

Video Tube Secrets: YouTube 101 Series

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Introduction

Introduction

Congratulations On Investing in Video Tube Secrets.

I want to welcome you to the course.



Congratulations on investing in Video Tube Secrets! Welcome to the course. By investing in this course, you've taken a bold step towards becoming financially independent and improving your future. You are going to learn how to drive massive traffic from YouTube to whatever it is you want to promote, including:

- Affiliate Offers
- CPA Offers
- Offline Clients
- Your Own Products for Sale

With the HUGE amount of Free Traffic on YouTube, you can make a ton of money in a very short amount of time. You can do this even if you've never made a video before. You're going to learn how to be a successful video marketer in no time at all. By the end of this course, you're going to be a real pro at YouTube Marketing, and you'll be able to drive lots of traffic and make great money online.

To make the most out of this course, you'll want to review this information in the order that it is delivered. Everything in this course will be presented in a methodical manner, and you don't want to miss any of the critical steps that it takes to make this system work. Your skill level doesn't matter. Whether you're a complete beginner or someone who already has a vast amount of experience in YouTube marketing, you'll be sure to learn new and powerful information that will take your business to the next level.

You may be wondering "Why is YouTube something that I should focus on in my online business?" Everyone watches videos online nowadays. In fact, it has been estimated that 55% of people online watch videos every day. Furthermore, four billion videos are watched each day, and three billion hours of video is being watched each month. YouTube currently has over 800 million visitors per month, and it has also been found that over 60 hours of video gets uploaded on YouTube every minute.

Research has shown that 64% of website viewers are more likely to buy a product online after watching a video. If you think about it, video content is far more similar to face-to-face selling than a written content would be. When you watch a video, you can actually see someone giving a testimonial, for example. So, it's understandable why people would be more likely to purchase a product after seeing a video pertaining to it.

YouTube is huge. It is the third largest site on the Internet, and that is third only to Google and Facebook. This is according to Alexa.com. Google LOVES YouTube videos, which makes a lot of sense considering that Google owns YouTube. Google ranks YouTube videos highly and often even rank a website higher when it has YouTube videos embedded on it.

One of the best things about YouTube, from a marketing perspective, is the high amount of extremely targeted traffic that it carries. People are constantly searching for "How To" information because most people would rather watch how to do something than read about how to do so. This is great for you, the marketer, because this free traffic can be converted into money very easily.

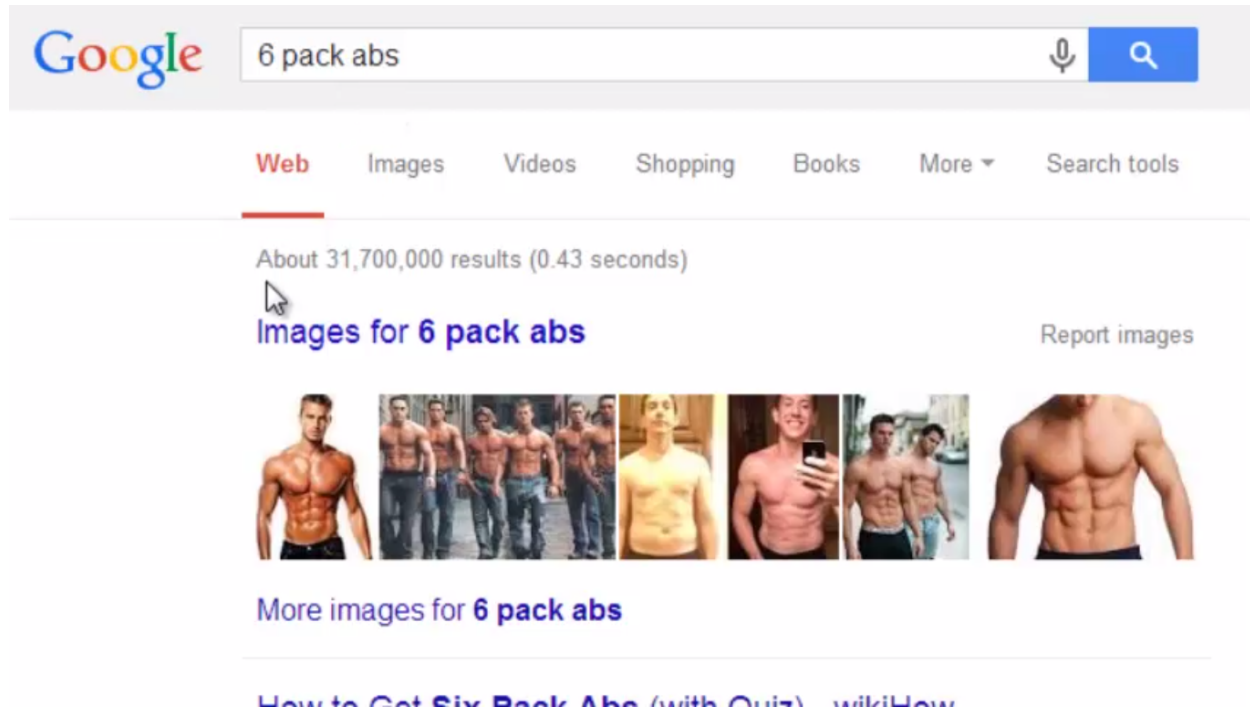
In order to make money through YouTube, you simply need to learn how to match the traffic with a high-converting offer. That's what you're going to learn in this course. The best types of offers to begin promoting on YouTube will be recommended to you in this lesson so that you start making great money right away.

Right now, YouTube and online videos are hotter than ever. The best part is that they are only getting more popular, especially since people can now access the Internet with their smart phones and other portable devices. This makes it easier than ever to watch videos, and it's much easier to watch a video on a phone than to read an article. So, they are much more likely to do so.

One thing that you should know is that video marketing techniques are constantly changing. That's why you should take the time to review the material in this course even if you are an experienced internet marketer. In this course, you are going to have the chance to learn some of the latest, most cutting-edge information which help keep you at the top of your game. Here are just some of the topics that will be covered:

- The Best Offers to Promote through YouTube
- Creating High Converting Videos (without even having to be on camera)
- How to Optimize your Videos for Success
- Driving Massive Traffic to Your YouTube Videos

Why YouTube?



People everywhere are making great money from all of the free traffic on YouTube. If you really take a look, you'll realize that you see this all the time. Just try typing '6 Pack Abs' into the Google search bar and look at what comes up in the results. As you can see in the picture above, this search currently brings up 31,700,000 results. That means that nearly 32 million separate web pages are all competing for that top spot.

If you think about it, it would take forever to rank your website for a popular keyword like this using any of the traditional methods like SEO. If you were to look at the first few of the results on the page, you would see that all of the websites listed first are either well-established websites like WikiHow.com and high-authority websites like BodyBuilding.com. However, you'll notice that the third page listed in these results is a YouTube webpage containing a video about six pack abs. This particular video probably also gets the most attention because a thumbnail of the video is shown right below the listing. It just looks like it's something more fun to click on, and it's more exciting because it's a video that will actually teach you something.

The screenshot shows a YouTube video player interface. At the top, the video title is "Extreme Six Pack Abs Workout". Below the title, the channel name "Six Pack Shortcuts" is displayed with a profile picture of a muscular man. To the right of the channel name, the view count is "12,326,897". Below the channel name, there is a red "Subscribe" button and a subscriber count of "2,706,849". To the right of the subscribe button, there are like and dislike counts: "73,691" likes and "2,631" dislikes. Below the video player, there are navigation buttons: "Like", "About", "Share", "Add to", and "Flag". The "About" button is highlighted with a red underline. Below the navigation buttons, the video description is visible, starting with "Published on Aug 27, 2012" and "How to get six pack abs:". A link is provided: <http://sixpackshortcuts.com/rd3c>. To the right of the link, there is a "Source videos Loading..." message and a "View attributions" link. Below the description, there is a "Hey!" comment and a "Show more" button. At the bottom, there is a link to "ALL COMMENTS (12,756)".

Now, let's take a closer look at the video that came up in the results. The screenshot above shows that this one video has gotten over 12 million views. This video is getting an amazing amount of traffic. Just think, if this video was yours, what could you be making if you were to use it to sell a ClickBank product or some type of affiliate product with it? That's exactly what this person is doing. If you look at the picture above, you can see that there is a link right above the video's description.

This is a 13-minute video, which isn't extremely long. This person only worked on this video once, and judging from the amount of views that it is getting, is probably making an immense amount of profits off of it. That's fantastic. Now, what exactly is this person selling? If you were to click on the link right above the video's description, you would be taken to a sales page for a product called Six-Pack Shortcuts.

The sales page itself contains a video which describes the product. If you were to scroll even further down this page, you would see that this product is currently selling for \$97. Now, if this person is selling this as an affiliate, he is probably getting a 50% commission or even more. Let's take a look at the kind of numbers that this person could possibly be making with this type of a video.

The average ClickBank product costs around \$47. Imagine that you were an affiliate and that you made a 50% commission off of one of these products and that you had a video that got 12 million views. Conservatively, let's say that just 1% of the people that viewed that video bought your product. That would come out to be 120,000 sales. At a \$23.50 commission, which is half

of \$47, you would make \$2,820,000 in PROFIT! Think of how great it would be to be making that much profit off of one video that you only had to make one time.

Now you know how possible it really is to make a lot of money marketing through YouTube. Of course, not all of us are going to be able to get 12 million views to our videos. However, if it was possible for the person who did it with the fitness video, why couldn't it be possible for you? Furthermore, if you only made a fraction of that money off of one video, wouldn't it be well worth the work? What if you made multiple videos?

It should be clear to you by now just how much potential this strategy has. People are already making tons of money this way. The best part about all of this is that this is all free traffic. It's really not hard to drive this traffic if you know the right methods to use.

What to Promote on YouTube?

The screenshot shows a Google search for "ac repair miami". The search bar contains the text "ac repair miami" and a microphone icon. Below the search bar are navigation tabs for "Web", "Maps", "Shopping", "News", "Videos", "More", and "Search tools". The search results are displayed below, showing "About 7,040,000 results (0.40 seconds)".

The first result is "AC Repair Miami | Air Conditioning Repair Miami" with the website "www.acrepairmiamiifl.net/". The description reads: "24/7 Air Conditioner Repair and Maintenance Service in South Florida. Professional Service at Fair Prices! Call Us at (305)515-8662 for More Information."

The second result is "AC Repair Miami FL | 305-501-4454 | Air Conditioning ..." with a YouTube video thumbnail. The video title is "AC Repair Miami FL | 305-501-4454 | Air Conditioning Repair Miami FL Welcome to the 24 hour emergency ...".

The third result is "Best Miami Air Conditioning Repair - Miami, FL | Yelp" with the website "www.yelp.com". The description reads: "Best Miami Air Conditioning Repair Miami reviews by real people. Yelp is a fun and easy way to find, recommend and talk about what's great and not so great in ...".

Below the search results is a map titled "Map for ac repair miami". The map shows the Miami area with several red location markers labeled A, B, C, D, E, and F. Marker A is at Richmond West, Miami, FL, with phone number (305) 515-8662. Marker B is at 893 NE 81st St # 8, Miami, FL, with phone number (786) 991-0207. Other markers C, D, E, and F are also present on the map.

When creating a business, you don't want to just rely on 'Dumb Luck'. If you really want to make money, you need to have a repeatable system in place that you can apply over and over again. That's the great thing about the system that you are going to be learning about in this section. You can use this system for any of the following:

- Offline Clients
- CPA Offers
- ClickBank Offers
- Amazon Affiliate Offers
- Other Affiliate Offers

The reason why YouTube is great for promoting offline clients is because YouTube videos rank very quickly, especially when they pertain to local businesses. As previously mentioned, Google will often place a YouTube video on the first page of the results. So, many times you can get a page-one Google ranking with a YouTube video for a local client within just 24 hours. On the

other hand, if you were to only make a website for that client, it could take months or even years to get them a first-page ranking. That is, if they ever even get there at all.

You should also keep in mind that local clients love seeing it when they see a professionally-made video about their business. Really, this has a high-perceived value for them. They see these videos as their own commercial, and that's why they don't mind continuing to pay to have them running month after month.

You can see that 'AC Repair Miami' has been typed into the search bar in the picture above. As you can probably imagine, air conditioner repair is would be a business that would be high in demand in a place like Miami. So, this would be a pretty hard keyword to rank for. In fact, this keyword brings up over seven million results. The second result, however, is a page that was created using the very system that you are about to learn. The marketer doing this is obviously bringing her client a ton of business.

Another very smart thing that she did was put the phone number to this business right in the title. So, people don't even have to click the link to call this business up. If they do want to click the link, they will be taken right to the video itself. As you can probably imagine, she has no trouble charging her client a lot of money for this kind of a ranking. Her clients would never be able to figure this out on their own. So, the fact that she can do this makes her very valuable to these offline clients.

Aside from ranking videos for offline clients, you can use this system to promote affiliate offers, such as Amazon offers, CPA offers, ClickBank offers, and even your own products. YouTube has tons of free traffic that you can take advantage of. Some people even use YouTube as a search engine. Google was really smart to have bought YouTube because it works perfectly alongside their search engine. Visitors will often come to YouTube in order to search for:

- How-To Topics
- Product Reviews
- Testimonials
- Everyday Information

As you were shown in the previous section, you can make a great amount of money if you have a high-traffic video on YouTube with an affiliate offer attached. That's just one way of doing it. Another method is to use reviews to drive traffic to your Amazon links. Below, you can see that a search has been performed using the keyword 'iPad Review'. There are a ton of different results that come up for this particular keyword, but notice the one at the top. This video was only put up seven months ago, but it has already gotten over a million views.

ipad review

Filters About 3,700,000 results

Apple iPad Air Review!
by Marques Brownlee · 7 months ago · 1,057,478 views
iPad Air Review - The DeFacto tablet from a Googler's POV! Apple iPad Air (16GB): <http://amzn.to/19Isvch> iPad Air Sample ...

iPad 4 Review
by TechnoBuffalo · 1 year ago · 902,650 views
iPad 4 Review! (aka iPad 4th Generation Review) Looking back, Apple's decision to introduce an upgraded iPad with Lightning ...

