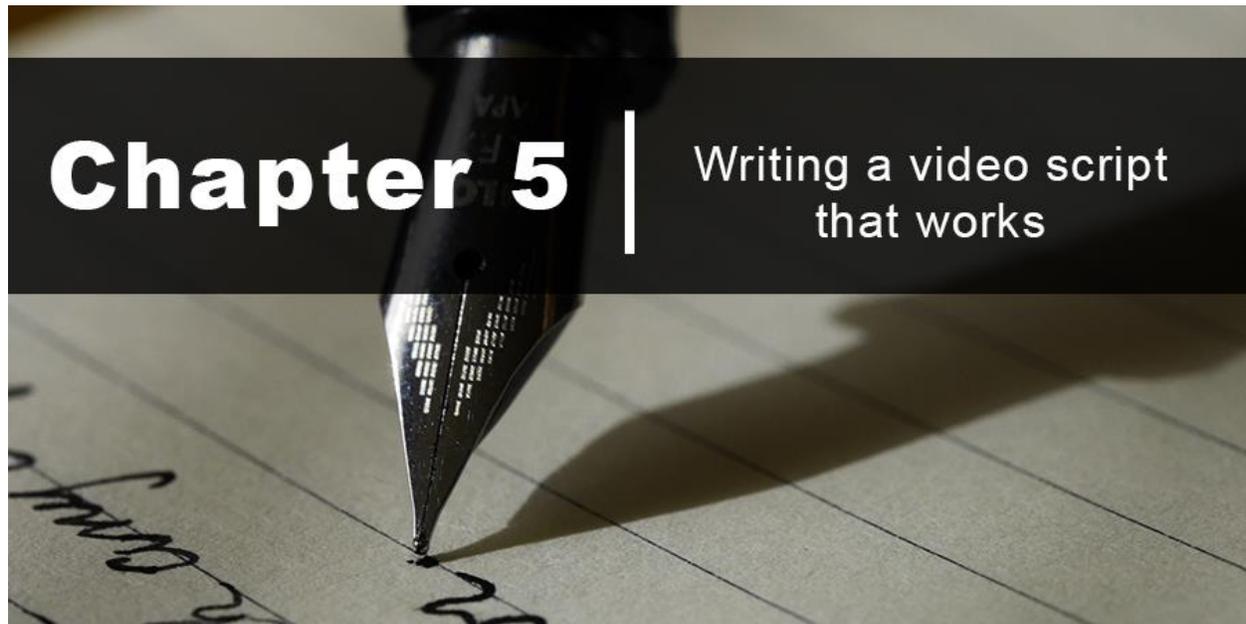
Are they missing something? Is there any overlap? Is there an obvious sub-niche that they are ignoring? Whatever the case may be, see if you can find sub-niches that they may be neglecting and partly direct your videos to those sub-niches.

Pick your tags correctly

Use the niche keywords that you found through Google Keyword Planner Tool to find your keyword tags. Now, you're probably going to have a lot material to work with, so you're going to have to filter these. Pay close attention to the tags. Which ones are the most targeted to your niche? Which ones are the most closely related? Focus on the ones that are most closely related to your niche.

You might want to optimize and experiment with these. You might have to mix and match for quite some time. Later on, you will see which ones deliver the best value and you should stick to those.

Chapter 5 - Writing a video script that works



Chapter 5

Writing a video script that works

Like it or not, videos are not just about appearances. You may have amazing graphics, but if your graphics do not get the right message across, you're not going to succeed as well as you think.

Your video script must work. I know that seems pretty straightforward, but I want you to wrap your mind around that statement. It must work. This means you should not just go with nice-looking graphics. We're going beyond appearance here. We're looking at your overall message. Let me tell you how it works.

Make sure you mention your keywords in your video

If you're going to be uploading videos to YouTube, please understand that YouTube automatically transcribes your videos. It doesn't necessarily publish this material, but this auto-transcription process enables Google, which is the engine behind YouTube, to "see" or "read" the keywords of your video.

If it turns out that you're tagging the video with keywords that you don't even mention in the actual content of the video, you might get penalized. It's really important to make sure that if you use a keyword for your video in the form of a tag, categorization or in your description, you need to mention those keywords in the actual body of your video.

YouTube is that sophisticated. It's getting harder and harder to cheat. Make sure that if you're going to claim a keyword, mention it in the actual content of the video. This means that your keyword must flow naturally in your video's script.

Get to the point quickly

Most people hate rambling videos. Unless you are in a niche where rambling videos are expected, it's not a good idea to beat around the bush. Get to the point as soon as possible. People are in a hurry. People do not have the luxury of time so get to it.

Get to the point in an attention-grabbing way

Now that I've made it clear that you have to get to the point quickly, this doesn't mean that you just have to lay out the concept in a dull, flat, boring and lifeless way. That's not going to work. You must get to the point in a way that grabs the attention of your target user. You have to speak to their needs. You have to address their insecurities. You have to appeal to their self-image, self-conception or their identity.

You may have to appeal to their emotions too. There are so many ways you can do this. Regardless, you have to do it. You have to grab their attention. Otherwise, your video is going to fall flat. It's not unusual for people to watch a video, get the info they need and move on. If you were to ask them where they got that info, they could not tell you, for the life of them.

That's how boring, uninspired and flat the video was. Don't create such videos. You have to get to the point and deliver value, but in an attention-grabbing way.

Deliver on the needs of your viewers

People are watching your video for a reason. They are not doing it for their health, let me tell you. They're not doing it because they have nothing else better to do. They have needs. They have questions that they want to ask. They have problems that they want you to solve. Deliver on these.

Here's the thing. Do not over-promise and under-deliver. I've seen this happen all the time with YouTube videos. This happens quite a bit with video game strategy videos. They promise you something really big and then after you watch the video, they drop the ball. It seems like the person who made the video completely forgot about his promise in the title.

How do you think that makes people feel? Do you think that that makes them want to trust you more? Do you think that makes your brand credible with them? Of course not. If you're going to make a promise, make sure you over-deliver. Regardless of what you do, over-deliver. Swing for the fences. Blast the ball out of the park.

If they expect 10, give them 1000. That's how much you should over-deliver. Regardless of how you do it, deliver. Otherwise, your brand is toast.

