

Video Blogging Ninja

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INTRODUCTION

19 seconds: That's how long the first uploaded YouTube video was. Who knew that would start a revolution?

In truth, this has been a long time coming. After all, in a world where digital communication has become the standard, it only makes sense that people would eventually want to SEE who they were talking to.

And now, your business can benefit from this market shift. While written content is still useful online, it's not the only way that you can connect to your audience.

Your customers are craving more and they're looking to you to change the way they feel about your company.

You can do more with your videos, but only if you have a plan. Just getting out your video camera is a start, but if you want to create an exciting, optimized video presence, you need to do more than just upload videos.

With this ebook, you'll learn more about choosing your ideal market, creating videos that get noticed, and marketing secrets that allow you to stand out from the crowd.

Your business deserves more than just an ordinary marketing campaign nowadays.

YOU deserve more.

Now that you'll have a plan, you can easily create a video presence that boosts the popularity of your company, while also improving your authority.

No matter what your business goals might be right now, increase them. Double them, triple them, even.

Video marketing is that powerful!

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INTRODUCE YOURSELF TO YOUR MARKET

WHO ARE YOU?

Even though you might think you have a special product or service to offer, it's not that simple. It's all about choosing the right niche to target the right audience.

Dictionary.com defines 'niche' as, "a place or position suitable or appropriate for a person or thing." Just like when a political candidate is running for office, they create a platform from which they will target voters.

You too need to create a clear platform of what you offer and why people should choose your company over the others that compete against you.

By choosing a niche, you increase your effectiveness, not only with your product but also in the greater market. Think of it this way, would you rather choose a book or a management book.

You want something special when you go out to buy something, and as a business, you need to think about what that something special is.

Choosing your niche is a process of looking at your company's idea and your product. This shouldn't be difficult since you're already invested in your business and you want to do everything possible to help it succeed.

But it's time to ask the question: who are you? Your choice of a niche will answer that question for you.

You can start by using tools that are already available online to help you narrow your focus.

For example, if you're selling ebooks, then you might want to use a tool like Google AdWords to find out what keywords people are using when they search for ebooks.

If more people are looking for ebooks on puppies, then you might want to target that as your main niche.

Go into Google AdWords and do some keyword research to determine what's popular and to brainstorm ideas.

But we're just at the beginning.

WHAT DO PEOPLE ALREADY WANT?

You need to think about what is making money right now. That makes sense, since you don't want to put in a lot of effort to not make any money in the end.

Using the keyword tool will begin the process of seeing what people might be buying, but there are other tools you can use as well:

- eBay Trends
- Amazon bestsellers
- Just looking at the paid ads on search engine results pages for your keyword

Think about what people want to spend money on. Think about how many people would be interested in what you have to sell – obviously, the more, the merrier.

At the same time, you don't necessarily want to choose a niche that's too big, as you then might do a lot of work without getting a concentrated return.

You need to consider whether people in your chosen niche have money to spend and whether they are going to be interested in paying for your products for a few years.

You can find this out by seeing whether they have already spent money in your niche. If they have, then they are more likely to buy within the niche again.

So far, this is pretty common sense. Pick a niche that people are interested in or that people are surely going to be interested in.

WHAT DO YOU ENJOY?

Running a business is hard work, and you already know this. If you're going to spend all of your time and energy on a company you should enjoy it.

Better yet, this should be the company that you can be passionate about – so much so that your passion becomes infectious.

What do you enjoy doing for your customers? What would you love to sell to customers since you've already seen the benefits for yourself?

Think about what falls in line with the sort of person you are and your more important interests.

When you're passionate about something, your customers will notice – and you won't mind doing more and more for your audience.

Marketing, even video marketing, isn't a static strategy. It's one that you need to be committed to and excited about – because if you're not, you'll create content, but you won't connect with your audience.

WHAT IS YOUR EXPERTISE?

There are countless examples (here's looking at you Steve Jobs and Bill Gates) of how expertise can make a company a success. If you know a lot about something (probably because you're passionate about it), you're going to succeed and create waves in your niche.

What do you already do really, really well?

Or, if you don't feel like an expert yet, what would you be willing to become the best at?

When you have expertise in your subject, you will become the one that people turn to when they have questions and you will be the one they turn to when they need to buy what you're selling.

