

10 STEPS TO GETTING FREE LEADS ON YOUTUBE

WHYYOUTUBE?

YouTube is the world's second largest search engine.

It's relatively untapped and presents an enormous opportunity for brands to promote their goods and services to a worldwide audience

ADVANTAGES OF YOUTUBE TRAFFIC

The people searching YouTube are there to find answers, to click around, and watch new content, so it's an advantageous environment to get leads to view whatever you're offering.

There is tons of organic traffic on YouTube and people search for the same topics and solutions for months and years. Your content goes a long way since it's being searched for continuously over time.

STEP 1

WHAT PROBLEM DOES YOUR BUSINESS SOLVE?

When marketing your product, your job is to provide a solution to the customer's problem.

First, you'll want to write down the topic
of your business.

(i.e.: weight management, vegan cooking, etc.)

STEP 2

PUT YOURSELF IN YOUR CUSTOMER'S SHOES.

When reaching your audience, think like your audience.

Make a list of 5 searches you'd do on YouTube if you were your own customer looking for a solution to your problem at hand.

Examples:

- Lose weight in 30 days
- Exercises to lose weight

*Be as concise as possible when typing in these phrases/keywords

STEP 3

RESEARCH A LIST OF THE MOST POPULAR SEARCHES IN YOUR BUSINESS.

Go to www.YouTube.com

Start typing in one of the phrases you came up with in Step 2...

BUT stop short of typing the full phrase to see the list of recommended searches that pop up in a drop-down menu.

(i.e. lose weight... **VERSUS** lose weight in 30 days) Do not type full phrase.

The recommended searches that come up show you the most popular searches done by other people searching similar phrases.

Next, you'll want to make a list of all of the recommended phrases **listed that pop up**. Then continue to create a list of all recommended phrases by searching **EACH** of the 5 phrases you came up with yourself in Step 2. Remember to leave off the end of the phrase when searching. You should have a decent-sized list of 30-40 phrases when you are done.

STEP 3 DEMO

Recommendations for Keywords Research



lose weight

lose weight

lose weight **fast**

lose weight **in 1 week**

lose weight **without exercise**

F lose weight **exercise at home**

lose weight **in a month**

lose weight **fast in 1 week**

lose weight **workout**

lose weight **motivation**

lose weight **in 2 weeks**

STEP 4

USE THE KEYWORDS LIST TO CREATE YOUR VIDEOS

Now we have a list of the most popular searches done by your ideal customer.

Each of the keyword phrases we collected are optimized and targeted titles for videos to find your ideal customers and drive them to your own YouTube video as they are being searched by the masses and are already very popular.

Next, you'll want to create a video for every single phrase you've found.

PRO TIP:

Use the the keyword phrase you're working with all across the video. That means you want it in the following places:

- a. In the headline
- b. In the description
- c. In the tags of the video

This is how you really target your customer and get that lead, by using that phrase everywhere.

UNDERSTANDING HOW YOUTUBE DISPLAYS VIDEOS

Did you know that in early 2014, YouTube made an algorithm switch that changed video suggestion on watch times (as opposed to view count)?

This means your potential customers aren't necessarily being shown results based on most-clicked-on videos, but rather on longest-watched videos! This is a good thing FOR YOU because...

For people just starting out on YouTube, you don't have to have tons of clicks or a huge subscriber base for your videos to be displayed higher up in searches. Now you don't need to worry about ranking based on view count only.

DEMO- HOW YOUTUBE DISPLAYS VIDEOS

As you can see from the displayed search results, the first video only has 17,801 views, but it is displayed higher than the videos with 432K or even 921K views.

lose weight in a month

Video Title	Views
How to Lose 30 Lbs in 30 Days	17,801 views
My 20lb Weight Loss in one month! Weight loss Before and after pictures, Evolv Review	432,347 views
How to Lose Weight in 1 Month	921,457 views
How To Lose Weight - See Results In Less Than A Month!	41,785 views

The image shows a screenshot of a YouTube search results page for the query "lose weight in a month". The search bar at the top contains the text "lose weight in a month" and a magnifying glass icon. Below the search bar, four video results are displayed. Each result consists of a video thumbnail, a title, a byline, a view count, and a red arrow pointing from the view count to the video. The view counts are: 17,801, 432,347, 921,457, and 41,785. The video titles are: "How to Lose 30 Lbs in 30 Days", "My 20lb Weight Loss in one month! Weight loss Before and after pictures, Evolv Review", "How to Lose Weight in 1 Month", and "How To Lose Weight - See Results In Less Than A Month!". The bylines are: "by Bogdan Heather Valeanu", "by backtoskinny", "by blogilates", and "by David Veras". The view counts are: "3 months ago • 17,801 views", "2 years ago • 432,347 views", "1 year ago • 921,457 views", and "1 year ago • 41,785 views". The red arrows point from the view counts to the video thumbnails. The video thumbnails show: a collage of images for the first video, a woman in a bikini for the second, a woman in a blue top for the third, and a man in a black shirt for the fourth.