Link to previous videos within your script

How in the world can you link to previous videos in your script? Well, by simply mentioning the previous videos that you did. This triggers people's imagination. You call their attention to the fact that you have previous videos on certain topics. To make it easier for them to watch your previous videos, put captions with links to the specific YouTube video in your video.

Also, when you mention it within the video, direct their attention to the description section which has a link to that other video. However you do it, your video script must leverage the previous stuff that you did.

It's like a blog post. You increase the chances that your visitor is going to click on an ad when that person clicks one link after another within the body of your content. You can do the same with video.

Call your viewer to action

The funny thing about videos that I've seen on YouTube is that, for the most part, they do a poor job calling people to action. In fact, a lot of them simply just say, "click here" or "click at the description box" or "click the link." That's not going to work. Why? Everybody else is doing that.

If you really want to stand out and you want to build a winning brand online. You need to call people to action based on their needs. For example, if I have a dog training video and I'm selling a dog training course, I would state my call to action in terms of the problem that the viewer has and the benefits my product brings to the table.

For example, I would say, "Click on the link in the description box if you are sick and tired of your dog tearing up your living room. The solution that you will learn is easy and quick on both you and your four-legged companion. Click the link now because you owe it to yourself." Do you see what I did there?

I addressed the person's needs. You have to remember this person watching your video is not doing it because they have nothing else better to do. They have a problem that they want to fix. You then direct the script to the solution that you bring to the table. This way, when the person clicks, their expectations are in the right place and you are more likely to convert that person. You're more likely to turn that click into cold hard dollars in your bank account.

Remember to call them to action for subscription purposes

On YouTube, you can convert people in two ways. You can convert them by having them click on your link. Maybe your link goes to a sales page. Maybe it goes to an email subscription squeeze page. Whatever the case may be, it goes to another website and there is some sort of conversion going on there.

The second way you can convert people from YouTube is to ask them to subscribe. There's a subscribe button that they can click. But here's the secret. That channel subscription isn't going to do much for you. You may have attracted a person who has subscribed to hundreds of channels. This person may be interested in your videos, but they're also interested in many other kinds of videos.

It's going to be very hard to get their one-to-one direct attention. You have to go the extra mile. You have to instruct the person to not only click the subscribe button, but they should also click the bell icon. YouTube has a bell icon that indicates email notifications.

This means that when you upload and publish a new video on YouTube, people who clicked on that bell icon will get an email notification. Since most people check their emails, this is one of the most powerful ways to boost your video views. Don't overlook this tremendous opportunity.

Chapter 6 - Promoting your video within YouTube



Starting with this chapter, I'm going to step you through the process of promoting your videos. At this point, you have a niche video that you positioned well on YouTube. You have uploaded it with the right attention-grabbing titles as well as specific calls to action.

You have also come up with a video script that actually mentions the keywords that you're targeting within the video itself. This increases your search engine optimization chances of possibly pulling traffic from search engine results.

With all that said, don't neglect the tremendous traffic potential of YouTube itself. Please understand that a large chunk of the traffic YouTube videos get come organically from within YouTube's ecosystem. It's kind of like Amazon. There is already enough traffic percolating through the system.

Getting traffic from search engines is a nice bonus, but you are actually sitting on traffic goldmine. That's how much traffic is going through YouTube. In fact, if you are looking for the top five web properties in terms of traffic, YouTube is always at number one to three. It fluctuates, but it's always there. That's how much traffic YouTube has and most of it is internal.

Pay attention to what I'm about to teach you, so you can learn how to promote your video within the YouTube ecosystem itself.

Create and engaging profile on YouTube

The first thing that you need to do is to create an engaging profile. This profile must be professional. It must speak to your niche. It shouldn't be cheesy like a picture of a blonde woman in a bikini. Instead, it must speak to your niche.

For example, you're in the dog training niche. It would be great to have an avatar that is obviously about dog training. You don't want to sandbag people where you post a comment, or your avatar shows up and they see a very attractive woman. Obviously, people who are clicking that link are interested in the woman. They're not interested in the fact that you have awesome dog training videos. Do you see where I'm coming from?

Create an engaging profile that is on point. It must speak to your niche. Sure, you probably would get less clicks through your profile this way, but you can bet that they are more qualified clicks. In other words, these are people who are actually looking for stuff that you're talking about. They're not people who are just interested in a very attractive-looking female.

Put up a professionally designed YouTube channel

There are places like Fiverr.com or 99designs.com or Freelancer.com that you can use to access high-quality graphic arts talents. Pick the right graphics designer to come up with a professional-looking brand profile for your YouTube channel. If you have a blog and it has a header, make sure that your YouTube channel cover is consistent with your blog's font, header and text.

There has to be some sort of professional consistency among all your brand-related graphics. This is no time to confuse people who have just first encountered your brand. You don't want to have one brand persona on Twitter and a completely different color scheme on Instagram, which leads to different brand versions on Facebook groups.

You're not going to develop much brand loyalty doing things that way. You have to be consistent. Sure, these different social media platforms have different cover dimensions, but the same color schemes and brand elements should be always present.

Comment on related videos

Now that you have consistent branding on all the social media platforms you're going to be promoting on, the next step is to get out there and engage. On YouTube, this is as simple as commenting on related videos. This is a good time to look at your research notes and load those niche-targeted keywords onto YouTube.

Pull up all sorts of videos that are directly related to your niche. Once you've done that, start commenting. Please understand that people are not going to respect you if you just kiss their asses. Seriously, if you just say, "good video" or "I really like this video," nobody is going to pay attention.

In fact, they might get annoyed with you because everybody does that. It gets irritating. The guy who made the video probably feels like he's the Francis Ford Coppola of YouTube videos. No big deal. Instead of kissing ass, engage with your comments.

Here's what I do. I would call them out on inconsistencies. When you do this, you let people know that, in no uncertain terms, you know what you're talking about. You let people know that you have skin in the game and that you're not just some random spammer. When you say that this person made a claim and it's not backed by facts, it shows people that you have a brain.

It communicates the fact that you're not an idiot. You know your stuff. You know your niche like the back of your hand. Guess what happens? That's right, people respect you. Call-outs, when done properly and professionally, can do a lot more than just simply posting the same stuff over and over again, hoping to get noticed. That doesn't work.