Your audience is more likely to trust an expert than to trust someone who is selling something that they think will sell.

You could read a lot of ebooks, review your competition's products, and simply strive to learn everything about your specific niche. You can make yourself the expert and you **SHOULD** make yourself the expert.

Developing your niche begins with thinking about the money you could make and what people want, as well as choosing something you're already a passionate about, and then becoming (or already being) an expert in your field.

But enough talking, it's time to take action...

Let's make some videos!

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QUALITY VIDEOS IN RECORD TIME

The old adage for marketing is that quality is far more important than quantity, but in an instant information world, that adage doesn't apply as well.

Instead, you need to change the way you think (slightly) to get the attention your company deserves and to begin spreading your unique message before anyone else can.

QUALITY VS. SPEED

Video marketing is instant marketing. Right now while you're reading this ebook people all over the world are uploading new videos to websites like YouTube. And the chances are high that other people are putting up videos similar to yours.

You need to start creating videos as fast as you can – and while quality is certainly an issue as you go along, it's not as hard as you might think to make a high quality video in record time.

You've probably already seen what happens when you wait around to post that stunning blog idea – someone else does it before you. And then you become irrelevant or seen as a copycat.

You can't let this happen anymore. You need to focus on speed when you're video marketing online. You need to be the person who is saying something powerful and important, while also saying it before anyone else has a chance to speak up.

No, this isn't an expensive process and there's no need to call up Hollywood to help. Anyone can create a decent quality video for their marketing strategy, even you.

But remember, the more you dilly-dally about your video prowess, the longer your niche customers will wait to hear from you.

You can't make them wait anymore.

And before you start worrying that you're going to look like an amateur, the video marketing world is different.

Your audience isn't expecting you to be a professional video maker (unless that actually is your niche).

They just want to hear from you. They want to see that you are reaching out with important messages and ideas.

Forget about perfection and focus on getting online today.

VIDEO EQUIPMENT TO BUY

No matter if you have a PC or a Mac, the setup for your video blogging is easy, simple, and cost effective. You're probably a smaller business (well, now anyways) and you need to trim your costs whenever possible.

At the very basic level, you need a better than decent computer. You should try to have a computer that has at least 2GB of RAM on it, if not more.

Though this might be the most costly thing to purchase if you don't already have the RAM on board, it's going to pay for itself many times over.

For less than \$500, you will be able to find the equipment you need and get your video marketing campaign off and running.

For a PC:

- Flip Ultra HD Camera or something similar, like a high quality web camera – It's cheap, easy to use, and can be plugged right into your computer.
- Video editing software – On a PC, you will probably get something like Windows Movie Maker for free, or you might want to look into something like Vegas Movie Studio HD to help bring out the best quality.
- Lighting – You will need a decent light in the place where you're filming to make sure that your audience can actually see you. Going outside works or you can use a bright halogen light.
- Digital voice recorder – You need to find a fairly high quality digital voice recorder to record the sound on your video. These can be found for around \$20 to \$30.
- Lapel microphone – Buying a microphone that plugs into your digital recorder will ensure you pick up everything you say.

For a Mac:

- Flip Ultra HD Camera or something similar, like a high quality web camera – It's cheap, easy to use, and can be plugged right into your computer.
- Video editing software – iMovie will do the job on your Mac, or you can invest in something more substantial like ScreenFlow. It all depends on your budget.
- Lighting – You will need a decent light in the place where you're filming to make sure that your audience can actually see you. Going outside works or you can use a bright halogen light.

- Digital voice recorder - You need to find a fairly high quality digital voice recorder to record the sound on your video. These can be found for around \$20 to \$30.
- Lapel microphone - Buying a microphone that plugs into your digital recorder will ensure you pick up everything you say.

With these tools, all you need to do is quickly learn what they can do for you, try them out a few times, and then you're ready to go. In fact, you can create a basic video of just a few minutes in less than an hour.

The HD camera is what makes the difference in your video quality, without causing you to take any extra steps along the way.

Make your video, transfer it to your computer, perform any edits (if needed), convert the video into a file you can upload to YouTube – and that's IT!

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A PLACE TO CALL YOUR OWN

Where are your videos? On YouTube, of course.