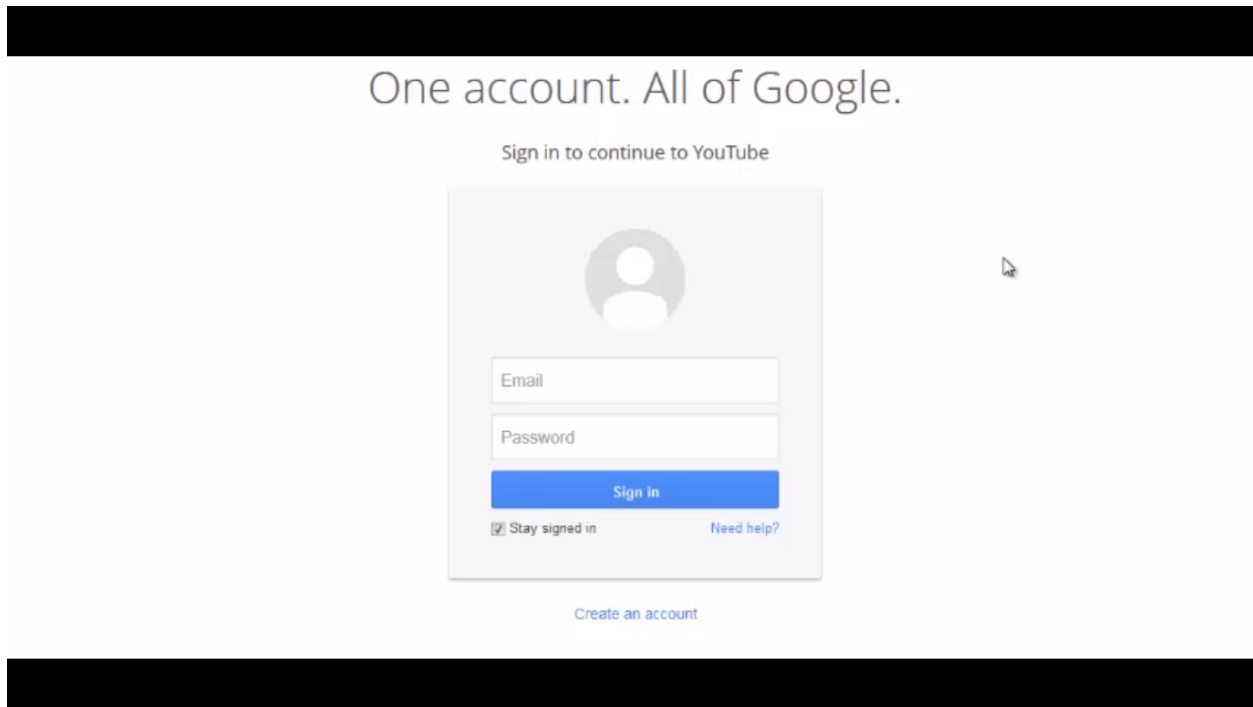
Tested In-Depth: Apple iPad Air Review
by Tested · 7 months ago · 179,004 views
Here we go. With new tablet season in full swing, we take an in-depth look at Apple's flagship tablet, the iPad Air. Here's how it ...

iPad Mini Review
by SoldierKnowsBest · 1 year ago · 1,055,884 views
Here is my review of the new Apple iPad mini. The iPad mini is a 7.9 in tablet that aims at it's biggest competitors, the Google ...

One of the reasons why this video is getting so many views is because it has a very eye-catching thumbnail. There are actually a couple of other reasons why it's ranked so well, and you will learn more the strategies that he has used further on in the training. For now, let's concentrate on how he's using this video to make money.

Just like in the example shared in the previous section, the person who created this iPad review video has placed a link in their description. In this case, the link send people to the video creator's affiliate account, where they can go ahead and purchase an iPad Air for \$461.99. This person is obviously making a lot of money this way. Not only is he probably making a good commission off of each sale, but his video has gotten over a million views, which means he has likely made a lot of sales. The more people that you can get to view your video, the more people are going to click on your link. That's the key to making a ton of money on YouTube.

Creating a YouTube Account



First things first - It's time to create your YouTube account. You've probably already done this once or twice, but if you haven't, it's not hard at all. All you have to do is go to YouTube.com (www.YouTube.com) and click on the 'Sign In' button on the upper right-hand corner.

Back in the day, you would simply create a YouTube account, but now that Google has bought YouTube, they have integrated it with other Google services such as Gmail and Google Plus. So, if you already have some type of Google account, like a Gmail account for instance, you can simply create a YouTube account by signing in with your Google credentials. On the other hand, if you have never had a Google account before, you can simply create one and be signed up for all of these Google services simultaneously. This is a very efficient way to handle things, and a great move by Google.

Look at the picture above, and you can see the page that you will be led to after clicking the 'Sign In' button. If you already have some type of Google account, go ahead and sign in using your normal credentials; if not, click on the 'Create an account' link below the email and password fields.

You will be taken to a page where you can enter some basic information in order to get set up. This isn't a long process. You simply enter in your name and the user name that you would like

to use. After that, you will be asked to create a password and to enter in your date of birth, your gender, and your phone number.

Before you start this process, there are some things that you should consider. It is recommended that you use a Google name that is specific to the niche that you are promoting. That's going to make your account even more relevant to Google and possibly make it easier for you to get your videos ranked.

In the case study example shown above, you can see that the username entered was 'GarciniaCambogiaWeightLoss0' because this marketer was promoting within this specific weight loss niche. Now, the exact keyword that you have chosen may not be available. So, it may take some trial and error to figure out the right one. Sometimes you can simply add a number at the end to find a name that is available.

Since you are creating a business address, you'll want to be sure and create a password that is secure. After all, you can't create a strong business around an account that can be easily hacked. That's generally not a problem with Google, but it's always better to be safe than sorry. It is wise to always use a mixture of symbols, letters, and numbers in your passwords because these types of passwords are much harder to break. Also, the more characters you include the better.

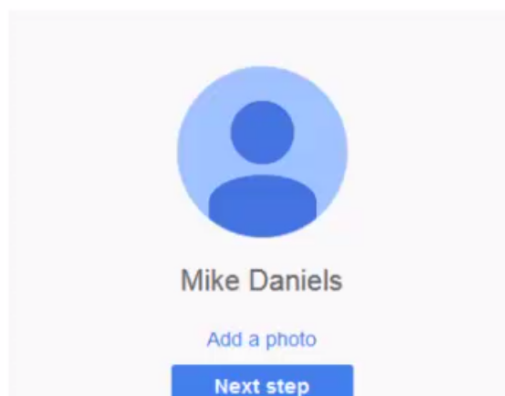
Near the end of this sign up form, you'll be asked for a mobile phone number. You will need to enter in a real phone number that you can be contacted at. Since there are a lot of people

signing up for accounts, sometimes they will verify an account by sending you a text message or by calling you and giving you a verification code. You're also going to be asked for a current email address. This address will serve as a recovery address. In other words, if you get locked out of your account for some reason, Google will send an email to your previous address so that you can reset your password. So, it's a good idea to provide real information here as well.

At the bottom of this form, there is a captcha that will require you to type in the numbers and symbols that are in the graphic above. This just proves that you're not a robot. If you don't want to do this, you can choose the 'Skip this verification' option, but you will have to verify your account by phone if you do. Finally, you'll be asked for your location and to agree to Google's Terms of Service. Click if you agree, and then click on the 'Next Step' button.

How you'll appear

Choose how you appear across Google by creating a public Google+ profile.
Include a photo - you can update it at any time.

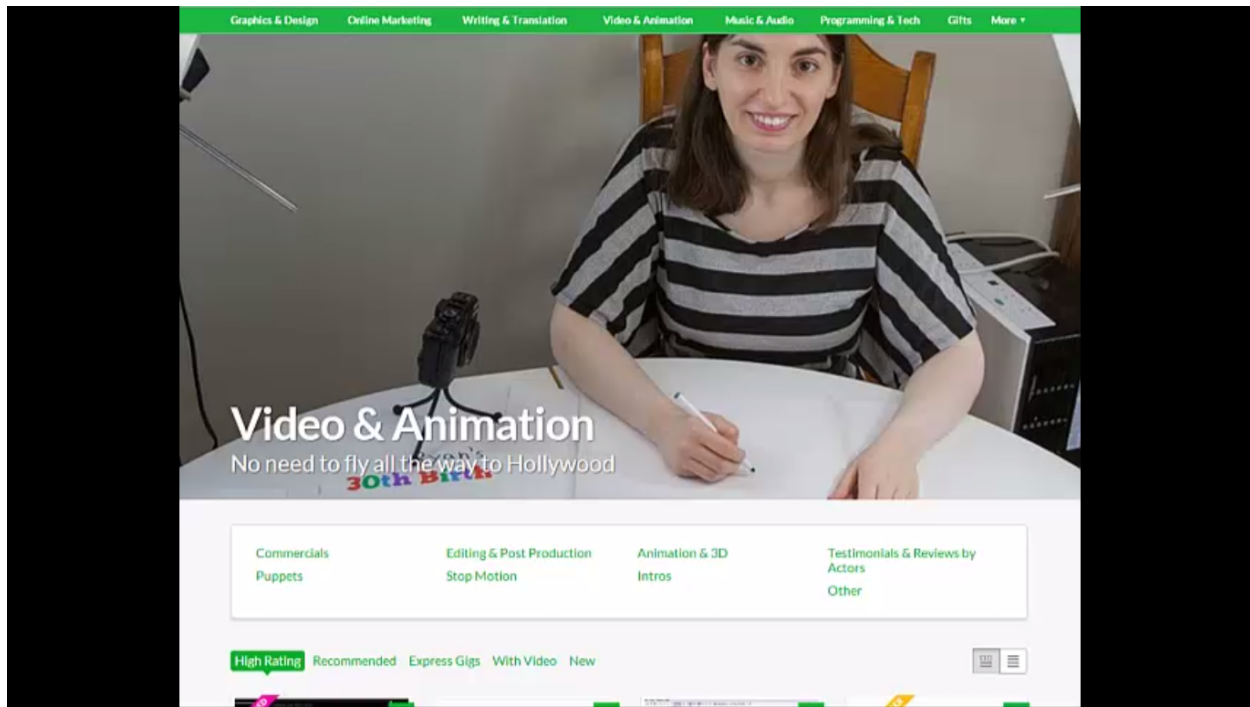


The next page that you will come to is shown above. On this page, Google requests that you add a photo of yourself. As a marketer, it is a good idea to do so because it makes your account seem more real to both visitors that come to your YouTube channel and to Google itself. If someone flags your account, you want YouTube to be able to see that your channel is real. Look at it this way. A lot of people who do video marketing don't go through extra steps like this. So, you're all the better for doing so. Go ahead and click on the 'Add a photo' link to continue on.

You do want to use an actual picture of yourself because, again, this will help you to build trust with you customers and with Google. In other words, don't use a beach scene, an avatar, or some other type of stylish picture. You will have the ability to crop your photo once you have

uploaded it. Try to center in around your face as much as possible. You would be amazed at how much a good photograph with a smiling face will help a channel to convert.

Outsourcing Your Videos on Fiverr



Video may not be your thing, but that doesn't mean you have to give up on video marketing. It's not good for you to be in each and every one of your videos anyway because that makes you look like you're spamming YouTube. So, one thing that you can do is outsource your videos on a website called Fiverr (www.Fiverr.com).

Up at the top of Fiverr's homepage, you'll find a link that says 'Video & Animation'. Click on this link, and a lot of results for this category will appear. You are going to find that there are a lot of people on this site that aren't only willing to create videos for you, but also create video testimonials. As you search through potential people for hire, look for people that can draw interest. You don't want to use someone that is boring or very monotone in the way they speak. You want people that are going to excite people and inspire them to click on your link.

The cool thing about Fiverr is that you can find people on this site who will create a video for you for just \$5. That's less than most of us spend on our coffee in the morning. Even though you are paying these people very little, you will be surprised at how many talented people are on this site. That being said, you'll want to spend some time looking for the right person.

Aside from finding someone that is interesting and exciting, you'll want to find someone that fits what you are trying to communicate. For instance, if you are in the weight loss niche, then

you will probably want to find someone that is in shape so that people will trust their opinion when they talk about losing weight. That's going to help your conversions immensely. You'll also want to take care to look at the person's work rating and pay close attention to what they state that they are willing to do for that \$5.

The screenshot shows a freelance marketplace listing for a video service. At the top, there is a navigation bar with categories: Graphics & Design, Online Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, Gifts, and More. The main content area features a large image of two women (twins) smiling. Below the image, the text reads: "I will create a promotional video featuring twins for \$5". To the right of this text is a green "ORDER NOW (\$5)" button. Below the text, there is a "COLLECT" button and social media sharing icons for Facebook, Twitter, and LinkedIn. A video player shows a preview of the twins. On the right side, there is a star rating of 5.0 by 1028 buyers, a "14 DAYS ON AVERAGE" badge, and "41 ORDERS BY QUOTE". Below this, it says "AVG RESPONSE TIME: 13 HRS". At the bottom right, it says "By theadtwins FROM UNITED STATES".

Look at the page shown in the screenshot above. As you can see, the page states that this person is willing to create a promotional video that features twins for just \$5. These twins look very fit and would work great for our case study niche. They also have a five-star rating on the right side of the page, which means that people have been very happy with their work in the past. In addition, these women have a Top Rated Seller status, so they must do a very good job. Even though they do seem to be a good fit and they have good ratings, be sure to look at their videos before moving forward to hire them.

Creating Controversial Viral Videos



When marketing on YouTube, your main focus should be on getting tons of views, but it's nearly just as important to get people to share your video. The more interesting you can make your video, the more people are going to watch it and share it across the Internet. A great way to get a video to go viral is to use controversy. Simply put, a video that is based on a controversial topic will get a bigger view reaction than one that is based on a non-controversial topic.

A controversial video creates momentum because more people view it, share it, and comment on it. People are drawn to watch videos that are based on controversial subjects, and they also feel compelled to share their opinions on matters such as these. The video above, for instance, discusses gun rights. This is always a controversial topic that people want to share their opinion on. So, there's really no surprise that this video has been shared and commented on many times over. This marketer also made a smart move by asking people to share this video with their friends at the beginning of the video's description.

If you look at the comments, you will notice that a lot of people aren't actually finding this video through YouTube. People who find this video are sharing it on different sites like Google+ and Facebook, but these other people are leaving their comments on YouTube. So, this video has completely gone viral. Of course, it doesn't hurt that it features Steven Seagal either.

A video on any subject that people feel passionate about and are driven to share their opinion about has a good chance of going viral. When it's a controversial matter, the urge is even stronger. If you want to try and make a video on a controversial subject, one great website to visit is ProCon.org (www.ProCon.org). There are a great number of different topics covered by this site, including:

- Standardized Tests
- Elections
- Abortion
- Medical Marijuana
- Concealed Handguns
- Death Penalty
- Alternative Energy
- Animal Testing
- Gay Marriage

You can try and take neutral stand in your video and simply present facts pertaining to both sides, but honestly, you're going to get a bigger reaction if you take a side. Either way, once you put a video like this up, there's no going back. Most likely, you're going to have a lot of people commenting on your video and sharing it like crazy.