STEP 5

CREATE ENGAGING, QUALITY CONTENT FOR YOUR VIDEOS

If you provide quality content on a consistent basis, you WILL get traffic since your watch time will be longer than your competitors

Here are 3 keys to create engaging, quality content:

1. Keep your videos specific and focused to one topic only.
2. Keep your videos short. Most people don't watch a video for more than a few minutes. Keep it to a 5-minute max. This way they stick throughout the video too.
3. Get to the point and give them the steps, the trick or the tip they are looking for in a concise and clear way.

STEP 6

FILMING

Even a wiz at improvising needs to organize their thoughts for filming. Write up a quick script of the flow of your video and leave out the fluff. (i.e.: Introduce yourself, tell viewer what you'll be teaching, deliver the steps or tip, wrap up by asking them to subscribe/recommend another video.)

REMEMBER, even the PROs use an iPhone to film, so you DON'T need any fancy technology. Use your smartphone or laptop.

Most importantly, get excited. No one wants to watch a video of someone monotonously delivering information like a robot.

STEP 7

TURNING VIEWS INTO LEADS

You can turn your viewers into leads with the help of clickable video annotations.

What are clickable video annotations?

These are clickable text boxes that pop up in your video that allow you to direct the viewer to your website or to ask them to perform an action.

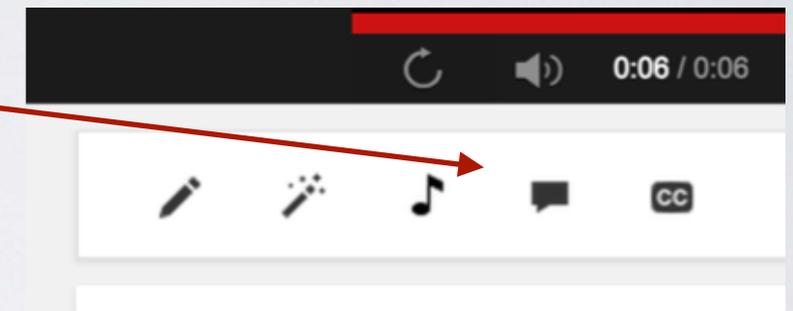
(i.e.: “Click here to subscribe to my channel,” “Click here to receive a free 10-step guide to healthier cooking,” etc.)

STEP 8

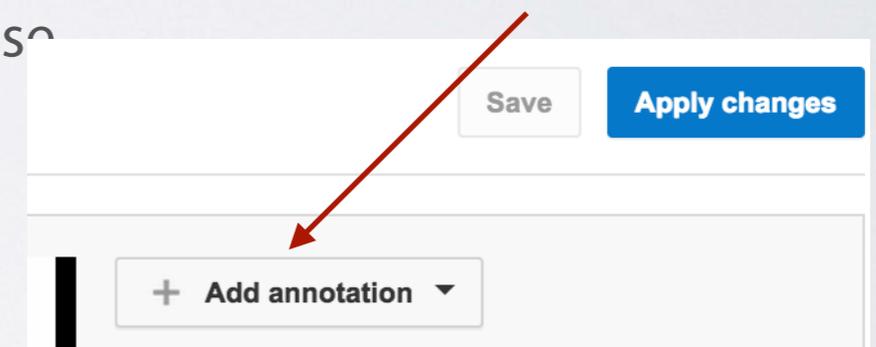
SETTING UP AN ANNOTATION

To set up an annotation, simply visit the video's page you just uploaded and click on the "Annotation" button under the video

Annotation Button



In the annotation dashboard, pick the annotation you want to use



Annotation "Links" include the ability to send viewers to other videos, playlists, have them subscribe to your channel, and most importantly, visit your website.

This means if people click your annotation, they will actually leave YouTube and visit your website or landing page.