No matter what you want to say or share with the world, YouTube is where people gather to share information, express themselves, or just video themselves doing things that they probably shouldn't be doing.

You need to be there too.

YOUTUBE CHANNELS = MARKETING POWER

YouTube is already set up for all of your video marketing needs. Even though you might not realize it, YouTube isn't just about throwing Mentos into diet cola and filming it.

Businesses today are using YouTube channels to express themselves and to create another place for customers to gather, share information, express their opinions, and spread the word about what you do at your business.

You can easily set up a YouTube channel as soon as you have a YouTube account, available when you have a Gmail account.

Choose a channel name that is as close to your business name as possible (hopefully no one else has stolen it) and you'll be ready to get started.

Another option that will draw in more viewers is to create a YouTube channel that includes your main niche keyword.

This will make you easier to find in keyword searches through Google, plus it only helps to solidify your position in your chosen market. People will begin to find you and your videos more easily.

(No sense in creating videos that are never seen, right?)

THE RIGHT THING TO SAY

You have your YouTube channel set up and you're ready to begin. But what the heck are you going to say?

Think right now about what you've watched on YouTube and why you've watched it. You were probably looking for a specific topic and you typed in your query into Google.

Let's use the example of 'how to change a tire.'

When you go onto a Google search engine result page, you'll see videos from YouTube listed alongside articles from various car experts.

But what makes you click the video?

Excitement and specificity.

Your video should clearly state in its title what it has to offer to someone. This not only makes the search process easier for the viewer, but it also allows you the opportunity to engage your audience, even before they view the video.

They'll be instantly interested in what you have to share with them.

Think about titles that you would want to look up:

- How to Drive a Car
- Top Tips for Internet Marketers

You get the idea. Think about things that people would want to learn more about or hear about and then use that in the title. Makes sense, doesn't it?

And if you're thinking the video is one of a series, then number the video so people can keep track of what they're watching. In fact, this is a good tip to remember as you begin to create your videos.

The more of a series you can create, the more people will come back to see what else you have to say.

DRESS UP YOUR CHANNEL

YouTube also makes it simple to personalize your channel so it looks attractive and inviting. Ideally, you want your channel to represent the products as well as the passion behind them.

You can do this by creating (or having someone else create) a customized YouTube background. Even if you don't have a background in graphic design, you can easily start with a good-looking background, and if you feel the need to change it later, then you can do so.

Like anything you do online, it's a good idea to see what your competition may have already done with their channel background.

Go to the various channels, see what you like, what you don't like, and how you can improve your channel to outshine the rest. Take notes on the channel design and begin to create a plan for your own customization.

Here's the kicker: you really don't have to do any of the work. Really. A YouTube channel can be installed just by uploading free designs available online or heading to places where designers post their work and promote their services.

(And, funny enough, there are plenty of YouTube videos on how you can accomplish this too.)

Here is a short list of places where you can find YouTube backgrounds for free, or nearly free:

- MyTubeDesign.com
- YTLayouts.net
- BackgroundTube.com
- Custom-Page.com

If you have a very specific idea in mind, you need to turn to the professionals. This takes a quick trip to designer sites like:

- 99designs.com
- junindesign.com/youtube-design.html
- Elance.com
- Guru.com

Obviously, if you want to have the best possible YouTube channel design, talking with someone who has already done this for others is a great way to achieve your goal of standing out.

While it's not essential that you have a 'perfect' YouTube channel design, it's necessary to have a decent one so that you're able to stand out as being someone who cares about the content of your channel and connecting with your audience.

Again, be reminded that video marketing isn't about being perfect, but it is about making an impression on those who visit your channel and watch your videos.

SPECIAL DETAILS MAKE THE DIFFERENCE

When you're establishing a video channel on YouTube, there are a few things that will make the difference between a so-so channel and a channel that consistently brings in new visitors and is shared around the Internet.

YouTube is on your side too. They want to help ensure that good videos are being seen, and they're going to promote those that are being viewed most often.

But now it's up to you to make sure that you're delivering as a business with a YouTube channel.

Here are some tips you need to follow in order to ensure your channel is the one that people not only visit, but also subscribe to.