One thing you might try is going into Fiverr and performing a search on the term 'testimonial'. This search will bring up a lot of people who are used to doing video testimonials, and many of these people wouldn't be opposed to covering a controversial topic for you as well. Not only are these people good at speaking on camera, many of them are very good actors too. So, you could provide them with a script on a subject, and you can even ask them to act agitated about it to get a bigger reaction.

I will over react to anything for \$5

CREATED OVER 2 YEARS AGO, IN [VIDEO & ANIMATION](#) /
[TESTIMONIALS & REVIEWS BY ACTORS](#)

COLLECT



ORDER NOW (\$5)



5.0 by 495
STARS BUYERS

7 DAYS ON
AVERAGE

2 ORDERS
IN QUEUE

AVG. RESPONSE TIME: 1 DAY



By **adamrussell**

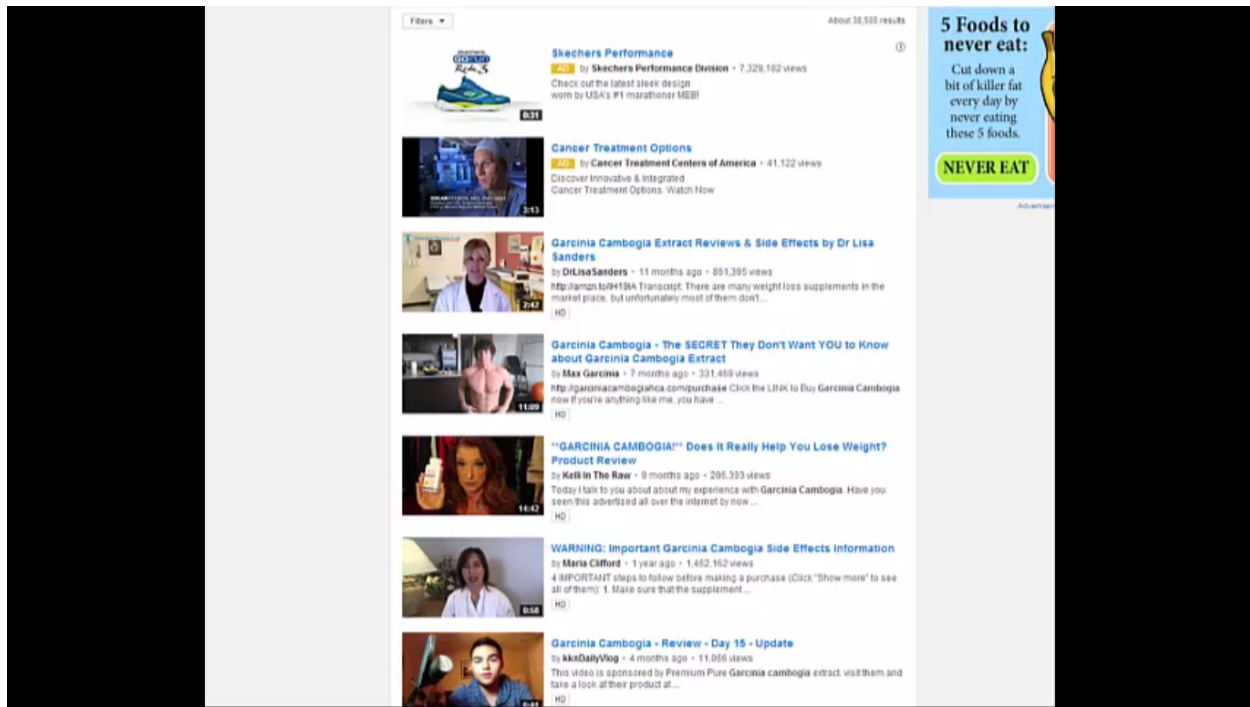
FROM: UNITED KINGDOM
JOINED OVER 2 YEARS AGO

Hi I'm Adam and I want to
make the world smile :)
Send me a message if you
have a question! I reply



Look at the screenshot above. This man is promising to overreact to anything for just \$5. Emotional outbursts like this that can really get the ball rolling and make a video go viral. There are plenty of people out there that are ready for this kind of a gig. So, why not hop onto Fiverr and get something started? This is especially true when it comes to topics that people are excited to talk about anyway.

Why People Click on Certain Videos and Not Others



Now let's discuss why some videos get more clicks than others. Most of the videos in the screenshot above are getting a pretty good number of views, but some of the videos are getting substantially more traffic than others. There are a few tell-tale signs as to why.

All of these results came up after a search for the term Garcinia Cambogia was performed. Look at the third video down and you will see that this video has the terms 'Views' and 'Side Effects' in the title. That was done purposely because these are words that people typically include in their search terms when they are looking to purchase a product.

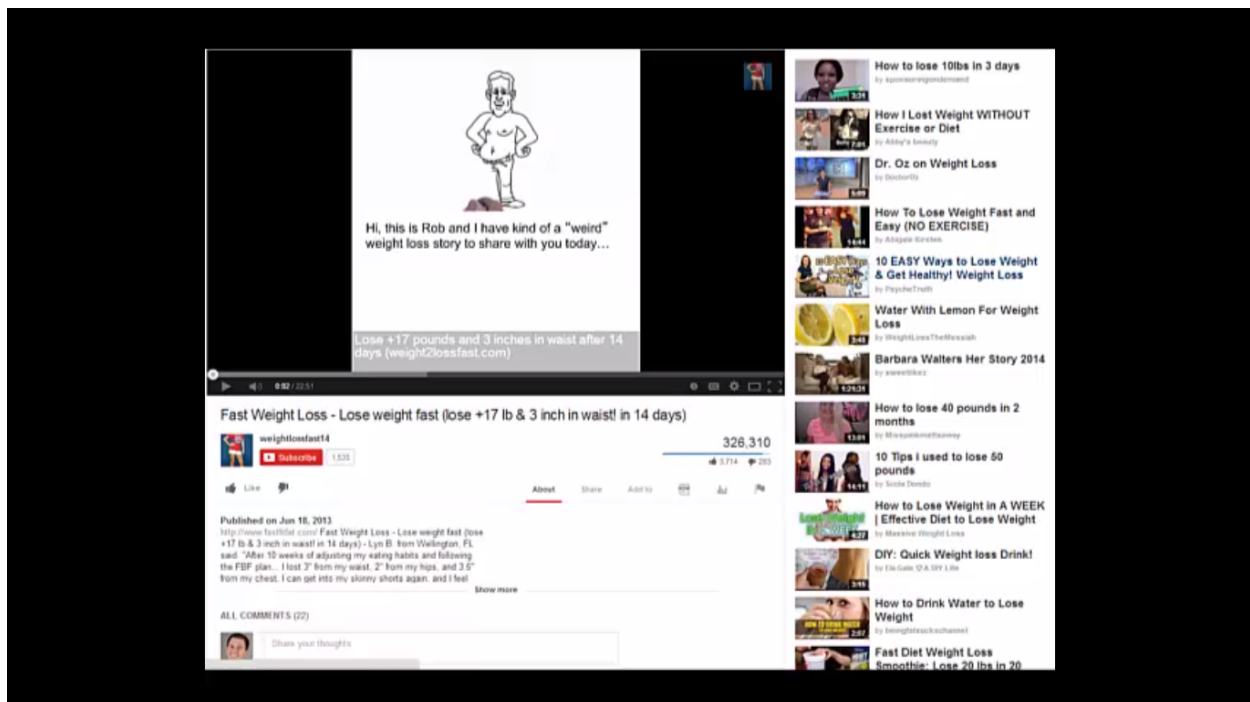
Now, look at the sixth video down, and you will see that its title also includes the word 'Side Effects'. Common details such as this are what you want to look for. They also have ladies in their videos that are dressed in a white lab coat. It's almost as though they are trying to appear to be doctors. These ladies are actually both gig creators on Fiverr, so it's unlikely that they are actual doctors. Neither may even claim to be doctors, but wearing the lab coat makes that suggestion. This could be one of the reasons why these videos are getting so many clicks, but it probably actually has more to do with the way that the titles are written.

Another thing that you'll notice is that the main keywords for both videos are in the title. This is no surprise since this is one of the most basic techniques for getting your video seen. If you

were to click on the first video that was pointed out, you would see that it has gotten over 861,000 views in less than a year's time. You would also notice that the link to this marketer's product is listed at the beginning of the description. If you were to click on this link, you would be led to the product that's being promoted by this affiliate. It is a Garcinia Cambogia product which is on Amazon. Whether the person in the video is an affiliate herself or if she has just made a video for a certain marketer is unclear. Whoever this marketer is would be doing rather well judging by the numbers, however.

The second video being discussed is doing great as well. In fact it is doing much better. In just over a year's time, it has gotten 1,452,162 reviews. If you notice, it has a really good title. It says "WARNING: Important Garcinia Cambogia Side Effects Information". This video has the main keyword in the title as well as the word 'side effects'. The term 'Warning' in this case is also being used to draw attention. The great thing about this title in particular is that nearly every word, if not every word, in this title has a purpose when it comes to getting the video more views.

You'll find a link to the product that is being promoted at the beginning of this video's description as well. Again, the link directs the user to an affiliate product. All of these commonalities should be taken note of. That's how you discover what people are doing to get more clicks, views, and sales. It's always good to model after the things are doing to make their videos successful, and you should pay particularly close attention to those videos that are doing well. Build upon these strategies and mix them with your own, and you will have a formula for success that other people cannot beat.



Look at the screenshot above, and you will see that this page is showing a 'Suggested Videos' panel over on the right-hand side. One of the videos that you will notice first is the fifth one down. That is because the video looks different than the rest due to the lettering. They also have a title that draws attention.

Both of these techniques combined are causing this video to get more clicks than some of the others do. The third video up from the top is utilizing these same two techniques. This is a video that is getting a lot of reviews as well, and in both cases everything basically comes down to these videos looking as they are more interesting due to the images and text being used.

Choosing What to Promote on YouTube with Buyer Intention Keyword



Q	Q	Q	Q	Q	Q	Q
Q	Pure YACON Exclusive US/CAN/UK	\$ 60.00	Sale	Diet & Weightloss, Health & Beauty, Exclusive	Nutrapay Health Affiliate Network	10 Jan 2014
Q	Pure Green Coffee Premium - Exclusive Sponsored Listing	\$ 62.00	Sale	Diet & Weightloss, Exclusive	MediaBrand	14 Aug 2013
Q	Pure Garcinia Cambogia Premium - Exclusive Sponsored Listing	\$ 62.00	Sale	Diet & Weightloss, Exclusive	MediaBrand	14 Aug 2013
Q	Pure Raspberry Ketone Premium - Exclusive Sponsored Listing	\$ 62.00	Sale	Diet & Weightloss, Exclusive	MediaBrand	14 Aug 2013
Q	Nutra-Natural Garcinia Cambogia Trial US V1 Sponsored Listing	\$ 40.00	Sale	Diet & Weightloss, Free trial, Health & Beauty	Fusion Online Media	01 Nov 2013
Q	Nutrigenix PRO-T Testosterone Booster Trial Sponsored Listing	\$ 40.00	Sale	Diet & Weightloss, Free trial, Health & Beauty	Fusion Online Media	01 Nov 2013
Q	Slimly Trial Offer Sponsored Listing	\$ 70.00		Dating, Diet & Weightloss, Exclusive	Slimly™	20 Dec 2013
Q	Pure Garcinia Cambogia Extract Sponsored Listing	\$ 52.00	Lead	Health & Beauty	RevClicks Media	03 Sep 2013
Q	Pure Green Coffee Bean Extract Plus Sponsored Listing	\$ 52.00	Lead	Diet & Weightloss, Health & Beauty	RevClicks Media	03 Sep 2013
Q	Ultimate Garcinia Cambogia (High Converting Straight Sale) Sponsored Listing	\$ 50.00	Sale	Diet & Weightloss	Health Labs	13 Dec 2013

The next step in this process is to choose what to promote. There is a specific method that you will want to use to do this. So, please follow along closely. First of all, when choosing an offer, you have to weed them out a bit in order to find the right ones. You have to make sure that you choose something that someone will actually want to watch a video about. After all, if no one wants to watch your video, you've pretty much just wasted your time.

Your video should be something that intrigues people. For instance, you might base it on something that Dr. Oz has mentioned or something else that people want to know about. This isn't an exact science, so you'll just have to use your own common sense to figure out what subject matter your target audience would be interested in.

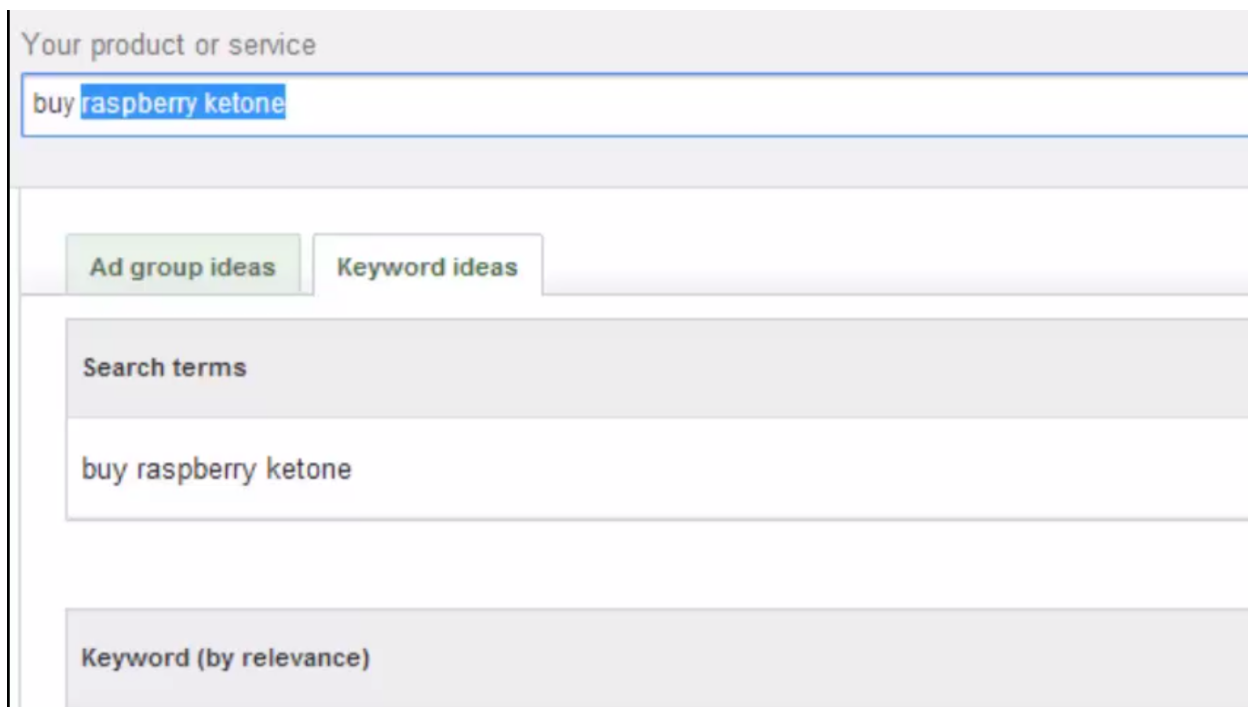
A lot of people throw a lot of videos out on YouTube, but they don't really know how to market. As a result, they end up doing a lot of work for very little money. You don't want to be that kind of a marketer. Instead, you'll want to promote offers that have the highest amount of 'buyer intention' keywords. Buyer intention keywords are just like low-hanging fruit. You can take over the whole front page of Google with your videos if you use them.