Instead, call people out when they drop the ball, but you have to do it respectfully. You shouldn't call people names. You shouldn't say, "Oh, you missed this. I guess that means you're an idiot." No, don't do that. You don't want to create enemies. The key here is to command respect, not to generate enemies. Those are two totally different things.

You also don't want to come off as cocky, like you're so overconfident about your intellect, that you come off as some sort of cartoon. Remember, you're not trolling. You don't want people to hate you. Instead, you want people to respect you and that's why you have to call people out with the proper balance.

You can use analysis

Another way I get brand respect is when I bust down the video they posted. This takes quite a bit effort, but when I break it down to what they're trying to say, and what the facts are, people sit up and pay attention. When you post high-quality analyses online, you communicate three things.

First, you make it loud and clear that you are passionate about your niche. You're not somebody to fool around with. You know your stuff. Second, you care about the person

who created the video. Otherwise, you would just say, “He’s an idiot.” Instead, you break it down and you gently focus on areas for improvement and then give your suggestions.

Third, you establish expertise. If you are able to break down information like this, people are going to wonder if you’re able to break down their information. This means that they can trust you. This means that they can look at you as some sort of resource.

Post questions

Believe it or not, you can establish solid brand engagement by simply posting questions. You have to understand that any statement made will always invite questions. For this to work, you have to think like a journalist. Always think who, what, when, where, why and how. I know it sounds basic, but a lot of people quickly jump to conclusions. That’s why they make fools out of themselves.

When you just sit back, and you ask questions that break down the content, you look like a genius. Funny how that works, right? Sometimes, just asking questions that people either assumed or ignored, you start looking like a credible expert. The key point here is that there is no right answer. The key is to just get people’s attention and bring home the point that you are a thinking expert.

You’re not just some random bum that posted a comment, praising the video producer. You’re not just some emotional idiot, saying that the video made you happy, sad or mad. So what? Instead, your questions go to the fact that you are able to break down this complicated information and register that there are consequences to those claims. Do you see how this works?

Anybody with a decent IQ who reads your comment can instantly see that you are a cut above everybody else. That’s how you build a following. That’s how you become an expert or at least be perceived as some sort of authority.

When engaging, do it in an attention-grabbing way

I don’t know quite how to break this to you, but sometimes even very smart people say what they have to say in a very flat, boring, dull and lifeless way. What do you think happens? That’s right. The stuff that they say falls between the cracks. It becomes part of this white noise on the internet. This doesn’t even register with people anymore.

It could have been the best thing since sliced bread, but people did not notice. Can you imagine putting in all that heavy-duty brain power to come up with that analysis, only

to fall flat because you either talked above everybody's heads or you just spoke in such a boring, predictable and listless way that people simply did not care. I don't want you to waste your time engaging on YouTube, posting really amazing comments and going nowhere.

This is why you have to grab people's attention. Maybe you need to put some controversial conclusion at the top. Maybe you need to yell, like post in caps for a small portion of your post. Maybe you need to tell a story in the first part of your post. Whatever the case may be, grab people's attention. Otherwise, that piece of gold that you just posted would be mistaken for a lump of coal.

Engaging with other influential channels

You have to understand that when you're marketing on YouTube, you are eventually pulling attention to your channel. In other words, all roads lead to Rome. All the comments, all the engagements, they must lead to your channel.

One way to turbocharge the popularity of your channel is to engage with other influential channels in your niche. This is much more difficult than you can imagine. A lot of people think that they just need to find others who talk about their niche and they're done. No, that's not how it works. Others think that they just need to find channels that have a lot of subscribers and they're good to go. No, that doesn't work either.

You see, there are lots of channels that have tons of subscribers, but those subscribers, like I mentioned earlier, are not actually active. How come? They don't even get notified. They did not click the bell icon, so they don't get email notifications. If you want to find true engagement, you have to look at key indicators.

You can't just look at the number of views or subscribers. Instead, look at how heavy the commenting is. Look at how many likes their videos get. When you pay attention to these, you get the full picture. You're not just stuck on the number of subscribers or some other flat popularity indicator.

Commit to engagement

Once you have picked certain channels in your niche with which to engage, commit to engagement. This is not a one-time big-time kind of thing. You find a hot channel and then you blast away at their videos, you get people all excited, and all of a sudden you disappear. That doesn't work. You have to stay engaged for a long enough period of time, that they pay attention to you.

You must become some sort of brand influence within their channel. This means that you have to commit for a fairly long engagement. You don't just drop lots of comments one day and forget about the channel for the rest of the month. Even a fairly low level of engagement done consistently is bound to produce better results.

Get them to pay attention to you. Talk about your videos and touch on big issues regarding the niche. The more you do this; the more people would want to click on your channel and figure out what you're talking about. Also, the more you do this, the more you get influential video bloggers' attention.

Since you obviously know what you're talking about and you're some sort of expert, you will get on their radar. As long as you're not starting fights or you're trolling, you might even become an ally of theirs. They might ask you certain questions. They might ask you for help. There are just so many opportunities that may materialize.

Perhaps you can do video blog swaps. How does this work? Well, you interview them, and you post the video on your channel. They then interview you and they post the video on their channel. When you do this, you can get some of their audience and they can get some of yours.

This doesn't mean that those audience members will no longer watch your videos. Instead, you added to each other's total audience base. This can also mean simply having them publish a video that you originally intended for your channel, but you're giving them exclusive rights to the video.

When you do this, it acts like some sort of guest blog post. There are just so many ways you can collaborate with other influence leaders on YouTube and Instagram. Whatever the case may be, get on their radar, become their ally and work on swapping audiences, so you create a win-win situation.

Chapter 7 - Promoting Your Videos Outside of YouTube



In the chapter above, I step you through the process of engaging with other channels on YouTube. The point was to draw traffic within the YouTube ecosystem. In this chapter, I'm going to step you through the process of driving traffic from outside of YouTube.

Believe it or not. This is where the vast majority of your traffic will come from. Unless of course, you become a massive celebrity on YouTube itself. If you find your videos on the trending channel on YouTube then you've got it made. But until you get to that point you may want to pay close attention to what I'm about to teach you.

Embed Your Video into Blog Post

I suggest that you come up with a blog. It doesn't have to be anything fancy. You don't have to be a hero and go overboard but you just need to come up with a blog that uses posts that features your video. Why? Well when you include your video into blog posts you, you control your blog's messaging better.