CREATE A PROFILE

In your YouTube channel profile, you'll be able to say a bit about who you are, what you do, what you offer, where else you can be found, etc.

Use this space to give your channel visitors a clear sense of what they will get in return for spending time on your channel.

At the present time, you have plenty of information in your YouTube profile to adjust and to share with viewers:

- Name: Obviously, you should put your name here to make sure that people know who's responsible for the channel.
- Total Upload Views: This will be filled in by YouTube to show just how many people have already viewed your videos.
- Age: Yes, your age will be posted, if you like.

- **Last Visit Date:** The more frequently your channel is visited, the more recent this date will be.
- **Subscribers:** This will list the number of subscribers you have, again, the more you can have, the better.
- **Website:** You can list your website address here, as well as a blog address.
- **Channel Description:** Here is where you need to make your pitch to your channel viewers. Talk about what your channel is planning to give those who visit it.
- **About Me:** It's always nice to have a fun and personal About Me section as it can help people get to know the person you are and they can decide sometimes to view your channel based on whether they like you.
- **Hometown:** You can list your hometown to encourage local viewers.
- **Country:** Obviously, you can list the country where you are based.
- **Occupation:** Be clear about what your role is in your company and what you do.
- **Companies:** You can list the company or companies with which you are connected.
- **Schools:** If your business is related to a school, then this is a good place to list that information.
- **Interests:** Again, personalization is everything when it comes to your YouTube channel. The more people can know about you, the more they will trust what you have to say.
- **Movies:** Try to think of movies to list here that might be related to your business or just movies that you like to share a part of your personal life.

- Music: Once more, music that you like is good to list here, or you can share musical influences for your company.
- Books: Try listing books that are related to your business showing that you have taken the time to learn more about what you sell and share.

The more detailed you can be, without being wordy, the better. People do read the profiles of YouTube channels, and utilizing keywords will help to get your videos seen more often.

Also, include a picture of yourself or an avatar that can be representative of your company. That will be featured when the new videos are posted, when they are reposted, etc.

USE THE CUSTOMIZABLE SETTINGS

While you might already have a powerful YouTube channel background, you need to utilize the YouTube settings as well.

You can change the color of the text and the themes of your site, helping to coordinate with the background, and to help make your site look appealing when it's visited.

It's also a good idea to switch your YouTube channel onto 'Switch to Player Mode' since that will post the most recent video to the front of the page, helping new visitors see what you've said lately.

GIVE YOUR VIEWERS OPTIONS

You should also go to the Modules section of your YouTube channel and check all of the options.

You want your viewers to be able to interact, to comment, and to see what the recent activity on your channel has been.

The more that you do this, the more you will be able to create an active community that supports your channel.

Modules include:

- Comments
- Event Dates
- Friends
- Moderator
- Other Channels
- Recent Activity
- Subscribers
- Subscriptions

POST RECENT VIDEOS PROMINENTLY

You already learned how to make sure that your recent videos are seen on the front of your page in the new YouTube format.

You will also be able to ensure this by going to Edit, and then to Featured Video, selecting that you want to use the most recent video.

Then, your most recent video is automatically seen first.

CREATE TAGS

To make searching for your videos easier, it's a good idea to tag your videos based on their content.

You will want to make sure that you are tagging the videos with keywords, topics, types of videos, etc.

When you do this, people will be able to find the videos they want to see more easily, and it will help keep your channel more organized once you begin to have more and more videos listed for people to view.

And don't forget to use your company name or your name as tags too.

CONNECT WITH OTHER CHANNELS

Networking is what makes YouTube so popular, and it's what makes the channel system all the more interactive. You can subscribe to the channels you want to watch and then be able to interact on your favorite channels more easily.

Likewise, you want others to subscribe to you, increasing your channel's popularity, while also encouraging people to share your video with people who might not be subscribers already.

To begin the process, you will want to subscribe to similar channels as your own or to channels that are complementary to your channel's goal and mood.

This will allow you the opportunity to see people begin to subscribe to your channel in response, allowing you to build a network that ensures your video efforts don't go unnoticed.

CREATE VIDEO BLOGS

In a world where blogging is used constantly to interact with audiences, words aren't always for everyone. Those long blog postings might get read...eventually, but they might not work for everyone.