The goal here is to choose an offer and then find out if there is traffic coming to that offer through buyer keywords. The first thing that you'll want to do is take a look at your CPA

network. Above, you can see a page of featured listings that show all kinds of things that you can promote. Raspberry Ketones is a product in the weight loss niche that is really hot right now. So, that's the product that will be promoted in the case study example.

Once you have found an offer that you want to promote, you'll want to do a little more research using Google's Keyword Planner. This will help you to find the buyer keyword terms that you need. You see, if you use general keywords, you're going to need a lot more traffic to generate sales. Always remember, it doesn't matter how much traffic you're getting; what matters is whether or not your offer converts. In other words, the point is to make money, not just get traffic. That sounds simple, but people really do get lost by putting too much emphasis on getting more traffic even when their offer isn't converting very well at all.

When you get to Google's keyword tool (<https://adwords.google.com/KeywordPlanner>), you'll want to type in the exact words that you're going after. So, in the case study the words 'raspberry ketone' were entered into to the 'product or service' field. This was something that Dr. Oz mentioned in one of his shows, so people are searching for this word constantly on YouTube, especially when they are researching weight loss. One cool trick that you can use is to enter the word 'buy' in front of your main keyword because this would bring up more buyer intention keywords. So, for instance, for the case study you would enter in 'buy raspberry ketone', as in the picture below.



The image shows a screenshot of the Google Keyword Planner interface. At the top, there is a text input field labeled "Your product or service" containing the text "buy raspberry ketone". Below this field are two tabs: "Ad group ideas" and "Keyword ideas". The "Ad group ideas" tab is currently selected. Below the tabs, there is a section titled "Search terms" which contains the text "buy raspberry ketone". Below that, there is a section titled "Keyword (by relevance)".

Once you enter in your search term and click on 'Get Ideas', the results will default to where the 'Ad group ideas' tab is selected. You don't want that. Instead, click on 'Keyword Ideas' to

bring up the other tab. The results under this tab will show a list of related keywords and the amount of times each keyword is searched for.

Some of the average monthly searches may seem kind of low to you, but it's sometimes better to find a keyword that gets 720 monthly searches than one that gets 100,000 monthly searches. Why? That's because some keywords are used by people who want to purchase something and some keywords are used by people who just want to learn about something. So, if you can find one that someone might use when they are looking to buy, it would be better than using a keyword that would be used when a visitor has no intention to buy even if it gets search for more. In other words, you are looking for 'buyer intention' keywords.

Now, look at the list of results and find the second most popular 'buyer intention' keyword. Again, a buyer intention keyword is one in which someone is showing intention to buy. Two of the most popular keywords on the list were 'raspberry ketones' and 'raspberry ketone review'. However, these are not buyer intention keywords because they are keywords that people would use when they were looking for information on a product, not the product itself. A good example of a buyer intention keyword is 'where to buy raspberry ketone'. This was the second most popular keyword in our case study example. It currently gets 2,400 searches on average per month.

You will want to save all of the keywords that you have found as you go along. The program gives you the option to save them in a CSV file, by the way. Once you have found the second most popular buyer intention keyword, perform a search on it. You'll want to repeat this process four different times, saving your list of keywords each time. From the keywords that you have saved, you want to compile a list of buyer's keywords in Notepad or another program. You want your videos to rank well in YouTube at first. That's just so that you can start making money. After that you want to find words that rank well on Google too.

Keyword research isn't always fun, but it's a vital part of the game. It's going to save you time and money in the long run to do thorough research at first. If you don't do this research first, you're going to end up with videos that don't rank. That's going to cause you to get frustrated, and you are going to end up quitting when you could have made a ton of money in video marketing. So, go through all of these steps when you do your keyword research, and if you need to, review this section again to make sure you're getting it right. It may seem a little complicated at first, but it's really very easy to do. This is a necessary step though.

Creating High Converting Scripts

4 WEEKS In Your Best Body Ever!

30 DAYS

60% HCA

100% ALL NATURAL

USA

NATURAL

SSL TRANSACTION

CLAIM YOUR FREE BOTTLE TODAY!
100% NATURAL PURE GARCINIA CAMBOGIA EXTRACT CAPSULES

Select My Package
Special Discount Activated!

110,000+ Facebook Fans | 550,000+ Satisfied Customers | Authorized amazon

WHAT IS GARCINIA CAMBOGIA (HCA)?
A MIRACULOUS WEIGHT LOSS PLANT

Why Does it Have Scientists and Media Buzzing?
The most exciting break-through in natural weight loss to date!

Now it's time to learn how to create a script for your YouTube video. One of the best ways to begin creating a script that is based on a product is to go to that product's sales page and draw information from there. Simply pull up the Notepad program on your computer and make a bulleted list of the features that you want to point out. Then, you can start expanding on each of these topics and writing out what you want to discuss, or you can simply use these bullet points as a guide and adlib on the topics as you record your video.

A sales page is the best place to draw your information from because they are created by master copy writers and marketers. They really know their stuff, and they are paid a lot of money to sell these products effectively. So, all of the marketing is done for you, and all you have to do is follow the sales scheme yourself. Nothing is going to make your videos convert better than that.

If you wanted to outsource your video to someone on Fiverr, you could actually just copy some of the information on the sales page and paste it into a document to give your video outsourcer something to go by. You may want to go through the writing and change it up a little bit to make sure that the information isn't repeated on the video verbatim.

You could also take the time to write out a script for your outsourcer using the information at hand. As you do so, remember that you don't want to bore your audience, so you might paraphrase some of the information so that it is not so technical. Some of the information on the page above may be too scientific, for instance, so you would want to find a way to describe how the product in layman's terms. You may even want to avoid covering these types of topics altogether, unless you feel that they are necessary points to cover. In many cases, all people are going to be interested in the products benefits anyway.

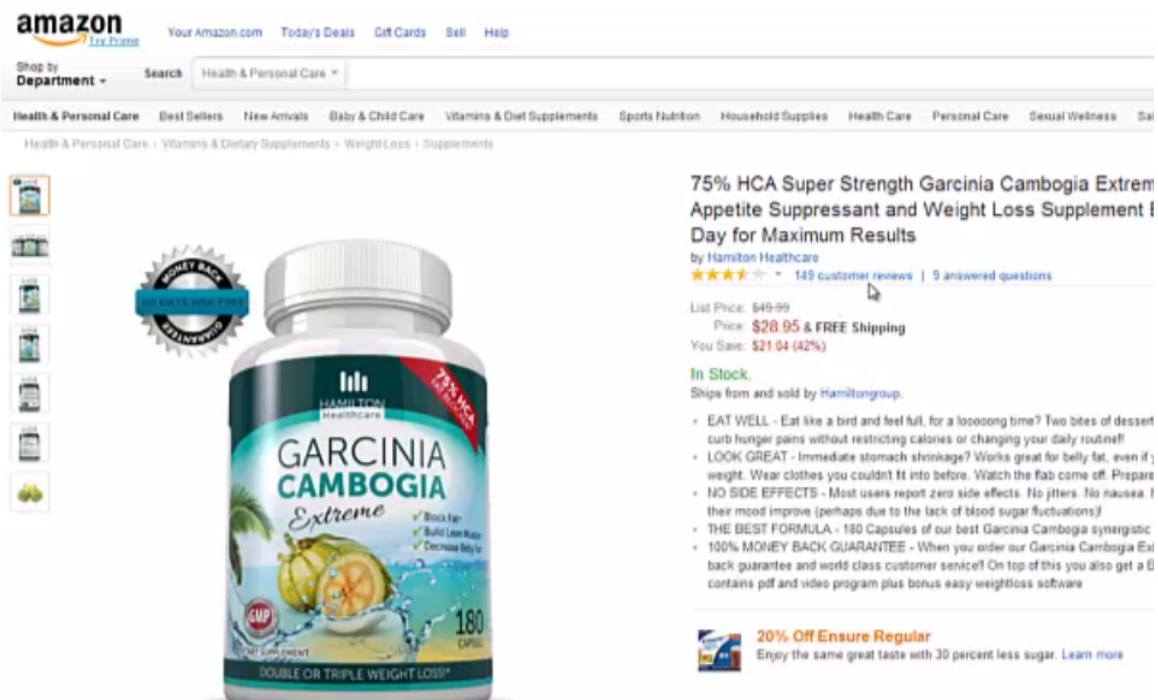
Another great thing about using a sales page is that there are often testimonials that you can add to your video. You'll also find seals of approval and awards on the page that you may want to mention. Often there is a vast amount of information on these pages that are worth mentioning; the key is to think of creative ways to spin it.

Make sure that you plainly state to the viewer what they should do at the end of your video. In other words, you want to provide clear instructions on how the person can take action. That would be by clicking the link directly below the video in this case. Don't leave this part out of your video. People have to be told exactly what to do and how to do it or they simply won't. If you don't give people instructions on how to find your link and remind them that they should click on it to take advantage of the offer you're presenting, you might as well not have even put a link in your description at all. That's how important this is.

When you tell your viewers how to take action, let them know the benefits of doing so as well. In the case study example, the sales page states that you can receive a free bottle of Garcinia Cambogia simply by entering their mailing address into the opt-in form. So, if this was a product that you were promoting, you would want to let your views know that they could get a bottle for free simply by clicking on the link in the video's description. This message alone would motivate many people to click on your link who wouldn't normally do so.

Really, if you can get a prospect to click your link, the product will sell itself once they get to the sales page. So, all you really have to concentrate on at the end of your script is persuading the person to click on the link which will lead them to the offer's sales page. Again, you do this by providing clear instructions on how to take advantage of the offer and outlining the benefits of doing so.

Adding Impacting Review to Your Video Scripts

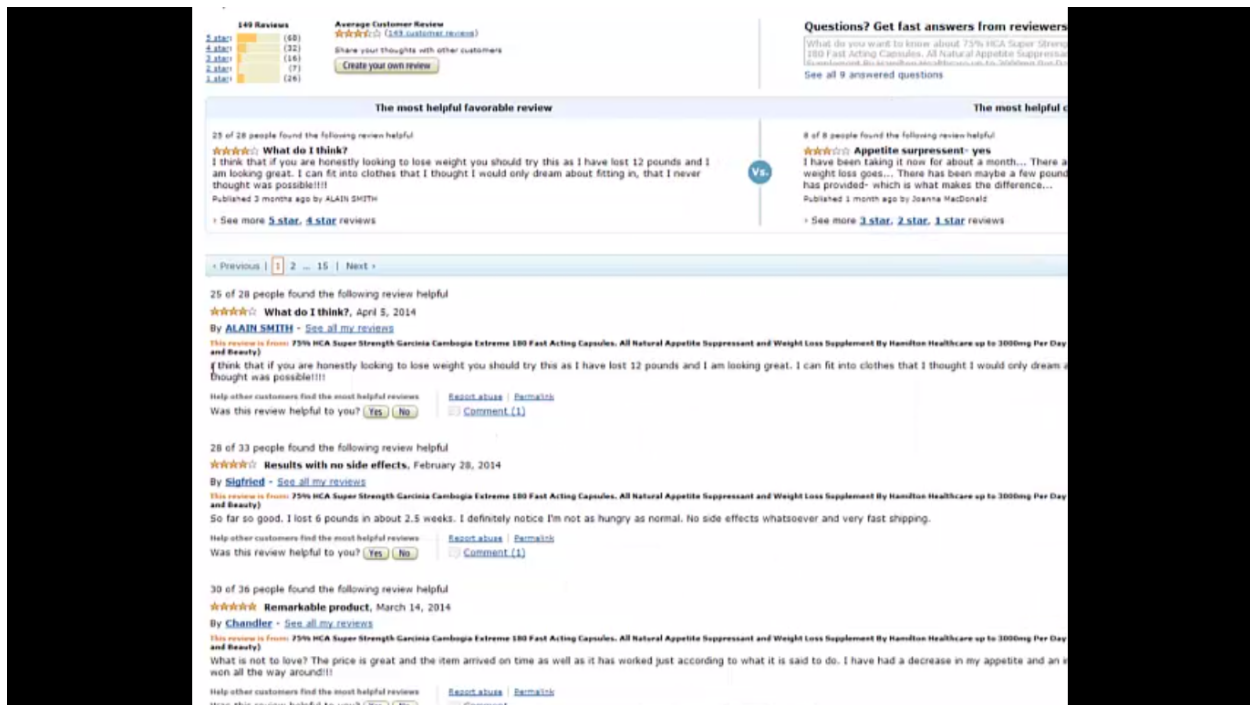


The screenshot shows the Amazon product page for "75% HCA Super Strength Garcinia Cambogia Extreme Appetite Suppressant and Weight Loss Supplement 1 Day for Maximum Results" by Hamilton Healthcare. The product is shown in a white bottle with a green and blue label. The label features a lime and the text "GARCINIA CAMBOGIA Extreme" and "180 CAPSULES". A "MONEY BACK GUARANTEE" seal is visible on the left side of the bottle. The product title is "75% HCA Super Strength Garcinia Cambogia Extreme Appetite Suppressant and Weight Loss Supplement 1 Day for Maximum Results". The price is listed as \$28.95 & FREE Shipping, with a list price of \$49.99. The product has 149 customer reviews and 9 answered questions. The page also includes a "20% Off Ensure Regular" promotion.