You will be able to use the video as part of the overall content that you promote to get more views. Instead of just promoting and trying to make money off your blog by using text content or pictures, use the added promotional content of a video. You then take this blog post's URL and promote it on other blogs. Promote it on social media and what have you.

This will be the base of your off YouTube promotions because your blog is where the conversions happen. More likely than not the description URL on your YouTube videos would lead back to the blog post your YouTube was embedded in.

You want people to end up on your blog because you control the ads. You can put links to affiliate products. You can promote your squeeze page. You can even sell your own products. There's just so many ways you can go and it all boils down to control. And that's what you get when you start with a blog.

So instead of making YouTube the end all and be all of your video marketing efforts, make your blog the center of your marketing efforts. If anything the brand that you build around your blog becomes more valuable.

Find Existing Facebook Groups and Pages

Regardless of your niche, there are sure to be existing Facebook pages and groups dedicated to your niche. It doesn't really matter whether your nature is very esoteric or unusual. There is sure to be an existing group or page that either caters to your niche directly or indirectly.

Use this fact to your advantage. Even though they may be small groups of pages they can still be sources of traffic. Why? There are people there who are already interested in what you're talking about. They can click on your stuff. They can click on your link and watch your video.

So to understand that it doesn't really matter how small the groups and pages are as long as these people have a tried and proven interest in whatever it is you're talking about. They are fair game. Now please understand that this doesn't mean that you're just going to go in there and drop a link.

If you did that, you'd be spamming. That's no good. That's not going to help you. Instead, you're going to have to engage first. This is actually the fun part. When you go there you talk about your niche and you establish your credibility.

How? Well, you can talk about what they are saying and analyze their content. Blow people's minds away by demonstrating that you know what you're talking about. Also, you can share third-party high-quality content. This is content that did not come from your blog.

Instead, other high-quality sources in your niche produce this content. But believe it or not, you actually build your credibility and authority by sharing this material because people will instantly know that you know where to find the good stuff and you know

how to analyze it. Keep doing this and you will be perceived as some sort of expert or authority in your niche.

Once you have established credibility, that's the only point in time when you should share your content. Don't do this a minute too soon. Only share your content when you've established credibility. Also, do not share your content all the time. Mix in third-party high-quality content or analysis. Whatever the case may be, do not look like a spammer.

Build Your Own Accounts on Social Media

Build your own Facebook pages, your Facebook groups, your Google Plus community so on and so forth. Create these accounts and make them look good. Make them look like they reflect your overall brand. Your overall brand, of course, should be based around your blog.

Once you've done that populate these accounts with the very best content you can find. Now, this doesn't mean your content. I hope that much is clear. This is not a spam fest. You're just going to populate it with stuff from your blog. You're going to find the very best third-party high-quality content you can find that is specific to your niche and share that material.

Don't just drop your Facebook page links and Facebook groups either. You have to engage and from time to time, share your own content. Either that this content comes directly from your blog or it can come from your Facebook page. Whatever the case may be, focus on building credibility. Focus on building your brand.

Auto-publish Using Social Media Publishing Tools

Let's get one thing clear. You're going to have a tough time publishing content on your social media accounts if you were going to do things manually. You're just going to run out of time. You probably have a better use of your time.

You don't have the luxury of babysitting your social media accounts. The best way to play this game is to use some sort of third party software like Hootsuite or Social0omph. You just plug in the content links and the auto-scheduling software will post as scheduled.

But the key here is to find the very best third party links or sound files or video content. This is non-negotiable because you're not going to be just posting niche specific junk on your social media accounts. That's not going to work. You're going to have to pick the very best content you can find and then rotate them with your own high-value stuff.

This is stuff that you reverse engineered. This is stuff that you're experimenting with. Whatever the case may be, the bulk of the materials you are publishing must be third-party high-quality stuff. Please understand that you should not post your video link directly. If you did that on Facebook, you're just giving the store away.

Seriously, they're not going to see the context. They're definitely not going to see the ads. You just give them the content they're looking for and they're done. What a waste of time. Instead, post your blog URL. So this way when they click through, they not only see the video that contains the information they're looking for but they see your ads.

They see the context and you get to brand them some more. Maybe they would sign up for your mailing list and this could mean that you would have a relationship with them for a long time. Maybe they would click on an ad and make a commission when they buy something. Whatever the case may be, you increase your likelihood of making money off that visit when you post a blog URL instead of posting the video content directly.

Auto-publishing Checklist

When your auto-publishing, pay attention to this checklist. I'm going to give you some basic advice tied specifically to certain platforms.

Twitter

When auto-publishing using a publishing tool like Hootsuite. Make sure you rotate hashtags that are specific to your niche. If you've reverse engineered your Twitter competitors, you already have your hashtags. If not, this is a good time to do it. Look for your competitors on Twitter. Pay attention to the hashtags they're using.

Make sure that the hashtags they use actually get a lot of retweets. Make sure that the content that used the hashtag that you're thinking of using get a lot of retweets or other indications of engagement. Use those hashtags and rotate them among your own content and pick the winning hashtags. These are hashtags that pull a lot of traffic from Twitter.

Pinterest

With Pinterest, make sure you pick the best looking pictures and then link them to a video that has a picture or a picture thumbnail. People do not like to be lied to. People do not like to be baited. What happens when you do this, you put a nice looking picture. When people click it, they go to your video.

Now a lot of people say that this pulls a lot of traffic. That's absolutely true. But the problem is when you do this, you're actually promising one thing and delivering another. You're lying to people and this erodes your brand. They don't trust you.

You don't build trust when you do this. So on Pinterest, make sure there's a tight connection between the picture that you show that's clickable and the actual content that they get.

Facebook groups

The great thing about Facebook groups is that you could automatically add people to them. So what you do is you look at pages that you own and see which people come up again and again. These are people who are active commenters. These are people who actively like or share materials. Whatever the case may be, you can see that certain people are very active in your niche.

You need to engage them and eventually invite them to your group. If you invite the right people you will get the same level of engagement and sooner or later they might even evangelize or promote your group to other groups or pages they're active on.

Facebook Page

With Facebook pages, you should treat this just the way you treat Twitter or Instagram. In other words, you should use Hootsuite to auto-publish pre-scheduled high-quality content. Follow the same advice that I've mentioned regarding auto published content earlier.