You can compromise with video blogs. These are blogs in which you might post a video that reads your blog entry and then posts the text below, or you can post a video and then post a blog entry that is related to the content of the video.

By appealing to more than one learning and interaction style, you can create a more effective message and conversation with your audience.

The more types of learning you can engage, the more likely you are to engage more people.

CAPTURE EMAIL ADDRESSES

You already know how important it is for your business to capture as many email addresses as possible for your mailing list. But what does video blogging have to do with this?

Though you might be able to get people to come to your website after viewing your videos, it also doesn't hurt to have a link on your videos, at the end usually, to direct people to sign up for more information or for your newsletter, etc.

You can also include this email list link in the description of your videos, helping to boost your mailing lists.

The more people that come to your channel, the more your mailing list is likely to grow. You've established that you have something of value for them, and they'll be hungry for more.

FOCUS ON HIGH VALUE CONTENT

Without a doubt, the most important thing when creating a video on YouTube is high value content. This doesn't always have to mean that you have something amazing to say each time they come to your channel, but you should always provide something that's worth their time and effort.

The good news is that since most of your videos will likely be short, it will be easy to pack them with high value content:

- Information
- Advice

- Tips
- Entertainment

In the next section, we're going to talk about the content that you create and how to make it something that everyone wants to see, share, and watch again.

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VIDEOS: CONTENT IS KING

What you have to say will make or break your videos. It's true. You need to deliver something that people not only want, but that compels them to come back.

Thankfully, this isn't as hard as you might think. Just look at how many videos are already on YouTube, saying basically nothing.

Having smart, effective videos on YouTube will increase your marketing power and allow you to increase your overall website traffic and business profits.

BLOGS + VIDEOS = SUCCESS

While you might devote much of your time and attention to your YouTube channel, that's not the only place where your videos can go.

If you don't have a blog, you should set one up right away. That way you can embed the videos into the blog posts, helping to make your ideas more visual and more engaging.

This also offers the benefit of increasing traffic to your YouTube channel, which will increase traffic back to your website – it's a positive cycle that works out in your favor.

Plus, let's admit it: videos are seen as more valuable. With all of the written content online, it seems like it's everywhere you look.

But videos, now those are something special.

You can create a blog on your own, without paying a cent for the service, though you might want to eventually spend some money on a better design template.

One of the most highly recommended blogging programs is Wordpress, but you can also look into Blogger or possibly into the blog services that might be provided by your website builder.

The idea is to create a blog where you begin to share your ideas and then you include complementary videos or you can just have some blog posts that are videos.

Either way, you will increase your audience's knowledge of your site as being a place where you can be interactive and where the audience can feel connected to you as a person and as a company.

BLOG PLUG-INS THAT BOOST YOUR VIDEO BLOG

If you don't know what a plug-in is, that's okay. All you need to do is to go to these sites in order to find out how to use them, where to put them, and then you can sit back and enjoy the benefits that additions to your video blog will make.

Because Wordpress is the most popular blogging platform right now, you will notice these are all designed to be used on their site.

You can find Blogger plugins at:

- <http://www.bloggerplugins.org/>
- <http://www.bloggermint.com/2010/03/10-essential-blogger-plugins-and-blogger-widgets/>
- <http://www.mintblogger.com/2009/01/30-blogger-widgets-and-plugins.html>

Back to Wordpress:

- XML Sitemap Generator – This plug-in helps your site be as Google friendly as it can be while also ensuring your pages are indexed the way that they need to be indexed. wordpress.org/extend/plugins/google-sitemap-generator
- Facebook Like Button – When you want people to like and to share your videos or blogs, this is the button to include. wordpress.org/extend/plugins/facebook-like-button
- TweetMeme – With this plug-in, you will make it simple for people to retweet your posts and your videos. wordpress.com/extend/plugins/tweetmeme
- Akismet – You can reduce the spam on your site by adding in this plug-in. en.wordpress.com/api-keys
- Subscribe to Comments – Just like the name says, you can encourage your readers to subscribe to the comments on your blog so that they can continue to be a part of the discussion. wordpress.org/extend/plugins/subscribe-to-comments
- Smart YouTube – This will allow you to very easily embed your YouTube videos into your Wordpress blog. wordpress.org/extend/plugins/smart-youtube
- Genki YouTube Comments – With this plug-in, you'll be able to add comments that are made in response to your YouTube videos straight to your blog posts on your blog. wordpress.org/extend/plugins/genki-you-tube-comments

While it might be a little confusing at first to add plug-ins, their value is high for your video marketing strategy.