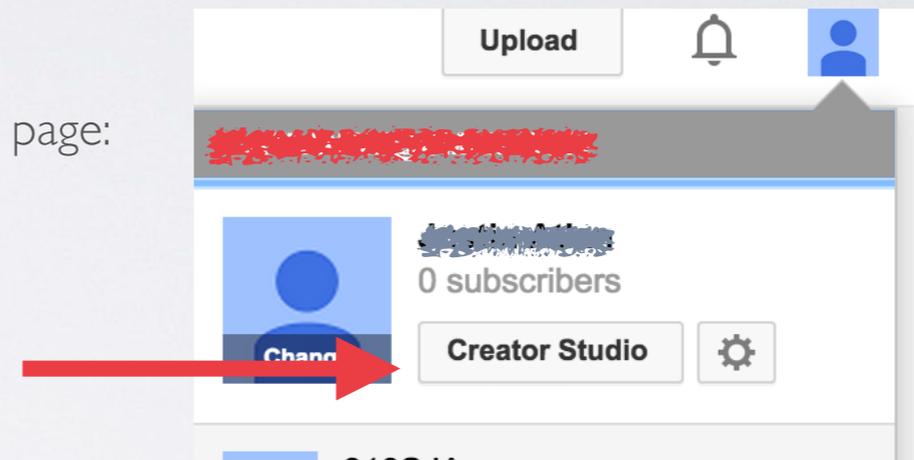
STEP 9

SET UP AN ASSOCIATED WEBSITE

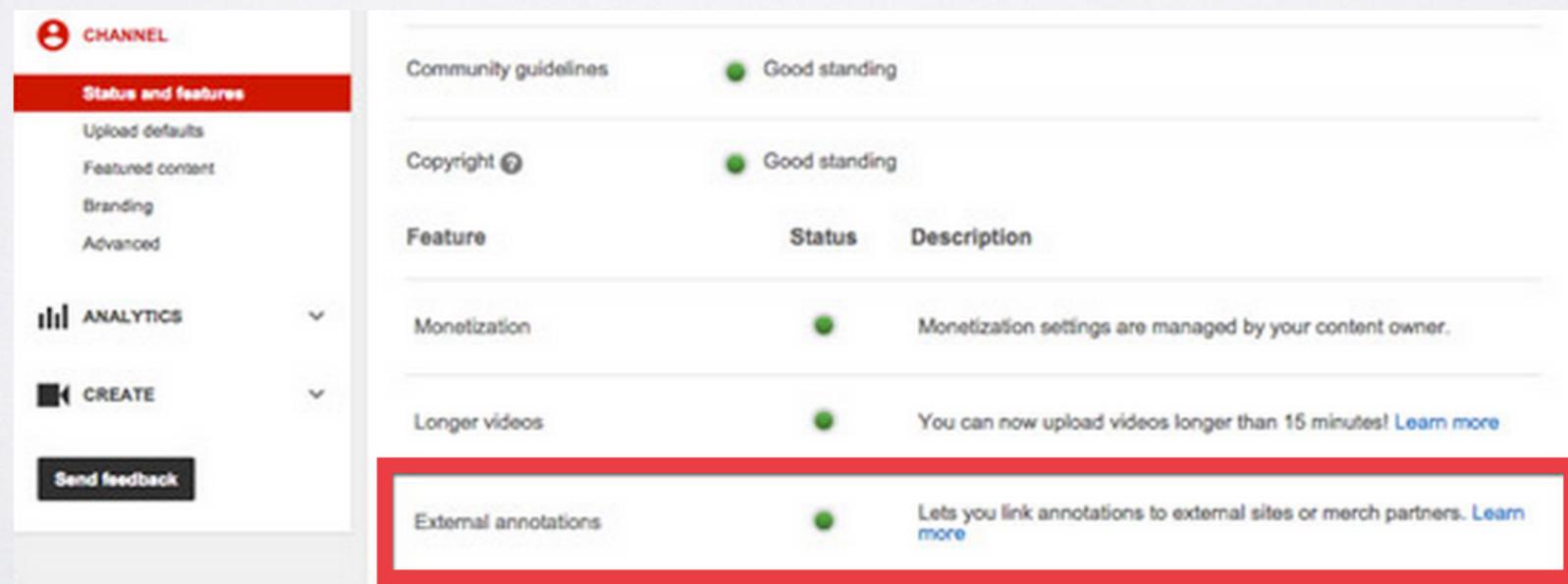
(SKIP STEP IF YOU HAVE THIS ALREADY SET UP)

If you are new to YouTube or have not yet set up an “Associated Website” you will need to do so in order to allow “clickable annotations” to your website.

a. Go to your “Creator Studio” under your Profile in the top right of the page:



b. Then select “Channel” from the dashboard on the left. Scroll down, and you’ll find a Feature entitled “External Annotations.” If the “Status” light isn’t green, then click “Learn More” for step-by-step instructions on setting up external annotations to your associated website



3 TIPS ON ANNOTATIONS

1. Annotations should go towards the beginning or the end of your video. This will not disturb your viewers' experience.
2. Display only one annotation at a time. You only want to direct your viewer to perform one action at a time.
3. Keep annotations to 20% of your entire video, maximum.

STEP 10

THE CALL-TO-ACTION CLOSE

At the end of your video, you need to have a call to action.

People respond best when you ASK them to do what you want.

Examples:

- Ask them to subscribe to your channel for more great videos on [what your business offers].
- Ask them to give a “Thumbs Up” on your video and leave a comment.
- Ask the viewer to share with you what else they’d like to learn from you and what new content you can make for them.

FOR BEST RESULTS

To get the best results using this method, keep the following in mind:

1. Be consistent in uploading new video content. You want to put out a new video **AT LEAST** once a week. This way you keep your subscriber base engaged and wanting to come back for more.
2. Engage with your audience to find out what they want to see and learn from you in the future. Remember, your goal is to develop a strong relationship with your viewers and build rapport so that you become a trustworthy authority. You can then leverage your authority to promote your own product or recommend other people's products to your viewers.
3. Keep it going. Continue the process long-term to see results. There is often the misconception that putting out a few videos will yield immediate results. You will see your view count and subscriber base increase over time. Therefore, don't give up and stay motivated as you build your fan base.

TO GET MORE AMAZING CONTENT
LIKE THIS AND TO GET HELP BUILDING
YOUR ONLINE BUSINESS,
CLICK THE LINK BELOW TO GO TO:

<http://umeysharma.wix.com/byob>