Social Media Engagement Checklist

On social media, the name of the game is not just publishing. In fact, that's just a small part of the overall social media marketing picture. What really would seal the deal as far as your marketing effectiveness goes is engagement. Let's face it.

Anybody can put up a page. Anybody can put up a group on Facebook. There are tons of Facebook pages in rooms and most of them go nowhere. If you want to get massive results, you need to engage. Engagement takes place both on your pages and others. Here's my advice.

Facebook Pages

When people post comments, make sure you like their comments or you react in some way. Let them know that you appreciate their engagement. This increases the chances

that people who like your page will engage some more. The key here is to get them to come back.

The key here is to somehow somehow get them to notice your content that they would either click through or share your content. Now, this doesn't happen overnight but believe me they would rather spend more time on a page that actually acknowledges them by engaging them than on a page that simply ignores their likes or comments.

Facebook Groups

With Facebook groups, use the same engagement technique that I mentioned above. The big difference here though is you need to call out or call to action group members. The great thing about groups is that they're more visible on Facebook. Facebook actually pays more attention to groups than pages. Use this to your advantage.

Try to get people to engage. Try to get people to post comments. Try to get people to start a debate because the more you do this, the more group interaction will appear on group member's notification list or alerts. And this can increase views for the content that you are sharing in your groups.

Twitter

To engage on Twitter, use hashtags that your competitors are using. However, you should also use hashtags when engaging influential people in your niche. You would be able to find these people after you've used Twitter for quite some time. This takes quite a bit of research. Chances are you would probably have to research your competitors first.

Figure out who was following them and then you would see the same names crop up again and again. Focus on those names. Engage those people and use the right hashtag. It's important to engage them by calling them out saying something controversial or otherwise doing something real. You don't want to 'engage' by saying hey good job or you're a genius.

Can I be your friend? No those are worthless because everybody's doing that. These people already know that they're geniuses. So make them feel that you are real by saying something real like saying Hey I think you're wrong there and here's why or I think what you said is incomplete and here's why. When you do that it's not like you're aiming to fight them.

Instead, you communicated to them that you are real and that you are actually thinking through their posts. You are not some sort of robot. You're not some sort of blind

follower. Believe it or not, this earns respect because there are too many bootlickers out there and not enough thinking people.

Be one of those thinking people and you'd be surprised what kind of engagement you'll get. They might even invite you for an interview. They might even publish your guest post because they think you are an authority or an expert.

Instagram

When engaging on Instagram. Use the right hashtags. Again, reverse engineer your competitors. Also, make sure to comment on other people's photos in a real way. If something is off if the quality is not that good. Let them know. This means that you are real. You're not just some person who's just trying to get views on your profile page. Because you will get more respect when you're real than when you are trying to impress people.

Other Traffic Sources

Quora

You can post your video as a resource on Quora. However, don't overdo it. Make sure you post enough text that explains your video and how it fits the question your answering. Also, do not copy and paste the same exclamation and video. Be very careful when you do this because Quora is a great source of traffic. It would be a shame if you got banned off of Quora because you kept a copy and pasting the same text and video combination.

To save time and money on Quora marketing, you might want to hire a VA from places like Cognoplus.com These are trained VA's would know how to market using the Quora platform.

Reddit

Reddit is also a good source of traffic but you have to be very careful. You have to look for the specific sub-Reddit for your niche and as much as possible share news on Reddit. In other words, you can take news from your niche. Rewrite it.

Put it on your blog and then share that blog link on the sub-Reddit. If you do this right there would be no drama but if it's obvious that this is spam or that you're basically hijacking news and you will quickly discover that Reddit people can be very aggressive and very nasty.

Chapter 8 - How to Sell Better with Your Video



If you follow the tips and tricks I taught you in the previous chapters you would do well enough. At the very least you would get at least some sales. But at the name of the game- sales as you probably already know when it comes to online marketing, the name of the game is optimization.

Never settle for the level of success you have achieved. Maybe you're making a hundred dollars a month. Maybe you're making ten thousand dollars. Regardless of how much money you make in a month, your income must not excuse you from settling.

There's always room for improvement. My personal philosophy is simple. If you can make a dollar a month, you can make ten dollars a month. If you can make ten dollars a month, you can make 100 dollars a month. If you can make 100 dollars a month, you can make a thousand dollars a month.

If you can make a thousand, you can make 10000. If you can make 10000, make it a 100000. See where this leads? Now you may be rolling your eyes you may be thinking this is impossible. I can understand 1000 but 10000 or 100000 come on. No way. Well, the only limit to your success is your imagination, your power of belief and your willingness to work.

Understand that. Believe that. Wrap your mind around that and it all boils down to figuring out how to sell better with your video and putting in the time. Let me tell you I come across people who are very happy with a 100 dollars a month. The problem is they end up annoying everybody else because they're complaining about the fact that they're only making a hundred bucks a month.

I know they're happy making a hundred dollars a month because they're not putting in the work to make one thousand dollars a month. They're one of those people that are never really happy unless they complain. So if you are in any way shape or form frustrated with your income, the good news is there is something you can do about it. The bad news is that you have to do it. This is the chapter for that.

Optimize Your Video Type

So how do you sell better with your video? The first thing that you need to do is to optimize the type of video you're using. For example, you may have noticed that in your niche most players use Whiteboard videos. Okay. So start with those. Start with that type. Look at your stats when after several weeks you change your video type.

Maybe you switch to a spokesperson. Maybe you switch to a slideshow. It doesn't really matter. Pay attention to your stats when you make the switch. Did your statistics improve? Did more people click through? Did you get more conversions? Did you get more sales? If this is the case pick the winning video type with your audience.

This is not easy because you're probably going to have to switch from one video type to the next and then at the end of the process compare the statistics. If it turns out that your initial video type is the most optimal. That's fine. You probably would feel that you just wasted your time because you ended up in the same place. No, you did not waste your time.

What you did was important. What you did was worthwhile because now you know that you are actually using the most optimized and most relevant video type. There is no more mystery in your niche. You are barking up the right tree. In the event that there is a better video type for your niche, pat yourself on the back. You're able to pick the winning video type with your audience. That is quite a victory. That is quite an achievement.

Next don't stop there. Since you know that you have the right video type optimize the different elements of your video. This is the key to success. I've already mentioned how to do this but in this chapter, I need to remind you to do this. Optimize on an element

by element basis. Resist the temptation to just swap out the complete video and start all over again.