- More buzz
- Better SEO
- More visibility online

When you want to succeed, you need all the plug-in support you can find.

HAVE A PLAN

To create a strong video marketing plan, you need the basics of how to create a video. And you already do. But what now?

How do then create a plan to make sure that your YouTube channel is not only exciting to your viewers but it also gets to as many people online in your niche as possible?

The process begins with the idea that you have for the videos. If you're stumped about what to do for these videos, you will want to begin with brainstorming (that's covered in the next section).

Once you have an idea, it's time to video it and then upload it to your computer.

Then you need to edit it and upload it to YouTube. Yes, that's it.

But there's even more you can (and should) do to make sure that your video is seen by as many people as possible, influencing them and creating a strong following for your website and a strong reputation for your business.

- Transcribe your video – When you transcribe the audio of your videos, you can then use those transcriptions as blog posts, as special reports, as freebies to send out to people who sign up for your email list, etc.
- Add to your blog postings – Take your videos and start putting them in your blog post rotation. You can also add videos to old blog posts that are relevant.
- Use keywords – From the video titles to the descriptions to the blog posts in which they are placed, make sure that you're using the keywords that focused your niche in the

first place. The more keywords you have, the more highly ranked your videos and blogs will be. Not too many though, keep it to no more than 5% of text and only once in titles.

- Consider uploading to other video sharing sites – Find other video sharing sites where you can upload your videos, helping to expand your reach and get your videos and blogs shared more frequently.

It's a process to create videos, but there's more to it once you have some videos 'in the can.' Once you can create a process that works best for you, you'll find that your videos are getting seen by the people who want to know more about you.

BRAINSTORM PROCESS

Getting your brain to think of new ideas is a challenge for some and a curse for others. It can seem as though you have too many ideas or too few, but never enough.

Here are some easy ways to start brainstorming for new video ideas:

- Watch the market news – Within your niche, something new is happening every day. Create Google Alerts that send you current links to videos, blog posts, and other articles about your niche and then see what else you have to add to the conversation.
- Look at other videos – Get on YouTube and start watching the videos that have already been made and what the popular videos have to say. You might find a great idea that can add to the popular topic.
- See what's already popular – Find out what people are watching and see what types of videos are working well in your market. Look at other YouTube channels related to your own to see what their audiences might like.

- Read your comments and discussions – If you've already posted videos, look to see what people have said about them. You might find a gem of an idea in your audience.
- Look at your social media accounts – Look at Facebook, Twitter, mySpace, and other networking sites to see what people are sharing and what they're interested in.
- Think about questions your audience has – Because you should know your audience intimately at this point, it's a good idea to think about what they might be asking themselves about your product or your niche. Then use the videos to answer those questions.
- Consider informational videos that could help – If you can share information about your product or market, share it in a video. What do you know a lot about? You can increase your expert status by creating a video about it.
- Build on old video content – If you already have old video content, think about what you haven't covered yet and what you should cover next.

Wherever you are, keep a notebook or some other idea collection tool with you. Write down anything that seems to be the next best idea for a video since you never want to run out.

THE VIRUS THAT SHOULD BE CAUGHT

Making your videos viral is essential. You want to make sure EVERYONE has either seen your video, wants to see your video, or has heard of your videos.

Just like a virus, the more that people see your videos, the more that others will see your videos until you see your video view numbers explode.

You can use a number of tools to spread the word about your YouTube and blog videos:

- Facebook – Share your video links on Facebook via a Facebook page or through your normal profile.
- Twitter – Post links to your video on your Twitter account(s) to share the video links as often as possible.
- mySpace – You can also post your videos on mySpace, something that's essential for those who are interested in the entertainment business.
- Schedule Video Posts – You can also take advantage of services like HootSuite, Twaitter, and other post scheduling sites to ensure that your links are being posted regularly, even during different time zones. As soon as you make a video, get the link and add it to the rotation.
- Encourage sharing – You will also not want to be shy about having people share your video links. Encourage everyone to post what you have to say on their social media. Add something like 'Like this? Share it with others.'