You may want to add reviews to your script or even to the descriptions underneath your videos. A great place to go to find legitimate reviews is Amazon.com (www.Amazon.com). You probably wouldn't want to draw from just one listing by the way. Luckily there's usually more than one version of the same product on the site.

Above you will find a screenshot of one of the Garcinia Cambogia products sales pages on Amazon. This particular product has gotten 149 reviews in total. If you click on the link that shows this, which is located right underneath the product title, you will be redirected to the page containing these reviews. Once you reach this page, pull up your Notepad program and begin taking notes.

It's not advisable that you copy and paste the reviews from this page into your notepad document. The content on Amazon is copyrighted, including the reviews. However, there is nothing wrong with paraphrasing these reviews. For instance, one of the reviews for the product shown below was made by Alain Smith. Without mentioning her full name, you could say things like "Alain said that she lost 12 pounds and that she feels great." which is something that she states in her review, she just said it in a different way.



Obviously, it wouldn't be hard to grab a number of these reviews and rephrase them to get across what people are saying about the product you are promoting in your video. You may want to paste the review into your notepad and then reword it right underneath to give yourself a quick reference. If you do this, you would want to use some sort of system to be sure that it's easy to tell the one you wrote apart from the original. After all, you wouldn't want to accidentally read the wrong one.

Here's an example of one of how to paraphrase one of these reviews. Let's say, for instance, that a customer named Nick left the review said:

"What's not to love? I got this product at a low price and it arrived on time. Since I began using it, the product has work exactly how the seller said that it would. It has caused me to have less of an appetite and I am losing weight very quickly."

Then you could simply paraphrase it in your script by saying:

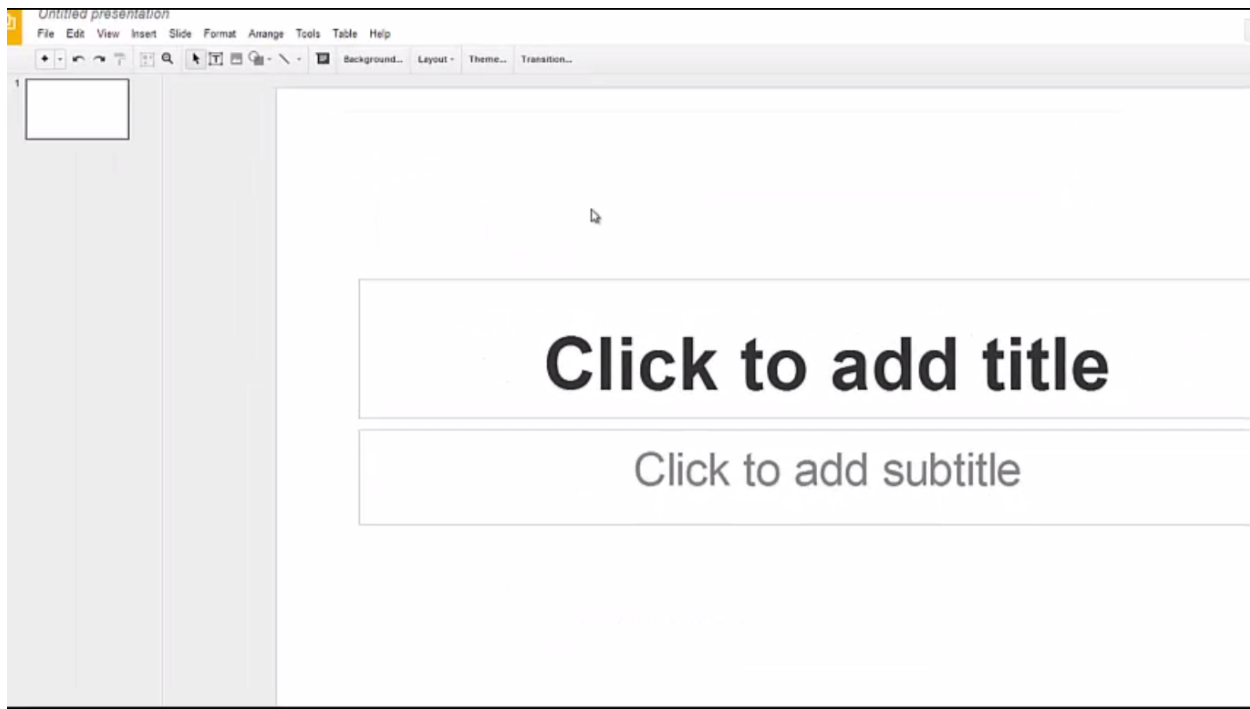
"Nick said that the price for this product is great and that it caused him to have a decrease in appetite and that the product was effective in helping him lose weight."

Hopefully you get the idea. The main thing to remember is that you can use Amazon as a source for information, just don't copy what you find there verbatim because you don't want to have any copyright violations. These are very helpful because you can use these reviews in two

different places. One of them is in your script as previously stated, and one of them is in your video description. YouTube and Google love this sort of thing, and a lot of people that do video marketing don't take the time to put things together like this. So, you'll be able to beat out a lot of other people's videos just by going this extra mile.

Always remember that a lazy marketer is a broke marketer. You don't want to be one of those people who are all about taking shortcuts and not putting the full effort into things. Don't be the one wondering why people are outranking you. Instead, try to be the one who outranks everyone else. The best way to do that is to be willing to put in the extra effort where others don't. Besides, usually it just takes a little bit of extra work to soar beyond those who aren't willing to put in the extra effort. Once you can do that, you're not only going to be making a lot more money than your competitors, but they are going to have a hard time catching up, if they ever actually do.

Creating High-Converting Video Presentations



If you are going to create slides for your videos, a great way to go about it is by using Google Drive. Not only does Google's presentation software work just about as well as PowerPoint, it can also be easier to use, and of course, it's also free to use. If you have never used Google Drive before, you can access it by visiting <https://drive.google.com/>. You can log into the site simply by using your Gmail credentials.

When you log into Google Drive, you will find lots of different options pertaining to what type of document you want to create. You'll want to choose the 'Presentation' option, which is the one that will allow you to make your slides. A screenshot of the interface you will be working with is shown above. At this point, everything is bare. The first thing you'll want to do is spice your presentation up a bit by choosing a theme. To do this, click on the 'Theme' button that is located at the top of the screen.

You'll find that the software provides some pretty decent themes. None of them are earth-shattering, but they will work for making an interesting demonstration. One of the most alluring themes is 'Color Strip'. This is a well-designed theme that uses a lot of color. The first one is going to be your cover slide, and each one to follow will be your presentation slides.

It's very easy to use this software, and one great thing about it being web-based is that you can have your presentation under one tab and the sales page for your product in another. Then, you can move back and forth between the two, picking up the bullet points from the sales page and adding it to your presentation. You can also grab some of the image content from the page to add to your presentation.



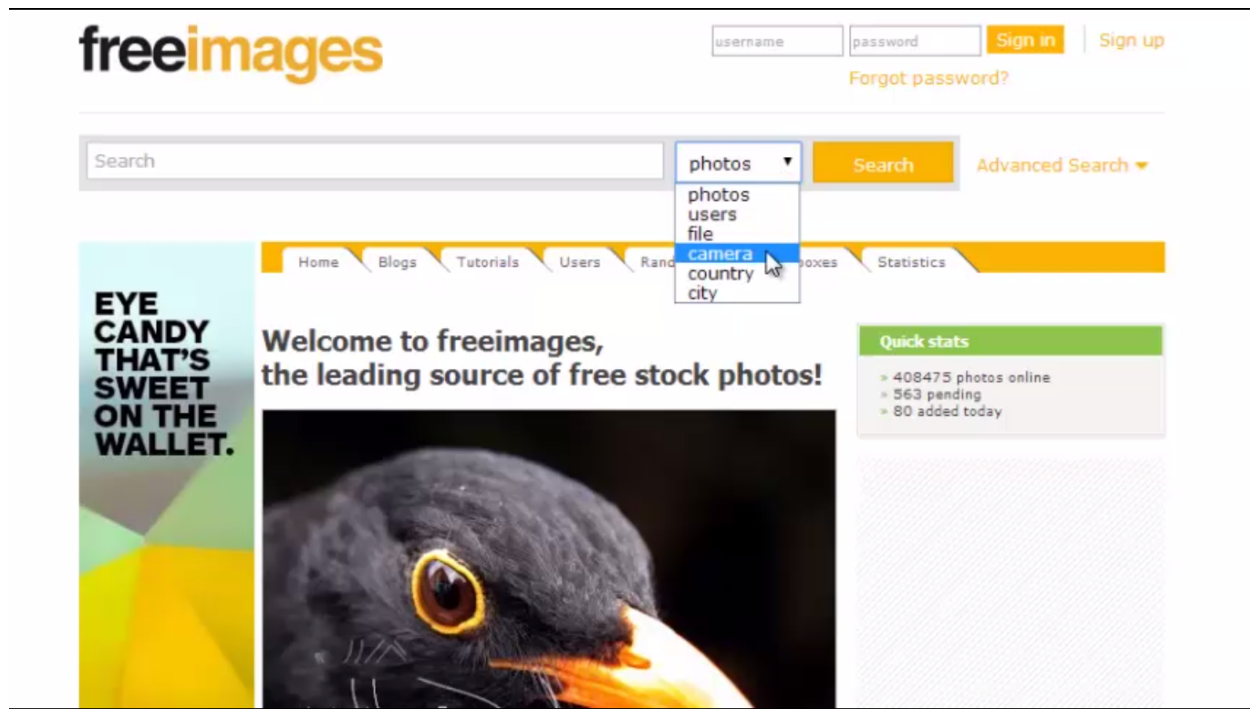
Above you can see a quick cover page that was made in Google Drive for our case study product, Garcinia Cambogia. The picture in it was drawn from the product's sales page. As you can see, the message "Garcinia Cambogia stops fat from being made!" centers the page in bold, bright letters to grab people's attention. You could really go through the different portions of the sales page and draw content from it for each slide of your presentation. Just be sure to put the information in your own words. Be sure to add some quick pictures to each slide to make them more interesting. You can make a pretty interesting presentation this way.

Another cool thing about Google Drive is that it is cloud-based software. So, you can access your work from any computer, and you don't have to worry about losing your work, even if your computer crashes. At the beginning of this process, you'll want to choose 'Rename' from the first menu on the left in your menu bar because by default each presentation is titled 'Untitled Presentation'. Be sure that you give it a name that will allow you to know at a glance which presentation it is and what it's about.

Again, this program works a lot like PowerPoint. In the center of the screen you have the slide that you're editing, and along the left side, all of your slides are listed. This makes it very easy

to rearrange, review, and delete them. As previously stated, some people find this software to be even more user-friendly than PowerPoint, and of course, it's free. So, definitely check this option out. It works really great for creating video.

Getting Free Images for Your Videos



When creating slides for your videos, you'll want to use a variety of images to make your slides more attractive. However, you don't want to take images that are copyrighted and end up with a copyright infringement complaint on your video. If you do, your video will be taken down. There's no need for that because there are a lot of free image sources out there that will work for your video. Two great sites that you can visit for free images are:

- Freemages.com (<http://sxc.hu> or <http://www.freeimages.com>)
- Morgue File (<http://MorgueFile.com>)

You'll find that images on stock sites can be very costly. Royalty-free images typically cost around \$7, but you could pay up to \$20 or \$30 for just one image on some of these sites. Of course, \$7 probably won't break you, but when you have to use these sites over and over again to find royalty-free content for your presentation, things can get very expensive. This is especially true when you make a lot of videos like this training is suggesting that you do. Even if you could afford to purchase these images, you wouldn't be left with much of a profit after you spent a fortune on images.

Free Images was launched in February 2001 as an alternative for expensive stock photography. The idea was to create a site where creative people could exchange their photos for inspiration

or work. The site has since evolved into a massive community. There are currently over 2,500,000 registered users and around 400,000 photos online to choose from.

The homepage for Free Images is shown at the beginning of this section. As you can see, it has a pretty straightforward layout. There is a search bar at the top that you can use to search for different types of photos. You can also search for photos by user, filename, the type of camera used, or by location. In most cases, you will just use the 'Photos' category, but it's nice to know that other options are there. You may also notice that there is an 'Advanced Search' link next to the 'Search' button. You can use these options to better narrow in on the type of pictures you are looking for if you need to.



The second site, Morgue File, has kind of a weird name. The term 'Morgue File' has been used by professionals in various industries for years to describe a file that holds old image resources that are stored away. It really is one of the best sites online to use for royalty-free images. The homepage to this site is shown above. The site is pretty easy to navigate. There's a search bar right under the file name that you can use to start your search.

Both of these sites are meant to be resources that allow people to find images without worrying about copyright infringement. You always need to watch and make sure that you're not using material that you can get in trouble for using, but for the most part these sites will help you to avoid any kind of legal battles. If you just can't find the photo that you're looking for at either one of these sites, you can try using stock photo websites like iStockPhoto.com

(www.iStockPhoto.com), where you can sometimes purchase photos for around \$1 apiece. Another good one to use is Big Stock Photos (www.BigStockPhotos.com).

Creating Videos with Free and Paid Software

Creating Your Money Video

Video Types:

- Slideshow (Animoto)
- Screen Capture (Jing)
- Mobile Phone
- On Camera



In this portion of the lesson, you are going to learn how to create 'Your Money Video'. There are many different ways that you go about creating this video. Understandably, many people don't like to be on video, and as you already know, you don't have to. Just keep in mind that you'll have a higher conversion rate if you do appear on video than you would if you were to just narrate a video.

There are basically four different methods that you can follow to create your video. They include:

- **Slideshow** – This is a video that you would make using Animoto or a similar service where you just have slides and music in the background.
- **Screen Capture** – You would use a program like Jing to create a screen capture video. This is simply software which will record your computer screen and your voice as you speak and present.
- **Mobile Phone** – You can also choose to create a video using your mobile phone. Your device can be used to record yourself on camera or record your surroundings.

- **On Camera** – This just describes using a camcorder or your webcam to record yourself on camera.

An 'on camera' video would be the most effective kind to make, and the least powerful of the options above would be a slideshow with narration. If you are shy about being on camera yourself or even narrating a video on your own, keep in mind that the more often you can narrate your own videos or be on camera, the more relevant YouTube is going to find your videos. This, of course, is going to help your rankings.

YouTube uses voice recognition software to transcribe videos. So, when you are doing on-camera videos or narrating your slides, you will want to make sure that the wording in your script is keyword-rich for relevancy. In other words, you will want to make sure and speak your main keywords over and over again throughout your video as well as having them in your title, description, etc. Since YouTube transcribes these videos, using your main keywords throughout will help your video to move up in ranking and be found by others.