No. If you did that you are just shooting yourself in the foot because even if you stumbled upon a video that truly makes money, you wouldn't know the first thing about replicating that video because you don't know which element actually accounted for your success.

Understand Your Goal

Your goal with optimization is simple. Pick the highest converting video type and optimize conversions better using an elemental system. In other words, zero in on the right type of video that leads to the most conversions.

This is crucial. I said conversions, not traffic. A lot of online marketers think that as long as they can pump a lot of traffic using YouTube videos and somehow some way that's going to translate into dollars later on. Absolutely wrong.

If it's not translating to money now, there's probably a high chance that it's never going to ever convert. Forget about it. Focus on conversions. I mean traffic is great for the ego but traffic is not going to put through another table. Conversions will. Focus on conversions. After you pick the right video type. Focus on boosting conversion power by using an elemental optimization system.

Line up your videos correctly. Now that you've created a lot of videos and you've optimized them for conversions. Make sure you line them up properly. What do I mean by that? Present them to your niche audiences in the proper sequence. How do you know? Well, pay attention to the KLT PROCESS.

You have to line up videos that teach people to know about solutions. This sets them at ease. This lets them know that you're an expert. This lets them know that you care about them. Next, from those videos call them to action to check out your liked videos. Convince them to like one particular way of doing things instead of the other options out there. They're not exactly being sold a specific product or service.

They're just being sold a specific method. Okay, let's get that clear. From these types of videos, call them to action to click on a link or to load up your trust videos. These videos talk about a specific product or specific service and leverage the trust and goodwill that you have managed to generate with your previous videos or blog content.

If you play your cards right these videos will push the viewer off the fence. That's right. They would push the viewer to make a decision. At this point, they should be able to

make a call because you've given them enough information to give them the impression that they're making an informed decision. They're not taking a shot in the dark.

They're not rolling the dice. They're not getting any of that. They're not getting any of those impressions. Instead, they get a distinct impression that they have enough to make a decision.

Use Question and Answer Formats

Depending on the type of video you are producing maybe it's a Know video or a Like video, use a question and answer format. This makes it easier for the viewer to connect their needs to the solutions that you bring to the table. The last thing you want is for the viewer to kind of go through the whole video and fish out the specific answer to their problems.

Make it easy on that person. Spoon feed them as much as possible. And the best way to do this is to use the question and answer format. If you do this right you build a lot of credibility. You build trust and authority.

Use Diagrams to Explain the Processes Your Product Uses to Solve the Viewer's Problem

Regardless of whether you're offering a product or service, you have to make it abundantly clear that you are solving the viewer's problem. Now here's the problem. People say stuff all the time. I can say that I have the solution to your problem.

I can say that I can do this and that but you know what works? You know what convinces people? You know what impresses people? When you show it. This is why case studies work. So instead of saying that your product will drive traffic, show an actual graph of somebody's website before and after they implemented your solution.

Show a picture of the person in a Mercedes because they're making so much money using your system. Do you see how this works? I know the Mercedes example is cheesy and people do it all the time but when you tie it to a case study where you walk a person through the process that began with them being broke as a joke.

And then ended up with them being filthy rich, people will sit up and pay attention. Because you see when you step them to the process they're actually that the case study is actually doing something. You're walking them through a series of before and after pictures. That's the kind of information people pay attention to because everybody can talk a big game.

I can claim right now that I can make you an instant millionaire but at the end of the day it all boils down to two keywords. Prove it. You know you have more than two brain cells when you're always thinking of those two words. That's how you know you'll be making good a decision.

But if you're the type of person who automatically believes that just because your brother's friend's second cousins third uncle claims to make a million dollars overnight then you have another thing coming.

You have to always keep thinking of those two words: prove it. Because that means that when somebody offers you a solution they have to work to gain your trust. They have to work to become an authority in your eyes. And that's a good thing. You have to do the same.

Mix It Up by Using Influencer Appearances

There are all sorts of influential leaders and brand ambassadors on social media. It's a good idea to reach out to these people and partner with them. Maybe you could get them to publish their video with you in it. Maybe they can mention your channel in the video. Maybe you can make a special video for them and they publish your video which ends up promoting your channel.

Whatever the case may be come up with a win-win situation. These people are not dumb nor are they greedy. They know how the game works. They believe that social media traffic is not some sort of fixed pie where the only way your slice of the pie gets bigger is for their slice to get smaller. They're smarter than that.

The key here is to convince them that you actually bring solid value to the table. You can do all sorts of things to these people. You can do video guest posts. You can do a video version of a blog swap. You can do cameo appearances.

You can do special promos especially if you have discount codes. There's just so many possibilities out there. But first, you need to become credible and authoritative in their eyes. That's how you get your foot in the door.

Chapter 9 - Monetizing Your Videos



A lot of people jumped to this chapter first. I can't say I blame them because at the end of the day it's all about video marketing. It's all about making money. Either you earn more dollars or you don't. I get that. I understand it.

But the problem is you cannot just jump straight to monetization if you do not know how to convert viewers into cold hard cash. Without that skill set, you're just wasting your time figuring out the different ways you can monetize your video.

It's like eating your dessert before the main course. It doesn't make any sense. Do yourself a big favor. Read this in the proper sequence. Read this only after you have mastered the previous eight chapters of this book. Assuming that you know enough how to drive traffic and optimize conversions. Here are the best ways to monetize your video.

Please understand that monetization options are all too many. Seriously there's too many to count. But the problem is most of them will not make you any money. Just because they exist doesn't mean you have to try them.

Most of them should be off limits to you because they're just non-starters. What follows are monetization techniques that I can vouch for. These are monetization techniques that I can hang my hat on and I wholeheartedly recommend them to you.

Your Number One Monetization Weapon

So what is my number one choice for you? Build a mailing list. Seriously if you've heard the saying 'the money is in the list', you've heard absolutely correct. This was true yesterday. This is true today and will continue to be true tomorrow. The money is in the list. If you have a mailing list you have a relationship with your list members.

When you sent an update to your mailing list, unlike Facebook a larger chunk of your mailing list will probably see your e-mail. If you know what you're doing, a lot of them would actually click through and go to where you want them to go.