Make sure that you also have the different share options available at the end of each of your blog posts as well as direct others to the share option on YouTube.

It just takes one person recommending a site to make it viral, and after that, let it get out of control...while you still make more videos.

The key is to push your video as hard as possible at the beginning, posting regular tweets and posts and sending the links to your email list.

The more people you can get from the start, the more rapidly the link will spread and be shared, especially when it has something to offer.

What makes up a viral video?

- Something that exposes a secret
- Something that's funny
- Something that's unique
- Something that's shocking
- Something that includes a celebrity
- Something that counters something that someone else said or posted

Think about the videos that have gone viral in the last few years. What did they all have in common?

They were interesting and they connected with a wide audience because of their uniqueness.

You need to keep this in mind too – what does the video have to offer the person who sees it?

That should be in the title, the description, the blog posts, etc.

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SPECIAL VIDEO MARKETING SECRETS TO USE (AND KEEP TO YOURSELF)

It's safe to say there isn't a person in the world that doesn't want to make more money than they do right now. Even the very rich want to be richer and now your videos can get you closer to being a part of the richer class.

There are ways you can begin to make money from your videos, and not just by directing people to your main website.

MAKE MORE MONEY FROM YOUR VIDEOS

Right now, your videos might feel more like a hobby than an actually money making venture.

While you know you're building your reputation, you might want to super-charge your videos so they're also boosting your profits, allowing you to continue to make great videos.

You can actually make money from your videos, without selling anything that you make. And there are a few different ways that you can do this:

BECOME AN AFFILIATE

In your niche and market right now, there are plenty of people with things to sell. If there's a product out there that you love and that you want to share with others, why not get paid for it at the same time?

You can create videos that talk about these products and then, as an affiliate you will get paid each time you get someone to buy the product. Everyone wins. You get video content and you get paid for giving your opinion.

Plus, it's always a great idea to promote related products to your own since it makes you look like the good guy in the market. Instead of just focusing on selling what you have at your store, you will sell someone else's product.

Frame these videos as suggestions for your viewers. Talk about how you want to help your audience learn or buy the best products, even if the products aren't yours.

In time, this will add up to more sales for you, plus, it will establish credibility for you since satisfied customers of those affiliate products will come back to you for more suggestions. And they'll be more likely to see what you have to sell too.

Just talk to the maker of the product about becoming an affiliate and you'll have new video topics to use and more videos to create.

CREATE YOUR OWN AFFILIATE PROGRAM

You can also create your own affiliate program in which others promote your products and get a certain percentage of the sale when they do.

Suggest they promote your videos and your website, and when they make a sale, they get a percentage of the profits.

Let your affiliate partners know that you encourage them to promote your YouTube hub as well as your blog and website to show the prospective buyer what you have to offer.

All you need to do is to create a video (of course) or a blog post, or both, to talk directly to your satisfied customers.

Let them know that you're starting an affiliate program and that you'd like them to be a part of your vision.

While you will need to pay the affiliates for their sales, you will generate more revenue, helping to boost your profits without boosting your efforts.

There are all sorts of affiliate scripts you can integrate into your blog to track sales and manage affiliates.

Or you can use one of my favorite tools for taking payments and also recruiting affiliates. They have over 100,000 active affiliates that you can plug right into!

CLICKBANK.COM

You can also sign up at ClickBank to begin to come up with new video ideas that generate revenue for you.

Just go to www.ClickBank.com to sign up now for an account so that you can get started as quickly as possible.

Once you have an account, you'll be able to go to the Marketplace and start finding out what other people are selling in your niche market.

Look to see what the top selling products are and then sign up to promote these products. You can easily filter the search results by popularity and most sales.

Remember that the more complementary these products are to the things you already sell on your site, the more effective you will be with ClickBank.

For example, you might want to promote ebooks on video creation if you're running a video blogging site.

PAY-PER-CLICK ADS

Google is certainly everywhere for marketers, making it easier to get seen and to be visited by the everyday Web surfer. You can do even more for your company by tapping into the Google AdSense program as well.