Your video's content should be as original as possible. Obviously, it is frowned upon by YouTube and its users for someone to rip off someone else's work. You could even run into a copyright violation, which could cause your video to be taken off YouTube. However, it's not a bad idea to look at other people's videos for ideas that you can model after.

It's not hard to perform a little research on the product that you are performing and then talk about, pointing out the features of the product and the offer that you are promoting. Just be sure that you mention your main keywords several times as you do so. Sometimes it helps to make a script to go by. That way you can be sure and include everything that you want to say, but that is up to you.

It's best to keep your videos under two minutes in length. That's the typical attention span of your viewers. You have to understand that on YouTube, and on the Internet in general, people are just skipping around to things that interest them. So, keeping your message very brief is going to help it get across better as well as help it to stick into the mind of your viewers. Videos longer than about two minutes are not going to convert as well in general. Now, that being said, this rule is not written in stone. The subject matter of your video is going to ultimately determine its optimal length. So, check videos that are made by your competitors to see how long they talk about their offers.

One of the best tools to use when creating a video is Camtasia. Not only can you make screen capture videos with this software, but it is one of the best programs available for editing video. The software is costly, however. At a price of \$300, this software is outside of most people's budget, especially if they are just starting out. There is a free 30-day trial that you can take

advantage of to get some of your first videos out there. Another free option is Screencast-O-Matic, which isn't as good as Camtasia, but it's a great choice for those who are just starting out and are on a limited budget.

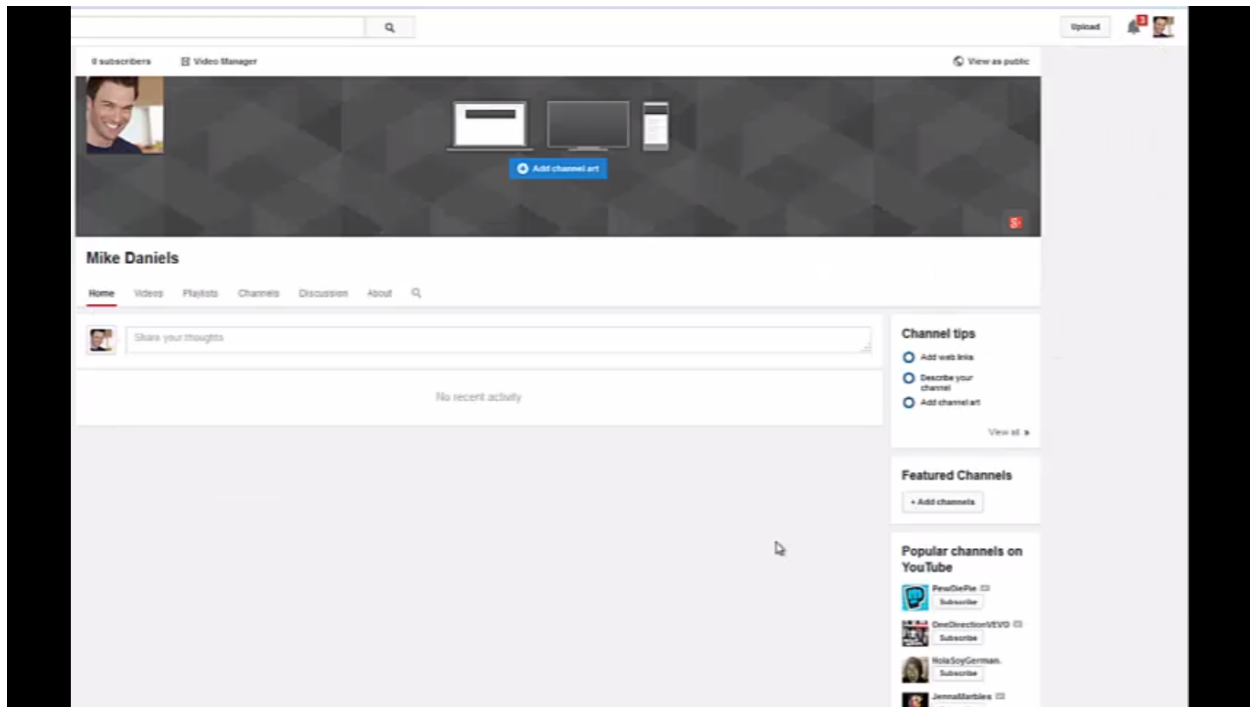
When creating your videos, you can save yourself a lot of time and effort by making different variations of the first video using the same content. You can make about 10 diverse videos this way without doing a lot of extra work. This will allow you to get more videos up on YouTube in a shorter period of time. Always remember that video marketing on YouTube is ultimately a numbers game. In other words, the more videos that you can get up in a short amount of time the more money that you can make overall.

You can usually make these variations in your videos simply by reordering the information that you are presenting and being creative about the way that you present your information visually. Another easy way to vary the content from one video to the next is to change the length of videos that you are producing. For instance, if you start out with a two-minute long video, why not make two one-minute long videos out of that content the next time?

Keep in mind that just changing the soundtrack of a video is enough for it to be considered a different video in the eyes of YouTube and most viewers. As you create these different variations, always make sure and give each version a different file name. It's also a great idea to have a system in place for naming these files so that you can better keep them organized. For instance, you might name one 'RaspberryKetoneVer1' and another 'RaspberryKetoneVer2' in order to let yourself know at a glance that these videos are about the same product but that they are not the same video.

It's a good idea for you to make one video for each of the keywords in your list. This, in itself, will give you plenty of different videos to rank on YouTube. The more videos that you can add for each keyword, the better chance you will have for your videos to appear in the 'Suggested Videos' column. Having one or more of your videos listed there is going to increase the chance that your video is going to be seen exponentially. Furthermore, if you can add between 30-50 videos, you'll have a better chance of dominating the site for your target keyword.

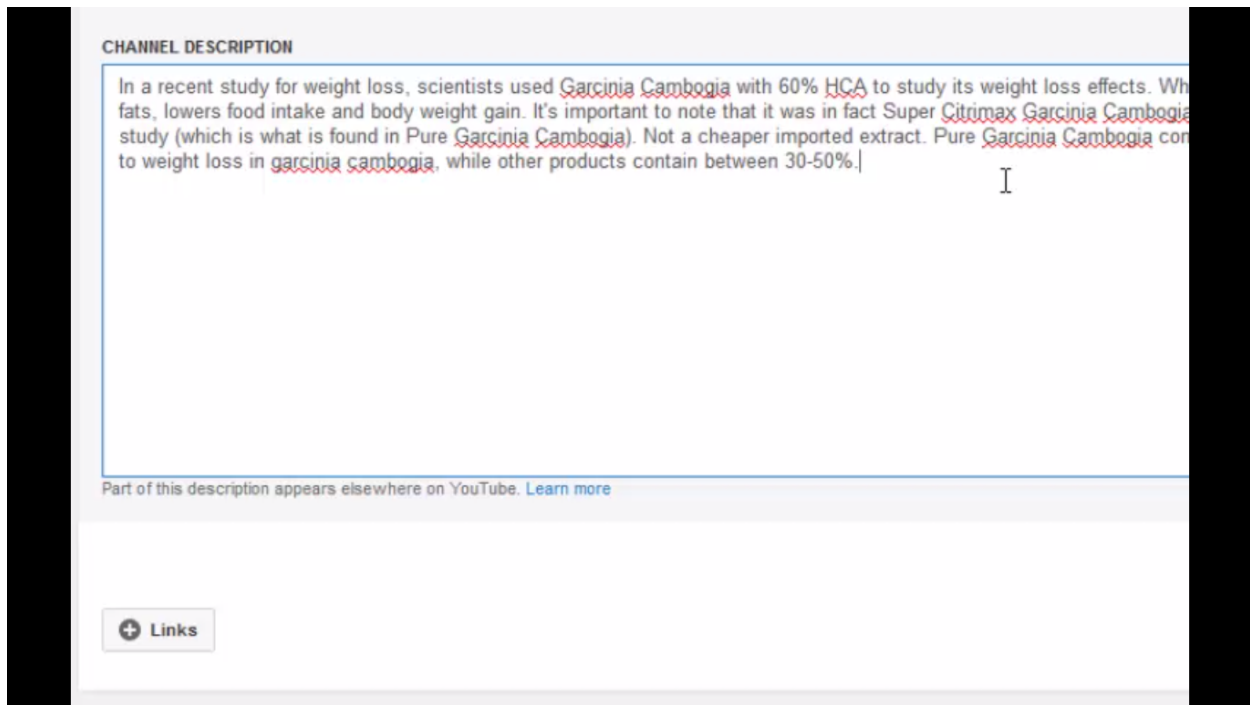
Naming the Channel with Keywords



Now that you have created your YouTube account, it's time to create your channel. When you get back to YouTube.com, click on the little icon of your face, which can be found in the upper right-hand corner. A box will appear, and it will contain an icon that looks like a gear. You will need to click on this in order to go into your YouTube settings.

From there, you are going to have the ability to go into your channel. This page is shown above. At this point, you'll want to click on the 'About' button and you will be led to a page that allows you to enter your channel's description. This would be a very trivial process to someone who wasn't using their channel for marketing purposes, but since you are, there is a very specific way that you'll want to go about this.

First of all, your channel description should be relevant to whatever niche you are planning to work within. Again, the Garcinia Cambogia Weight Loss niche is going to be used for this case study example. In any case, if you are very specific with your keywords, this will let Google and YouTube know what your channel is about. This will cause your videos to be served up more often than your competitors' videos.



You don't want to make your description too long, but you will need to use your main keyword between four to six times. It's also a good idea to find a secondary keyword and use it about four times. In our case study example (shown above) the words 'Garcinia Cambogia' are used five times and the words 'weight loss' are used four times.

You also will want to make sure that your description reads well. Remember that someone from YouTube might manually look at your channel to review it. So, you'll want it to be well-written. After you are done writing out your description, you can click 'Done'. In the next section, you'll be asked to enter in an email for your business inquiries, and after that, you'll be able to go in and add your custom links. By default, you'll be able to add two, but you can click on the 'Add' button to create more if you need to.

Any social links that you have will need to be added too. You can add up to four. At the very least, you'll want to add your Facebook account and your Google Plus account. Instagram would be another good one to use. At the bottom of this page, there are some 'Statistics' settings. You'll want to make sure that 'Show views' is selected before clicking on the 'Done' button above.

Uploading Videos / Adding Title / Descriptions / Tags

Uploading and Optimizing



Uploading, Optimizing Your Videos

Before uploading your videos, be sure to name the video file the same as your target keyword, this will help to create relevancy and it better rank your videos.

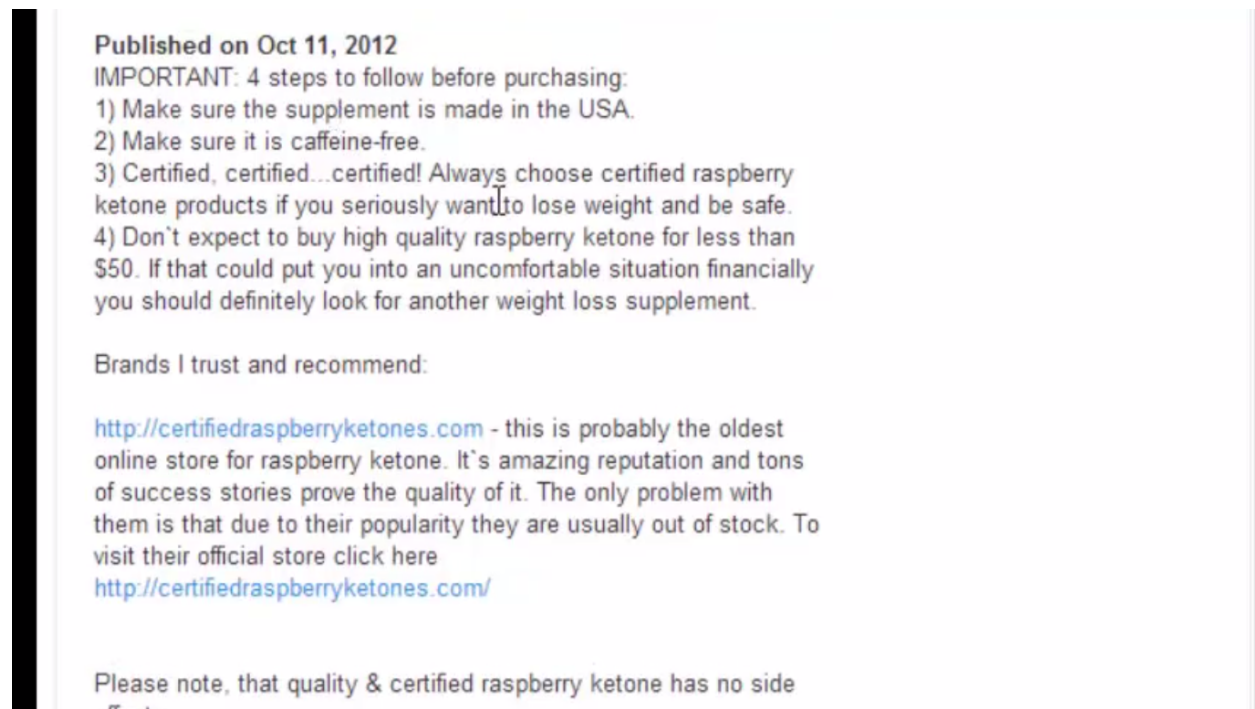


Before uploading your videos, you will want to be sure to name your video file the same as your buyer keyword because this is going to help to create relevancy. Another thing to remember is that when you are uploading your videos, you'll want to designate them to be 'Unlisted' this will give you the chance to later add the title, description, and tags with all of your target keywords. This is important because if you have your 'Privacy' setting set to 'Public', you're going to have to wait a long time to fix this and your videos won't get enough traffic. Basically, this would be a nightmare; so, be sure to set this setting to 'Unlisted'.

In order to expedite the process when you are uploading numerous videos at one time, you'll want to use the 'Bulk Upload' feature. Don't use the auto-uploaders because that's what spammers typically use. You don't want to look like a spammer at all, so keep this in mind.

When you're ready to add the video title, it should be added with your primary keyword first, followed by your secondary keyword and all the keyword modifiers, as previously discussed. It's also a good idea to add 'pipes' in between each keyword, mainly when you're adding your tags. The pipe is located on the same button as your backslash on your keyboard. So, for example, your video title should look like this: Keyword | Keyword | Keyword.