This is very different from Facebook or Twitter. We're only a tiny fraction of your page fans will see your updates. Use your mailing list as your number one monetization weapon. It may seem flat and shallow in the beginning but the more you build up your brand and the more you pump traffic from your videos to your blogs the easier it will be for you to see the moneymaking power of your mailing list.

Your List Turns Casual Video Viewers into a Captive Audience

One of the main reasons why I'm so pumped up about building a mailing list is because they enable you to turn what would otherwise be onetime viewers into a captive audience. These are people who somehow somehow found your content and saw your squeeze page for your mailing list. If they filled it out and they joined your list the next time you have an update you get a chance to bring them back to your blog.

You release an update and you get another chance and then another chance after that. Compare this to what happens normally. People find you somehow some way through the Internet. They see what you have to offer. Maybe they enjoy themselves maybe not. But after that most of them are gone. Most of them leave permanently. They wouldn't even remember that they went through your site.

That's how bad things could be but when you get some of those people even a small percentage on your mailing list you get to bring those people back to your blog. Eventually when you repeat this process over and over again and you get more and more people on your list, the base of people that can actually go to your blog who can go to sales pages that you're promoting increased dramatically.

Don't get too excited. This works on a percentage basis. For example in the beginning, when you're able to pull 100 people to your list, let's say only 10% would actually click on your link. That's 10 people. But after some time when you release video after video

and you build up your traffic and build up your list maybe you'll get 10000 people on your list.

Again we're talking about 10%. But by that point, you have 1000 people clicking on your link. Now let me ask you which group of people are more likely to make them money 10 or 1000. The choice should be obvious. You see how this works. So a mailing list is a digital asset that grows over time. You have to keep increasing the number of members on your list because you get many opportunities to market to them.

Maybe you set an update that doesn't make too many sales. That's fine because you could send another update that may be better received and sooner or later you may be able to sell to a decent chunk of your mailing list.

Also, there are all sorts of tools that come with a typical email management services that enable you to eliminate or 'prune' non-performing list members. So don't think that you're stuck with these list members that don't convert. You can do something about them.

Your Number Two Monetization Weapon.

You're number one monetization weapon is your mailing list then your number two monetization weapon is your YouTube subscribe now button. In every video you produce, make sure you get people to click on the Subscribe button and click on the bell icon. Don't just ask them to subscribe.

Ask them to click the bell icon. When they do this, they will get e-mail updates of your latest post. This increases your view count and this might actually push YouTube to make your video more visible on searches.

Why? It's obvious that you're getting a lot more views and these views are real. You don't pay for them. They're not generated or pay for them. They're definitely not generated by software. This can lead to a higher engagement level and it can make your videos more popular than not.

What will you be selling?

Now here comes the money part. What will you be selling on your mailing list? Since you are getting people to see your video, click on your links, check out your mailing list squeeze page. What will you be selling? Well, first you can sell solo ads.

These are ads that you run on your e-mail list. These are messages that stand alone usually in an update you will be talking about many different subjects and then mixed in with the content are links to affiliate products or stuff that pays you. With solo ads,

somebody actually paid you money to just run that ad. There's only one link or a few links and all those links go to your customer.

This is big money. However, it depends on your niche. This can be big money. It depends on your niche. If you are in weight loss or in the financial field you can bet that people will pay more than 25 cents a click. This can be quite lucrative especially if you have developed a track record for delivering traffic that actually converts.

Another way you can make money with your list is by promoting affiliate products. You join an affiliate program and you get a link to a product that you're promoting. You can link this to a picture. You can link this to text links.

Whatever the case may be when people click it and they go to a sales page and they buy from that says Page you get a commission. One of the most exciting ways to make money online is through a CPA ad.

Usually, people click on a link and they go to an e-mail collection page or a sales page and then they click through that sales page. And they go to an e-mail collection page. When they enter their e-mail address you can get paid anywhere from a few cents to several dozen dollars.

In fact, I've seen insurance forms offered on a CPA basis that pay twenty-five dollars or more per completed form. We're talking big money here. A lot of people bank with CPA ads. But it all depends on your niche.

You can also sell memberships. Maybe you have really amazing content that you know people will pay for. You can put these content behind membership doors on your website. People have to pay for the membership to access this content.

Finally, last but not least is my favorite. My favorite way to make money off my mailing list is by selling my own product. It doesn't get any simpler than this. It also doesn't get any better than this. Why? Well after some time I get to know my consumers really well. I develop a relationship with them. I understand what they're looking for.

I understand how their mind operates. I get their emotional range. So what I do is I would come up with a product that addresses their needs directly. It's a small product. Maybe it just includes a few pieces of information but I explain the concept well. It can be a small booklet. I then create a sales page and promote it on my mailing list.

Since I know my list members intimately I can make changes to my sales page as well as my product depending on the response. This increases my sales page conversion rate. I can also sell products that upsell future products.

So basically since I know the problem of my audience members I solved one problem and charge them a small amount of money. But within that solution, I tell them that there's going to be another product soon and I can charge them again.

The key here is to preserve the relationship, provide value, and create trust that lasts a long long time. If you play your cards right by selling your own products you can actually turn every single person on your mailing list into an income stream that can stretch into the hundreds of dollars.

It's all about making money off the relationship. Of course, this all turns on preserving trust. You cannot rip off your list members. You cannot treat them like dirt. You cannot exploit them. If you give them the trust and an appreciation that they're looking for they will continue to take care of you long into the future.

Chapter 10 - 8 Key Video Marketing Best Practices You Must Always Remember



In this chapter, I'm going to quickly run through 8 best practices you have to remember when doing video marketing. These best practices will not only make you more money, but they would level up the quality of your video output.

In other words, if you are serious about building a solid video marketing business, pay close attention to the 8 quick best practice tips below.

1) Invest in a Powerful Video Script

Make no mistake, your video marketing bread and butter is not your video quality, okay? Let's get that out of the way. It's not the graphics, it's not the sound, it's not how everything is put together.

You know what your bread and butter is? Your script. Screw up the script and your video will suck. It's that simple.

Your script is the soul and the heart of your video. This is why your script must focus like a laser on your niche. It also must do a good job delivering value.

Now, please don't get me wrong. The script is not always important, depending on your niche. For example, if your niche involves video game play-throughs or people watching you play a video game, you're not going to need a script. You're basically just

relying on your video game skills and your personality in connecting with your viewers.

However, if you are actually selling something or you're instructing people to do something in your videos, your script will be crucial.