Here, you will create Pay-Per-Click (PPC) ads campaigns on your

You just need a Gmail account and you're ready to get started by going to:

<https://www.google.com/adsense/>

You will be taken through the step-by-step process of allowing related PPC ads to be on your YouTube channel or on your blog.

When these ads are related to your niche and to your market, those who visit your site and they will be more likely to click on the ads.

Each time someone clicks on an ad, you'll get paid a small amount. It's really that easy. All you have to do is sign up as a YouTube partner.

Now, this might not be possible for you right at first since YouTube would rather have partners who already have a large following and many page views.

This is all the more motivation you need to get as many videos up as possible to start growing your page view counts.

You can also go to your website to make sure that you are able to post these ads on the sides of your blog, allowing blog readers to take a look at these ads when they're on your page.

HOW TO GET YOUR VIDEO SEEN

You need to get your video seen by as many people as possible. Most viral videos just start out with people sending the link to friends who share it with more friends, etc. And Facebook and Twitter have made this snowball sort of process even faster.

Here are some other strategies in order to get your videos seen as often as possible:

- Email newsletters – If you're not already sending out a regular mailings to your lists, you should. And in these mails, you can reveal to this 'special club' the videos you've just posted, especially the ones that you think will go viral if they're spread around. Suggest that your email list shares your videos with as many people as possible.
- Ask for promotion from someone big – If you have a connection to a larger video channel or you just want to see if someone with a larger following than you might promote or post your video, go for it. You might be surprised just how helpful others can be when you ask. Realize that they might ask for a favor in return, which you will be glad to do.
- Send your video to friends and family – Yes, sending out your video to friends and family can still work to spread your video far and wide.
- Do a guest blog post – Write up a blog post that contains a link to your video and send it to larger name bloggers in your niche. Ask them to post it and tell them you will return the favor.
- Use annotations – In your YouTube videos, you can create annotations (those little notes that pop up during videos). You can use those annotations to say 'Share me' or to include a link back to your website.

- Create a network – Find people who are in your market that you can support when they need to push a video or a program. Together, you can all help each other out and get the video seen by as many people as possible at the start of its release.

The more work you do now, the more your video will spread. Just as a small snowball becomes a big one at the end of the hill, that first push is what begins it all.

TOP 10 VIDEO MARKETING SECRETS

You have your video camera in hand, your YouTube channel up and your motivation is high.

Want to know the secrets to video marketing?

Here are ten more you can use.

- Talk like a human – While it might be tempting to include a lot of keywords in your descriptions, chances are good that readers will catch on to your desire to impress Google more than them. Use keywords, but not too often.
- Think short – Your videos shouldn't be more than about 3 minutes since that is just enough time for a person to get information without feeling like they're spending too much time on your channel. If you have something longer to say, break it up into a multi-video series.
- Allow embedding – Make sure that your videos can be embedded in other sites, should people decide to share them with their friends and others.
- Add your URL in the description – The first line of your video description may want to include your site URL, using the same URL or unique URLs from your site.

- Post to related videos – When your video responds to another video on YouTube, post it on that page as a response.
- Use HD equipment – Since more people are using iPads today, using HD will make your video look sharp and clear – heads above others who don't invest in that equipment.
- Measure your success – Check your page views for each video and see what gets more response. From that data, you will be able to see what sorts of videos your audience wants in the future.
- Be active on your channel – Make sure you respond to the comments to your videos and that you also comment on other videos of channels you subscribe to. The more you interact, the more others will want to interact with you.
- Remind the viewer of your brand – If you have a logo or a brand slogan, make sure this flashes across the screen at least once during your video.
- Always include a website link – Your website address should be a part of your videos as well, helping to remind viewers constantly where they can go for more information.

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CONCLUSION

So, you now know how to create a video, post it to YouTube and to your blog, and you're ready to create a video presence online that gives you numerous benefits:

- A better search engine ranking
- Better online reputation
- Improved communication with customers
- More opportunities for income
- High quality interactions
- Consistent reach into your niche
- Room for innovations
- More blog content
- More social media output
- And more...

You have the plan, and now you just need to get started.

Today is the first day of your video marketing campaign, so why not start making your first video **RIGHT NOW?**

Success is NOT an Accident,

Paul