YouTube allocates a total of 100 characters per title. It's best to use as many of those characters as possible. This will help your videos to rank a lot better. Now, when adding your description, you'll want to add the target URL first. This is going to help your offers to convert better. Next, you need to add the primary keyword, and then add a relevant article, and lastly, add the video's URL link at the bottom. An example of this is shown below.



Published on Oct 11, 2012
IMPORTANT: 4 steps to follow before purchasing:
1) Make sure the supplement is made in the USA.
2) Make sure it is caffeine-free.
3) Certified, certified...certified! Always choose certified raspberry ketone products if you seriously want to lose weight and be safe.
4) Don't expect to buy high quality raspberry ketone for less than \$50. If that could put you into an uncomfortable situation financially you should definitely look for another weight loss supplement.

Brands I trust and recommend:

<http://certifiedraspberryketones.com> - this is probably the oldest online store for raspberry ketone. It's amazing reputation and tons of success stories prove the quality of it. The only problem with them is that due to their popularity they are usually out of stock. To visit their official store click here
<http://certifiedraspberryketones.com/>

Please note, that quality & certified raspberry ketone has no side effects.

As you can see, this description looks very professional and honorable. It clearly states the four steps that a person needs to take before purchasing raspberry ketones. Instructions such as these are great to add to a description because if you do get a manual review from YouTube. Even though this video is promoting a CPA offer, it looks like someone very trustworthy wrote this out.

This description does contain a couple of links to the CPA offer. Below this, there is a well-written article. You do want to utilize as much of the space in the description as you are allowed. One of the things that may have gotten this video so many views is that the owners of this video listed a lot of keywords underneath the article. This is something that you might want to consider doing. Make it look as though you're trying to be helpful, not like you're trying to spam the system, however.

Uploading Videos / Adding Title / Description / Tags – Part 2

Uploading and Optimizing



Uploading, Optimizing Your Videos

For the description, you get a total of 5000 characters to use. Again, just like the title, it's best to use all of the space allocated. It makes your videos look less like spam, and they will rank better.



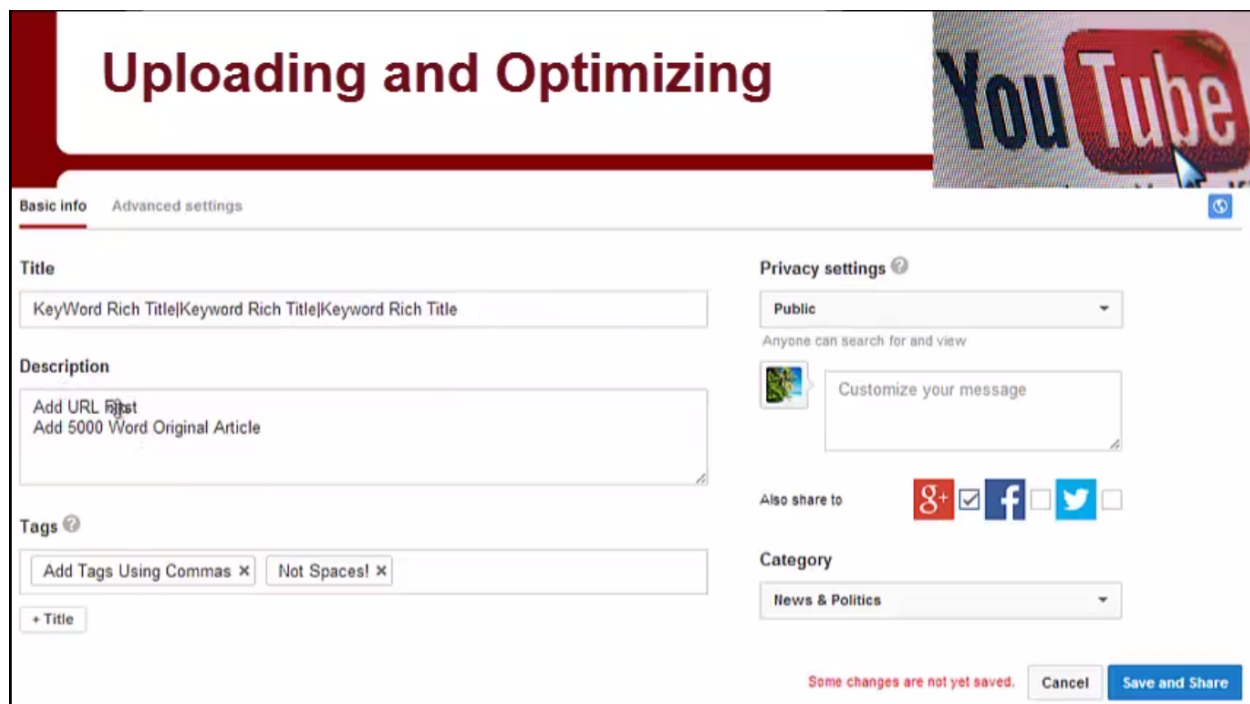
As previously mention, for the description, you get a total of 5,000 characters to use. Again, just like the title, it's best to use all of the space allocated. It's going to make your video look less like spam, and your video is going to rank better. When you set your videos up the right way, YouTube rewards you by sending a ton of traffic your way.

Think about it. There are a lot of spammers who are just throwing videos up on YouTube all of the time just to see what sticks. If you were doing this, you would only put a very short description on your video, if any description at all. YouTube is trying to keep their site clear of these spammers, so they are looking for videos with short descriptions, sloppy channels, and things like that.

You want to put the effort into creating a decent if not amazing channel. You're not only going to get higher conversions that way, people are also going to be more apt to believe what you have to say in those videos. So, they are going to click on those links and take advantage of those CPA offers. Furthermore, if a real person does a manual review of your channel, they are going to leave your videos alone because it just looks like you are being helpful and interacting with your community.

When adding the tags, you don't want to use spaces between each tag. Just use a comma between each keyword. Also, try to use all 500 characters of the space allowed. It's more useful for you to do so, and again, you don't want to look like a spammer who is just throwing a couple of keywords on there so that they can get a lot of videos up.

Since you need to pay attention to the amount of characters you're adding to each video title and description, it's good to use a character counter tool. There are some good ones that you can find on Google. These will help you to figure out how many more characters you need so that you can use as many as possible.



The image shows a screenshot of the YouTube video upload optimization interface. The title is "Uploading and Optimizing" in a large, bold, dark red font. The YouTube logo is visible in the top right corner. The interface is divided into two main sections: "Basic info" and "Advanced settings".

Basic info:

- Title:** A text input field containing the placeholder text "KeyWord Rich Title|Keyword Rich Title|Keyword Rich Title".
- Description:** A text input field containing the placeholder text "Add URL first" and "Add 5000 Word Original Article".
- Tags:** A text input field containing the placeholder text "Add Tags Using Commas x" and "Not Spaces! x". Below it is a "+ Title" button.

Advanced settings:

- Privacy settings:** A dropdown menu set to "Public". Below it, the text "Anyone can search for and view" is displayed.
- Customize your message:** A text input field with a small image icon on the left.
- Also share to:** A row of social media sharing icons: Google+, Facebook, and Twitter, each with a checkbox.
- Category:** A dropdown menu set to "News & Politics".

At the bottom right, there is a red warning message: "Some changes are not yet saved." and two buttons: "Cancel" and "Save and Share".

Above you can see a template which tells you what your video's page should include in order to make sure that your video gets traffic and looks professional. To reiterate, you want to have a keyword-rich title, and you want to use buyer keywords. Your primary keyword, your secondary keyword, as well as your third most popular buyer keyword should all be in your title. The URL that you plan to send people to should be at the very top of your description. After that, you are going to want to add a 5,000 word original article.

Finally, you are going to want to add tags using commas not spaces. Something that's not shown in the picture above is that you should add a URL link to your video to the end of your description. This will serve as a back-link to your video. It really does help a lot if you will take this step as well.

your YouTube channel name, you'll be adding the video title to the end of the URL as well. The URL that you are going to use in this case is:

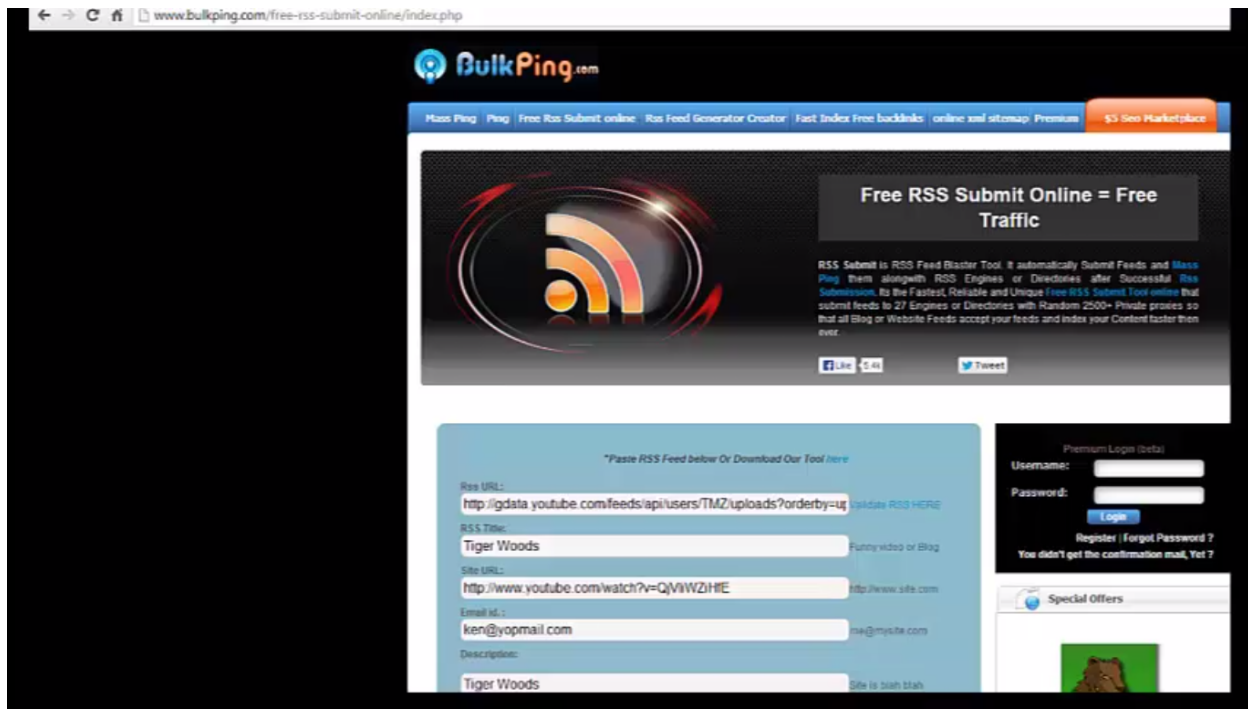
```
http://gdata.youtube.com/feeds/api/users/YouTubeUsername/uploads?orderby=updated&vq=YouTubeVideoTitleHere.
```

So, going back to the TMZ example, let's say that you needed the URL to one of their videos which is titled 'Tiger's Ex: The House That Infidelity Built!' You would use the following URL for this:

```
http://gdata.youtube.com/feeds/api/users/TMZ/uploads?orderby&vq=Tiger's Ex: The House That Infidelity Built!
```

Again, when you hit enter, some code will appear. In the next section, you will learn how to submit your channel RSS feed and the single video RSS feed to the RSS Feed Submitter. Then, you are going to learn how to bulk ping both RSS feeds. This is really a lot simpler than it sounds, so don't fret.

Pinging Videos for Quick Indexing



The screenshot shows the BulkPing.com website interface. At the top, there is a navigation bar with links for 'Mass Ping', 'Ping', 'Free RSS Submit Online', 'RSS Feed Generator Creator', 'Fast Index Free backlinks', 'online and sitemap', 'Premium', and '\$3 Seo Marketplace'. The main content area features a large RSS icon and a heading 'Free RSS Submit Online = Free Traffic'. Below this, there is a form with the following fields and values:

- RSS URL: [Validate RSS Here](#)
- RSS Title: Put any video or Blog
- Site URL: http://www.site.com
- Email ID: me@mysite.com
- Description: Site is blah blah

On the right side of the form, there is a 'Premium Login (beta)' section with fields for 'Username:' and 'Password:', a 'Login' button, and links for 'Register' and 'Forgot Password?'. Below this is a 'Special Offers' section with a small image of a dog.

After you get the code for your RSS feeds, you are going to need to submit them and ping them. One of the best websites to use for this is BulkPing.com (www.bulkping.com). When you get to the homepage of this site, you'll want to click on 'Free RSS Submit Online'. That will bring you to the page shown above. The first thing this site is going to ask for is the RSS URL that you want to use. Enter the URL that you want to use and then click on the 'Validate RSS Here' link that is right next to the field. If your URL is entered in correctly, you should get a message that says 'Congratulations!'

The next step will be to enter in your keyword title. Let's just pretend for a moment that 'Tiger Woods' was the keyword that we are going after. Next, you are going to put in the 'Site URL'. That would be the URL to your channel or whichever video you were running this feed to. In the 'Description' field, you might as well just put the keyword in one more time. After you are done, you'll have a captcha to fill out at the bottom of the page, and then you can just hit 'Submit'. The website is then going to submit your feed to a number of different directories. It may take a little time for these submissions to go through, but if you just sit tight and wait, your videos will be getting all kinds of traffic before you know it.

www.bulkping.com/index.php

BulkPing.com

Mass Ping | Ping | Free RSS Submit online | RSS Feed Generator/Creator | Fast Index Free backlinks | online and sitomap | Premium | \$5 Seo Marketplace

Bulk Ping = Free Mass Ping WebSite/Blog

Bulk Ping is Unique Auto **Mass Ping** Service that will ReBoost and ReEnergie your Websites and Blogs. With Bulk Ping you invite the Search Engines to visit your site & crawl fresh Content & Index new Links that will ultimately result in more Targetted Traffic and Search Engine Rankings. You can Free Mass Ping UNLIMITED Urls or **RSS Submit** at once to 25+ Main Engines that sends 95% of web traffic - AND offcourse all for FREE

Like [+1](#) [Tweet](#)

Paste your List of Websites OR Blogs OR RSS below... DO ADD http:// OR WWW infront of links

```
http://www.youtube.com/watch?v=QJMWZiHIE
http://pdata.youtube.com/feeds/api/users/TIAZ/uploads?
orderby=updated&v=Tiger's%20Ex%20The%20House%20That%20Inherits%20Dust!
```

Enter unlimited URL's

OR Upload a Text Based File [http:// OR WWW infront of links](#)

Premium Login (beta)

Username:

Password:

[Login](#)

[Register](#) | [Forgot Password?](#)

You didn't get the confirmation mail, Yet ?