So understand that the script's importance depends on your niche. But if you are in a niche where script quality is crucial, invest in a very powerful video script.

If you are not a naturally skilled writer or you don't much care for writing, you can hire professional marketing video script writers from places like Ozki.Org to ensure your video is made on the firm foundation of a convincing video script.

2) Pay Attention to Video Length

Believe it or not, a significant portion of your visibility on YouTube depends on how long your video is.

Now, you may be thinking that if you are in a niche that requires a long video, then you just need to drag things out. Absolutely wrong.

You have to pack as much value and marketing power in whatever ideal length you are trying to target. This will never go away. Because if you ramble or if you pack filler images or you're just lazy with your video, your brand goes up in smoke. It's that simple.

So pay attention to video length, but do not be irresponsible. You still need to deliver a solid video product.

3) Develop a Brand

Your video must not be viewed as generic. That's the bottom line. Because either you have a brand or you have a commodity.

If you have a commodity, I feel sorry for you. I really do. Why? You're going to have to crank out a lot of products and you have to basically flood the internet because otherwise, you're going to fail.

It's much better, when it comes to return on effort, to develop a brand. And all this means is that your video must not be viewed as generic. You must say something different. You must stand for something. If you're able to pull this off, people will come back to your video again and again.

How do you do this? Well, you can sell your personality. You can get people excited about your perspective. You can focus on controversy.

You can also hook people to your brand by rapidly updating your videos. Maybe instead of just updating once a week, you update almost every day or almost twice a day. Whatever the case may be, you need to develop a brand and you need to do it quickly.

4) Always Engage Your Audience

You have to understand that when people watch your video and they leave a comment, they didn't have to do that. In fact, they didn't even need to watch your video. They could have watched somebody else's video. Make sure you let them know that you appreciate that.

How? Ask them questions or like or click the thumbs up button for their stuff. Also, it helps when you engage your audience through your video. Use the second person by saying "you."

Conduct polls on other platforms like Facebook and invite your audience. Ask questions inside your videos. Whatever the case may be, make people who watch your videos feel that they matter. Make them feel that they count.

5) Call Your Audience to Action

As much as possible, try to turn your viewers into your evangelists. Believe it or not, this is easier than you think.

When you ask people to subscribe and click the bell icon on YouTube, you basically get a way to notify them when you upload a new video. This is a big deal because this increases the likelihood that you will get more viewers and your increased view count would boost the visibility of your video on YouTube.

You should also call your audience to action by telling them to actively share your stuff on social media. Whether they are retweeting you on Twitter or sharing you on Facebook, tell them to do so.

6) Interlink Your Social Media Platform Videos

As I've mentioned earlier in this book, you should create many different accounts on all social media platforms.

Now, you shouldn't just share the same stuff on all these platforms. Instead, talk about your different social media accounts and call people to action to visit your other accounts. Invite them to those accounts. Ask them to engage with these other accounts. This way, you can reach new audiences on all these different platforms.

You're not just spitting out content. Instead, you're engaging with the people who gravitate towards your content from one platform and pushing them to another, which can lead to higher visibility. This visibility can then pull more traffic from those platforms.

7) Invest in Branding Elements

I cannot emphasize this enough. Invest in an outro and intro. Invest in small animation that plays in the beginning of your video. Invest in a small jingle. Whatever the case may be, invest in these because they help enhance your branding.

Maybe you can get a special cover graphic that appears in the beginning. Whatever the case may be, you don't have to worry about cost because places like fiverr.com have you covered. Just go to Fiverr and buy different social media covers from the same person. This ensures that your brand on all those different platforms would be fairly consistent and standardized.

8) Invest in Social Proof

This last piece of advice is last for a reason. I put this last because it's controversial. I would be doing you a big disservice by not mentioning this. Why? A lot of the big players on YouTube do this, but they would rather be caught dead than admit that they do this.

What am I talking about? I'm talking about buying video views. Believe it or not, a lot of the biggest influential people on YouTube got their start by buying video views here and there.

I really can't say I blame them because if your video just got launched and it only has 30 views, it's going to be very hard for that 30 views to turn into 3,000 views. It's going to be very hard for the 3,000 views to turn into 300,000 views.

If you are looking to build a brand and you're in a hurry, one of the best ways to do so is through buying social proof. That's really what you're buying with video views. You're definitely not buying clicks to your link because those clicks would be worthless.

Why? Chances are high that the vast majority of the views that you're getting are not really views from human beings. These are not eyeballs checking out your videos.

Instead, they are produced by data robots or software. Regardless, when you buy views, you get social proof.

Again, how does this work? Well, if you see an empty restaurant, chances are, subconsciously you would think that the food sucks. But if you see that the restaurant is full and there's a line of people looking to get in, you probably are more likely to line up.

The same goes with your video. If people see that there are 100,000 views already and you're talking about stuff that they're interested in, you can bet that they would probably want to click because they don't want to be left out.

At the back of their minds, there is this subconscious trigger that says this is legit because 100,000 people have already viewed it. They have already, in effect, voted for this video. Do you see how social proof is very powerful? People are not going to admit it, but it's very powerful.

So this is the key to actually boosting real fan count. Why? When you reach a certain point, like 100,000 fake views, your video would start to attract other people in your niche who are interested. And since your video is on point and is of high quality, they will probably share it with their friends or it would become more visible on YouTube and attract more people.

This is how you get a nice chain reaction. It's like a snowball effect. Start small, but organically it begins to grow. Eventually, you stop the fake views and it still continues to grow.

The secret here is to avoid overnight explosions in views. It's too obvious. You risk being banned by YouTube. You have to drip it in naturally.

Thankfully, there are lots of providers out there that would send you traffic through a social media panel using a drip-feeding system so it would look natural.

Conclusion



Congratulations for finishing this book. This book packs all the information you need to succeed with video marketing.

Regardless of how you do it, I want you to experiment. The key here is to never settle. Never stop. Keep reinventing your messaging on social media and on video platforms.

The best way to do this, of course, is not through trial and error. Trial and error, believe it or not, can be very costly. They can also destroy your brand if you're not careful. The best way to do this is to reverse engineer your competitors to get a head start.

Once you get the industry standard, you can then continue experimenting until you get the optimized solution that works best for you.

I wish you nothing but the very best and the very biggest video marketing success.