Special Offers

After you submit your RSS feeds, you'll need to mass ping everything. There is a tab for this up at the top left-hand corner of the homepage. Once you click on the 'Mass Ping' tab, you'll want to enter in your YouTube channel's URL or your video's URL. Next, you will need to put in the mass feed URL for your channel or your video. This is all shown above. When you are done, simply click on the 'Submit' button at the bottom of this page in order to finish submitting your mass ping.

Driving Traffic to Your Videos

Driving Traffic To Your Videos



Creating Massive Traffic

After uploading your videos, it's best to order some views to your videos from Fiverr. We like to order 500 total views. Any more than that looks spammy to YouTube.



Now it's time for you to learn how to create massive amounts of traffic to drive to your videos. After uploading your videos, it's best to order some views to your videos from Fiverr. It's best to order 500 total views. Any more than that simply looks spammy to YouTube. However, you're going to want to add some because this not only helps to drive traffic to them, it also gives them more credibility in the eyes of your viewer. In the end, this will help them to convert better.

There are four main things that you need to have for your video to be a success. They are:

1. Views
2. Likes
3. Comments
4. Subscribers

YouTube likes it when your videos have these different components, and as a result, when you have these things, YouTube is going to want to show your videos more often. You can get all of these different elements through Fiverr.com, not just the views.

The most important thing to remember is that these elements should be drip fed. In other words, you don't want your videos to get all of these views, likes, comments, and subscribers all at once. You want it to look more natural than that. If it looks fake you will get your account banned. That's why you always want to remember that when you are ordering views, likes, comments, and subscribers that you need to do so from a reputable Fiverr gig creator. If you use someone new, or someone that doesn't know what they're doing, they might cause your account to get banned.

When you get to Fiverr, you want to perform a search for 'YouTube', and then you want to choose 'High Rating' from the options up at the top. These search criteria should bring up the cream of the crop when it comes to people who can get your video well-ranked. Below you can see the page of one of the best gig creators on Fiverr for this type of a job. As you can see, this person has a 100% positive rating out of 8,753 votes. That's pretty impressive.

The screenshot shows a Fiverr gig listing for 'I will send 1000 real youtube views + 50 Likes + 50 Subscribers + 50 Favor +10 Comments for \$5'. The listing is categorized under 'VIDEO & ANIMATION' and 'ONLINE MARKETING / VIDEO MARKETING'. It features a green 'ORDER NOW (\$5)' button, a 5-star rating, and a 100% positive rating from 8,753 votes. The gig is created over 1 year ago and has 7 days on average, with 150 orders in queue and an average response time of 3 days. The seller is 'harry2388' from the United States, joined over 1 year ago. The listing includes a 'REAL HUMAN VIEWS' badge and a 'Safe Views * Natural Views * High retention' guarantee. The main image shows a bar chart with an upward arrow, a red play button, and the YouTube logo.

This person promises to send 1,000 views, which is more than recommended, but that's okay as long as he drip feeds them. He also promises 50 likes, 50 subscribers, 50 Favors, and 10 comments. All of this is going to really help your video rankings. Furthermore, if you look at the fine print, you can see that they promise that this is all done by real humans. So, they aren't using a bot to perform this service.

YouTube is onto these services that use bots to deliver fake views, and they have no tolerance for it. These bots get the job done, but they do so too quickly. Obviously, if your video is showing zero minutes watched but already has 20-30K views, YouTube is going to pick up on

that. Nobody is going to just click on a video and just leave it that many times. If you get too many views sent at one time, you can also cause your video to look really spammy. So, aside from taking a chance of getting your video banned by YouTube, your video may not convert. In fact, if it looks fake people may not even click on it.


When it comes to off-page video SEO, you also need to order a lot of back-links. You want to use this sparingly, especially if your video is not yet ranking in a top spot on Google. When you do get your video well-ranked, you will want to reinforce this with even more back-links because this will push it up even higher. However, throughout this entire process, you want to nudge it up very slowly.

After uploading your videos, periodically check to see which videos are ranking best. Once you discover those, begin to scale them up by making more videos using the same keyword. This will duplicate your efforts because doing so will get your videos ranked more quickly. Furthermore, by using this tactic you'll be able to beat your competitors out before you know it. That is your main goal anyway.

To reiterate, once you know which videos are doing the best, you'll want to begin focusing on them. Then, you'll want to begin uploading more of the same using your main keyword for them as well. When you do this, you'll begin to notice your videos ranking faster and converting better than ever before.

Although you always want to stick with what works, you don't want all of your videos to continually be just alike. People have a hard time getting past this distinction sometimes. You need to continuously look for ways to improve your videos, and you need to try out different titles, descriptions, and tags that may make your videos convert better. In fact, it's recommended that you split test all of these elements so that you can figure out exactly what's working for you and what's not.

Posting Your YouTube Videos on Facebook



The screenshot shows the 'Fan Page List' website, which is a social media directory. The main navigation bar includes 'Home', 'Top Users', 'Brands', 'Celebrities', 'Athletes', 'Sports Teams', 'Politicians', 'Movies', 'TV Shows', 'Games', 'News', and 'Organizations'. Below this, there are sub-categories for 'U.S. Sports Teams | NBA | NFL | NHL | MLB | MLS (Major League Soccer) | FIFA | Formula 1'. The search bar is at the top left, and the main content area is titled 'Celebrities on Facebook and Twitter'. The top section is 'Top Celebrities on Facebook', sorted by 'Fans'. The table below shows the top three celebrities:

Rank	Name	Facebook Fans	Twitter Followers	Total
#1	Shakira (Musician)	98,951,966	25,917,779	124,869,745
#2	Eminem (Musician)	91,379,547	18,338,645	109,718,192
#3	Cristiano Ronaldo (Athlete - Soccer)	91,001,302	28,071,232	119,072,534

The right sidebar features 'Featured Users' such as Booshaka (Brand - Technology), Roger Federer (Athlete - Tennis), Samantha Cabiles (Athlete), Golden State Warriors (Sports Team - NBA), and Stephen Curry (Athlete - NBA). There is also a 'Featured Categories' section with 'NFL' and 'NFL Athletes'.

The key to making real money on YouTube is not just posting videos to your own YouTube channel. A great way to get lots of views to your videos is by posting them on Facebook. This way, you can combine the power of these two great sites. Many people are making money online by posting videos on their own wall, but you want to think BIGGER.

You only have a finite amount of friends on your Facebook account, and on your list. In order to expand your income, you need to branch out. Facebook carries a huge amount of traffic, and as marketers, it's our job to leverage that traffic. One way of doing so is by joining groups. This will allow you to take advantage of the fan bases and influence of celebrities, sports teams, and more!

You want to get your YouTube videos in the path of people in these huge groups. You can really make a ton of money this way. One of the best sites to go to and get ideas for Facebook Fan Pages to join and then post to is called 'Fan Page List'. Check it out for yourself by visiting FanPageList.com (www.FanPageList.com). When you look at the site, it won't take you long to realize that there is a goldmine of traffic that you can take advantage of...and profit from.

A screenshot of Fan Page List is shown above. As you can see, there are a huge amount of categories on this site to choose from. Each of these categories contains subcategories that will

allow you to dig a little bit deeper into the right crowd. If you click on 'Brands', for example, you will find the following subcategories:

- Airline
- Automotive
- Colleges/Universities
- Cruise
- Dining
- Events
- Food/Beverage
- Lodging
- Media
- Nonprofits
- Retail
- More

You could also click on 'Celebrities' which will bring up the following subcategories:

- Actors
- Musicians
- Comedians
- Models
- Pro Dancers
- Reality Stars
- TV Hosts
- Authors
- Bloggers

- Executives
- Journalists

Furthermore, you could click on 'Athletes' to look into each of the following:

- NBA
- NFL
- NHL
- MLB
- MMA
- Tennis
- Golf
- Pro Wrestling
- Soccer
- Olympics
- Auto Racing
- Other Sports

When you click on one of these subcategories, a list of popular fan pages will appear in the main portion of the page. These fan pages are ordered by the amount of fans that they have, the most popular page being listed at the top. So, you will immediately know which pages would be best to join to get massive amounts of traffic to your videos. This will allow you to make a lot of money through the affiliate links that are connected to your videos.

Search Enter a name to search for users on Fan Page List Go Sample Searches: new york, chicago, facebook

Home > Athletes > NBA Players

NBA Players on Facebook and Twitter

Top NBA Players on Facebook

Sort By: Name - Fans - Fans Today - Talking About - Followers - Followers Today - Lists - Klout - Total

View: [List View] [Grid View] [Table View]

Rank	Name	Facebook	Twitter	Total
#1	Michael Jordan Athlete - NBA	26,230,528 28,091 Talking About		26,230,528
#2	LeBron James Athlete - NBA	20,096,990 841,489 Talking About	13,571,158 91.5	33,668,148
#3	Kobe Bryant Athlete - NBA	19,684,219 420,898 Talking About	5,344,075 89.4	25,028,294
#4	Dwyane Wade Athlete - NBA	10,870,634 46,430 Talking About	4,333,159 87.2	15,203,793

Featured Users

- Booshaka
Brand - Technology
- Roger Federer
Athlete - Tennis
- Samantha Cabiles
Athlete
- Golden State Warriors
Sports Team - NBA
- Stephen Curry
Athlete - NBA

Featured Categories

- NFL Athletes
UPDATED
- MLB Teams

If you were to click on 'Athletes', followed by 'NBA', you would reach the page above. As you can see, the top athletes listed for the NBA are Michael Jordan and LeBron James. Michael Jordan has over 26 million fans, and LeBron James has over 20 million fans on his fan page. This page also shows the amount of followers each celebrity has on Twitter, but as for right now, it's best to just concentrate on Facebook.

One of the great things about posting to Facebook is that the videos automatically start. This helps people to become compelled to watch a video, making it much more likely for them to click on your affiliate link. Furthermore, if you post a YouTube video in one of these groups, and it is interesting enough, it can get shared virally by literally thousands of people throughout Facebook.

Another great technique to use for sharing on Facebook is to go to Google and find information about a celebrity that you would want to create a video about. Obviously, you would begin by going to Google and performing a search on the name of a celebrity that you are interested in creating a video about. Then, you click on the 'News' tab. This will bring up the latest stories about that celebrity.

If you wanted to get the latest information on LeBron James, for instance, you would go to Google and type in 'LeBron James'. Click the search button, and then click on the 'News' tab to bring up the latest news articles about this basketball star. Once you have reviewed this material, you can make a quick video about some of the latest news about the athlete. Then,

you can post that video to one of his fan pages with you affiliate link. This is a great way to leverage the fan base of various celebrities and watch the money roll in.

If you share flattering and helpful videos about celebrities, the moderators of these fan pages will leave your link up with your video. Therefore, you always want to be respectful to these moderators and include great content in your videos. The longer your videos can stay up, the more people are going to click on your link.

Course Recap



If you've gotten this far into the course, give yourself a pat on the back. You are doing a tremendous job. This means that you are one of the 1% of people who actually take action rather than giving up at the very first turn. Since you've made it this far, let's go over the things that you've learn so far just to recap.

When going into YouTube marketing, the first thing that you are going to want to do is decide what you want to promote. As discussed, there are many different things that you could decide to promote with your videos such as:

- CPA Offers
- Affiliate Offers
- Amazon Products
- Your Own Products or Services
- Local Business Clients

The next step is to create a YouTube account and channel. After that, you'll want to name your YouTube Channel with keywords related to your niche. That's going to help your channel and

your videos become more relevant to what you are trying to sell. YouTube and Google both love relevancy, so the more relevant you make things, the more they are going to reward you by giving your videos better rankings.

Don't forget that you are going to want to use buyer intention keywords. Use them heavily throughout all of your YouTube marketing because this is going to attract more people that will take action rather than just watch your video and move on. You'll also need to decide if you want to use free or paid software to create your videos. There are many different options out there for both.

Another thing to keep in mind is that you will want to create a keyword-rich, high-converting script. You will want to prepare this ahead of time as well as your slides. This way, you will be able to make sure that you have something that is visually appealing and is going to grab the viewer's attention.

Next, you'll want to decide how you want to create your video. Will you be on camera narrating the video yourself? Will you go ahead and animate it? Will you outsource it? Any of these options will work well. When you are done with this process, don't forget that you will need to add your title, description, and tags when you upload your video. So, you are going to need to be ready to do this immediately, and you are going to want to have done your keyword research so that you know what keywords to use in each section.

Always add your affiliate link to your description when you upload your video and set everything up. Also, be sure to purchase a domain name through GoDaddy and forward the domain to your affiliate offer. Don't forget that you can always turn to GoDaddy's customer service if you need help with this.

When you are driving traffic to your videos through Fiverr, remember to purchase a gig. You want your purchase your gigs based who will be able to send you views, likes, comments, and subscribes. Remember that you will need all of these things drip fed. You don't want it all sent to you at one time because you could end up with your video being penalized or even suspended. Your account could be suspended or banned as well. So, always make sure that the person that you hire to perform this job is using an organic method to do so.

Again, try to get organic views if you can with real likes, comments, and subscribes. Be sure to stay away from bots that will do this quickly and automatically. YouTube can spot it when you use services such as that. Be cautious enough to make sure that when you order a gig you are not doing yourself more harm than good.

After you order your Fiverr gig, ping your videos for quick search engine indexing. Also, when you create your videos try to use a bit of controversy because this can really draw interest and

even cause your video to go viral. If you can do that, then you can have a video that will make you money for a long time to come. Remember, you don't have to try and do this all by yourself. You can always seek assistance from people on Fiverr, many of which are well-versed in this sort of thing.

Last but not least, it is highly recommended that you post your videos in Facebook groups and fan pages to get them more views. This allows you to combine the power of YouTube with that of Facebook. Leverage the free traffic from both can really get your videos an astounding number of views.

If you follow all of the steps that you were provided, you can really make a lot of money through YouTube marketing. Be sure to go through the training step-by-step without skipping anything if you haven't already done so. Also, don't forget to enjoy yourself as you go through this process. That's one of the best parts about all of this; with YouTube you can actually have fun while you are raking in the dough.

Thank you for following along this entire training. Start taking action, and let us know if you need any assistance. We always want to see people succeed, so we will be more than happy to help. We also want to hear about any success stories that you may have.